

HASS AVOCADO  
BOARD

The logo for the Hass Avocado Board, featuring a white stylized avocado shape to the right of the text.

# Avocado Holiday Retail Recap

Cinco de Mayo, Memorial Day, and Father's Day

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## Introduction

# Definitions

**This report looks at retail sales performance for the holiday and event weeks listed below:**

- **Cinco de Mayo** – week ending 05-05-2024
- **Memorial Day** – week ending 05-26-2024
- **Father's Day** – week ending 06-16-2024

### Geographies:

- Total U.S.
- 8 Regions

### Categories:

- Total Avocados

### PLUs:

- **4046** – Small Hass #60 sizes & smaller
- **4225** – Large Hass #40 & #48 sizes
- **4770** – Extra Large Hass #36 sizes & larger
- **Organic** – All organic PLUs
- **Bags** – Conventional and organic bagged avocados
- **All Other** – All other avocados not defined above

### Metrics:

- **Dollars and Units**
- **Dollar and Unit Share** – Proportion of total sales
- **Average Selling Price (ASP)** – Average price/unit
- **All Commodity Volume (ACV)** – Dollar sales of everything scanned in store(s)
- **Velocity (\$/MM ACV)** – Category sales rate in stores where stocked (weighted by ACV)

### The following promotional metrics are reported in pounds (lbs):

- **Base Volume (lbs)** – Expected volume (lbs) sales without promotional activity
- **Efficiency (%)** – Ratio of lift to promoted volume (lbs). Measures the share of promoted volume that was sold due to the promotion
- **Lift (%)** – Ratio of lift to total base; also referred to as promotional response
- **Lift (Actual)** – Increase in volume (lbs) above base volume due to promotion
- **Non-Promoted (\$ or lbs)** – Sold without a price reduction and/or on feature or display
- **Non-Promoted Share** – Proportion of total dollars or volume (lbs) sold without a price reduction and/or on feature or display
- **Promoted (\$ or lbs)** – Sold at a price reduction and/or on feature or display
- **Promoted Share** – Proportion of total dollars or volume (lbs) sold at a price reduction and/or on feature or display

### Retail POS Data Source:

- Circana

Source: Circana confidential information. HAB's calculation based in part on data reported by Circana for the avocado category through Multi-Outlet (MULO) reporting. The information is believed to be reliable at the time supplied by Circana but is neither all-inclusive nor guaranteed by Circana. Without limiting the generality of the foregoing, specific data points may vary considerably from other information sources.

# Holiday Comparison

**YTD Q2: 2024 vs. 2023**

Avocado dollars reached the highest levels for the year during Q2 compared to last year.

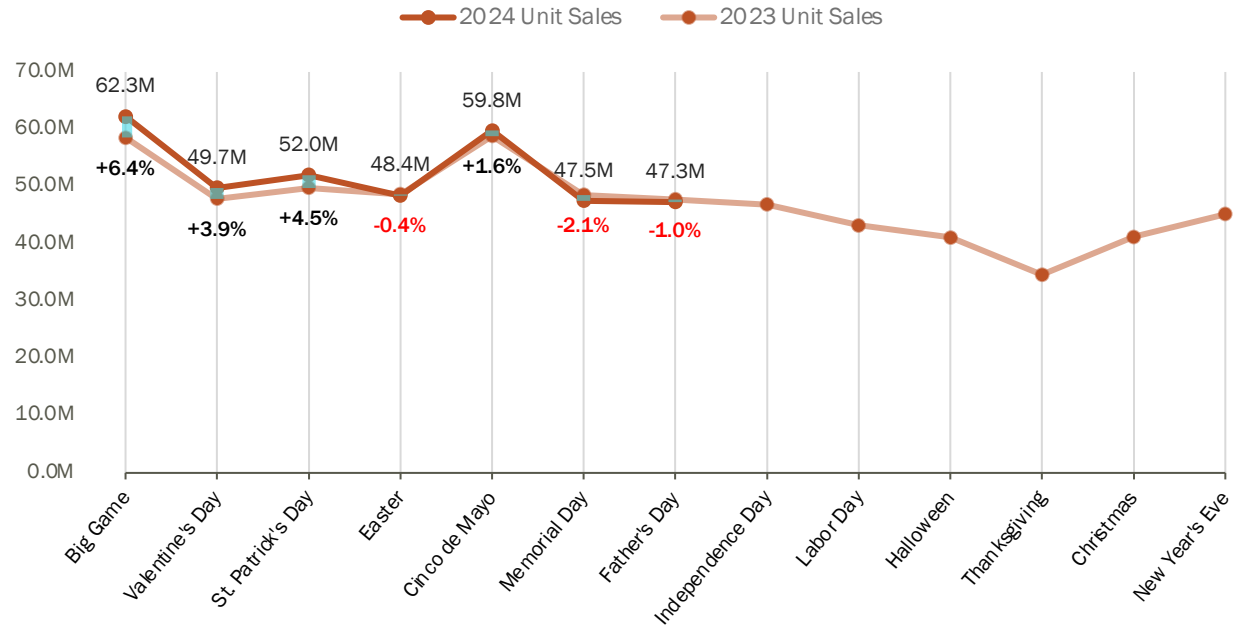
Additionally, ASP peaked near the end of Q2, climbing to the highest price point of the year.

