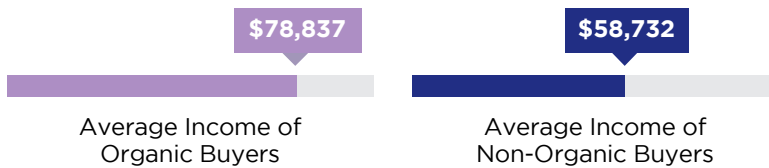
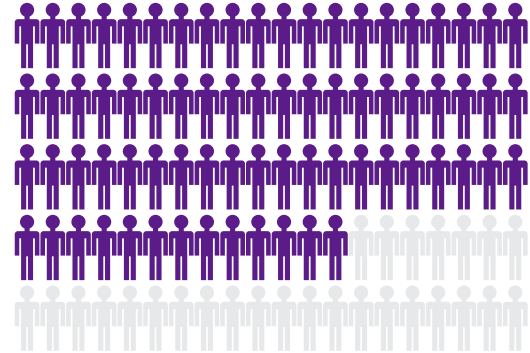


THE ORGANIC SHOPPER



73% of US Shoppers purchase organics

Source: The Hartman Group, "The Evolving Organic Marketplace," 2015



50% College Graduate or Higher

- ▶ “Being organically grown” is considered a purchase driver by **60%** of a target audience ¹
- ▶ **50%** of heavy avocado users consider organic to be an attribute of importance, where only **22%** of light users consider it an important factor ²
- ▶ **51%** of heavy users and **30%** of light users prefer to buy organic ²

¹ Hass Avocado Board 2016 Consumer Tracking Study
² Hass Avocado Board 2015 Path to Purchase Study

