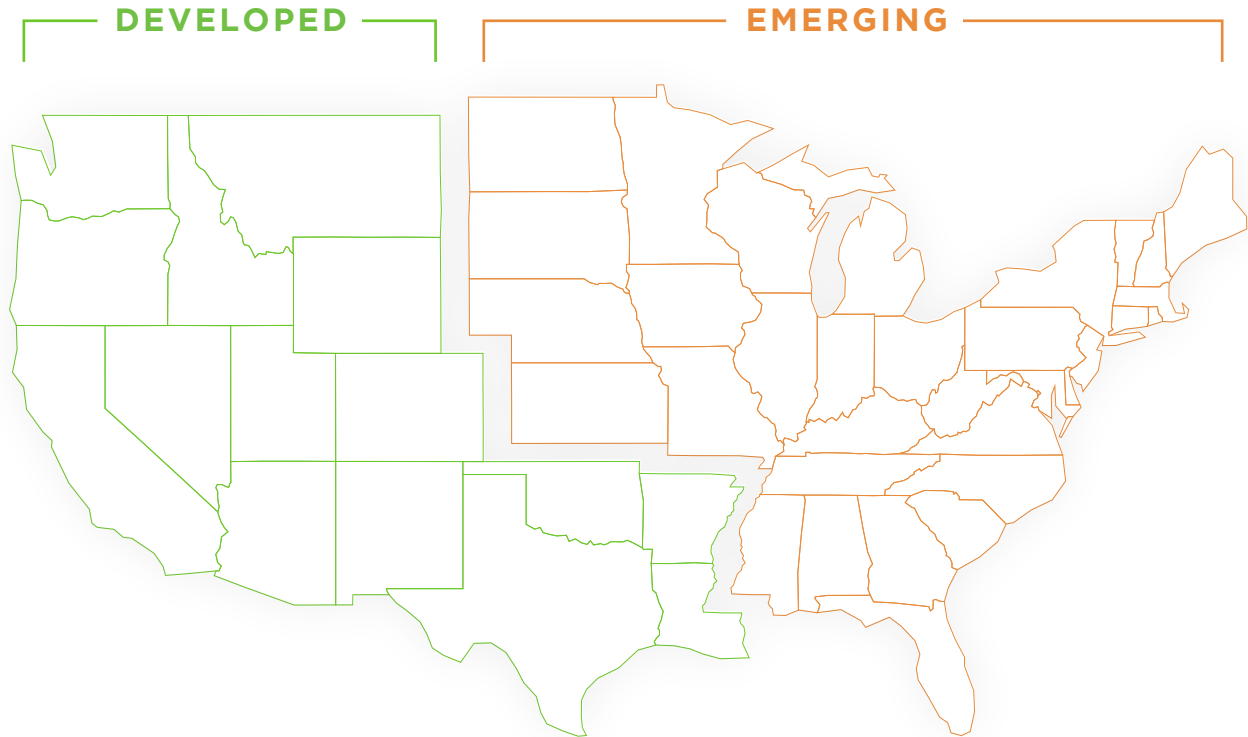


DEVELOPED VS. EMERGING REGIONS



66%

of households in developed regions buy avocados



45%

of households in emerging regions buy avocados



7

avocado buying trips per year



5

avocado buying trips per year



\$26

avocado spend per year
(up 25% vs. PY)



\$17

avocado spend per year
(up 32% vs. PY)

* Hass Avocado Board 2015 Market Basket and Shopper Trends