## Holiday Comparison

# Avocado unit sales spiked during Cinco de Mayo

- Unit sales peaked during the Big Game at 62.3M units and took an upward turn during Cinco de Mayo (59.8M units).
- Avocado units hit the lowest point during Father's Day at 47.3M units.

Avocado Unit Sales with Change vs. YA  
(2024 vs. 2023)



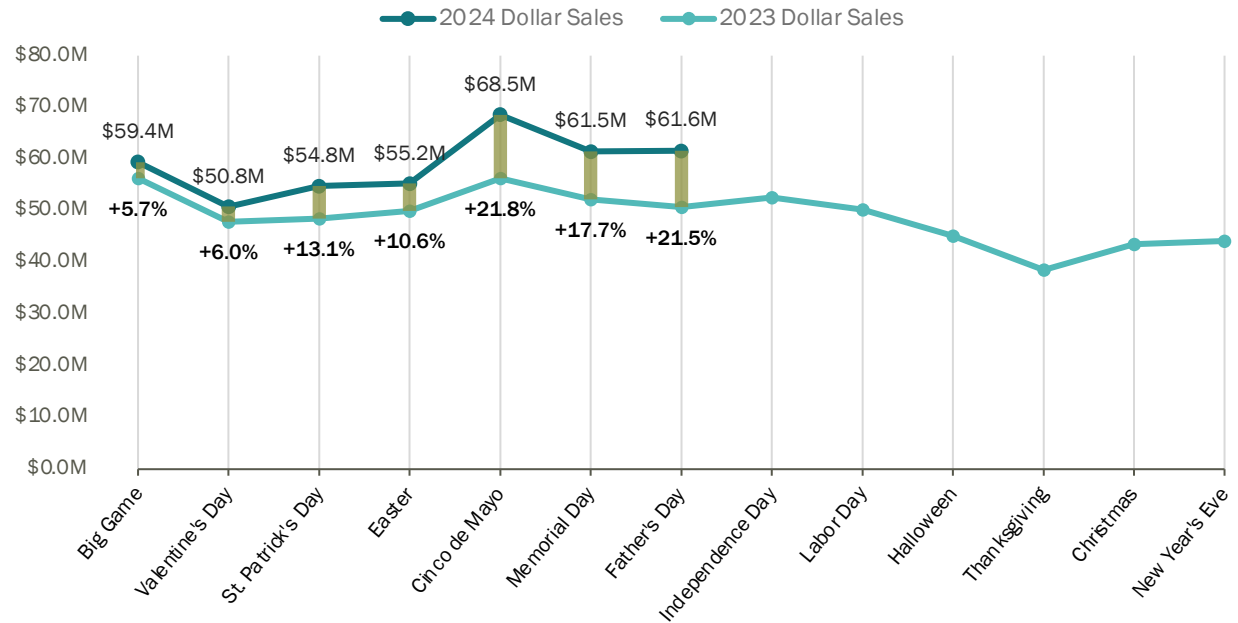
### Holiday Comparison

## Holiday Comparison

# Avocado sales during Q2 generated the highest growth rates for 2024 holidays

Avocado Dollar Sales with Change vs. YA  
(2024 vs. 2023)

- Cinco de Mayo holiday saw the highest year-over-year dollar growth rate (+22%) of any other 2024 holiday.
- Dollar sales during 2024 holidays were highest during the week of Cinco de Mayo (\$68.5M).



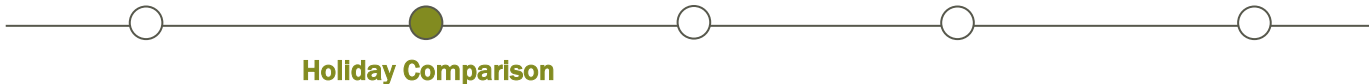
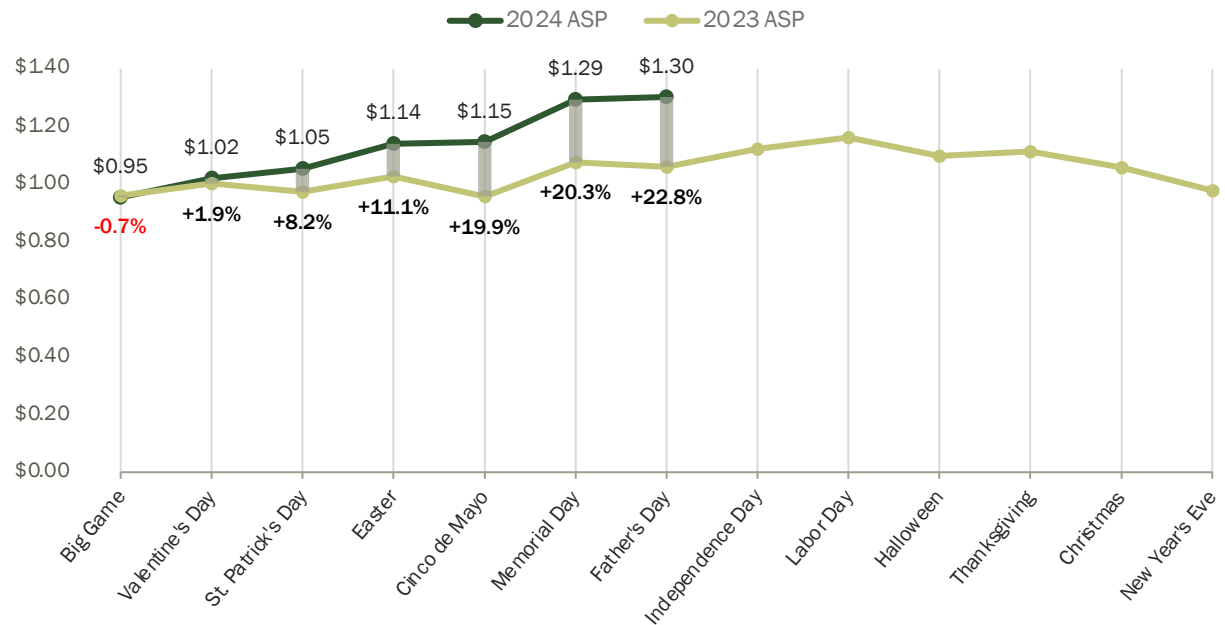
### Holiday Comparison

## Holiday Comparison

# Avocado ASP has been on a steady climb throughout the 2024 holidays

- Avocado holiday ASP reached the highest level in 2024 during Father's Day at \$1.30/unit.
- ASP has climbed by double digits versus last year since Easter 2024.

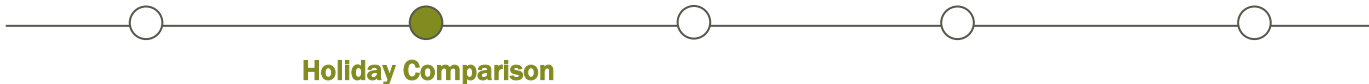
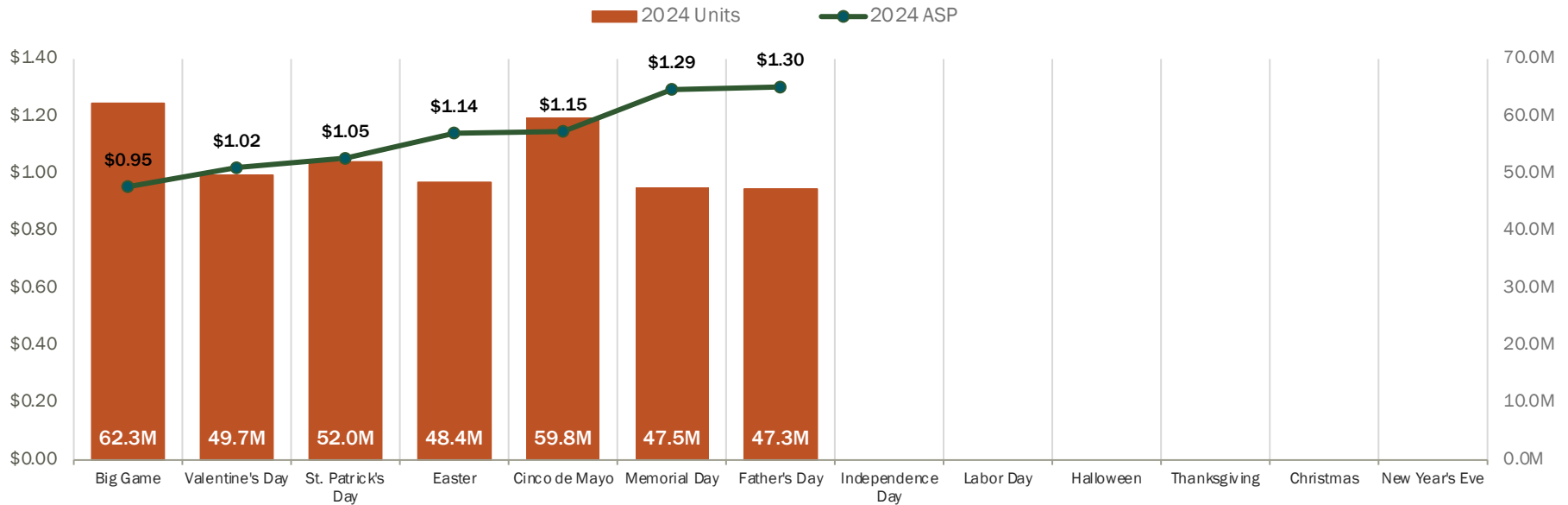
Average Selling Price per Unit with Change vs. YA  
(2024 vs. 2023)



## Holiday Comparison

# Big Game week saw the highest unit sales and lowest ASP for 2024 holidays

### Average Selling Price and Units by Holiday



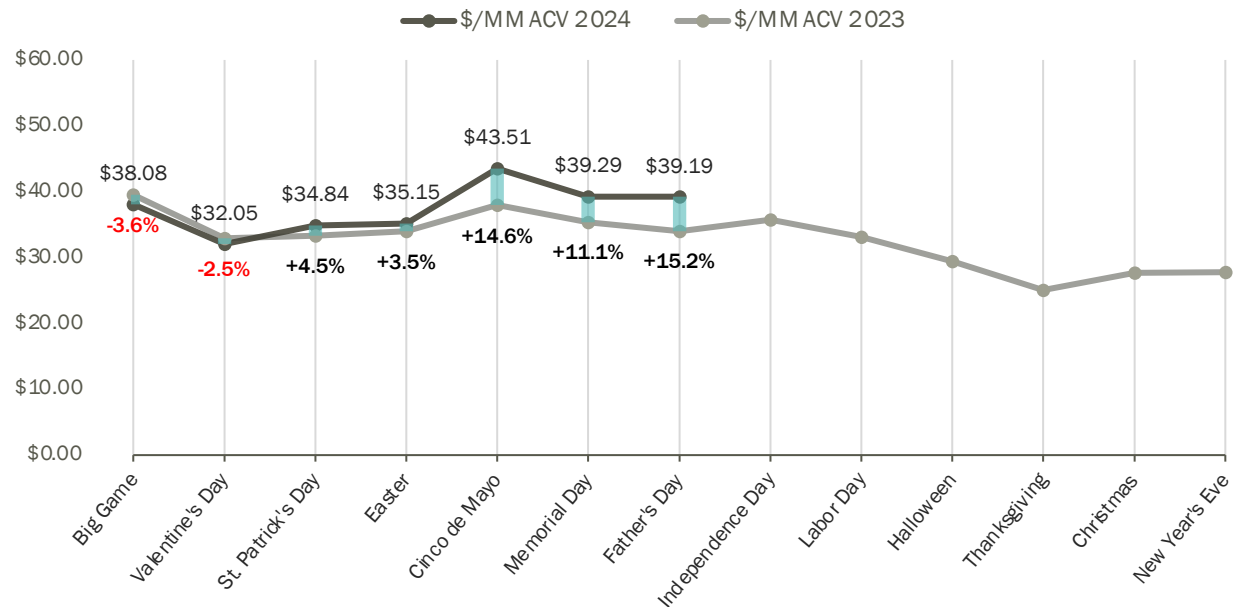


## Holiday Comparison

# Sales velocity showed the largest year-over-year increases during Q2 holidays

- Dollar sales velocity during the Q2 holidays increased by double digits compared to prior year
- Dollar sales velocity fell below prior year for the Big Game and Valentine's Day holidays in 2024.

**Dollar Sales Velocity (\$/MM ACV)**  
(2024 vs. 2023)

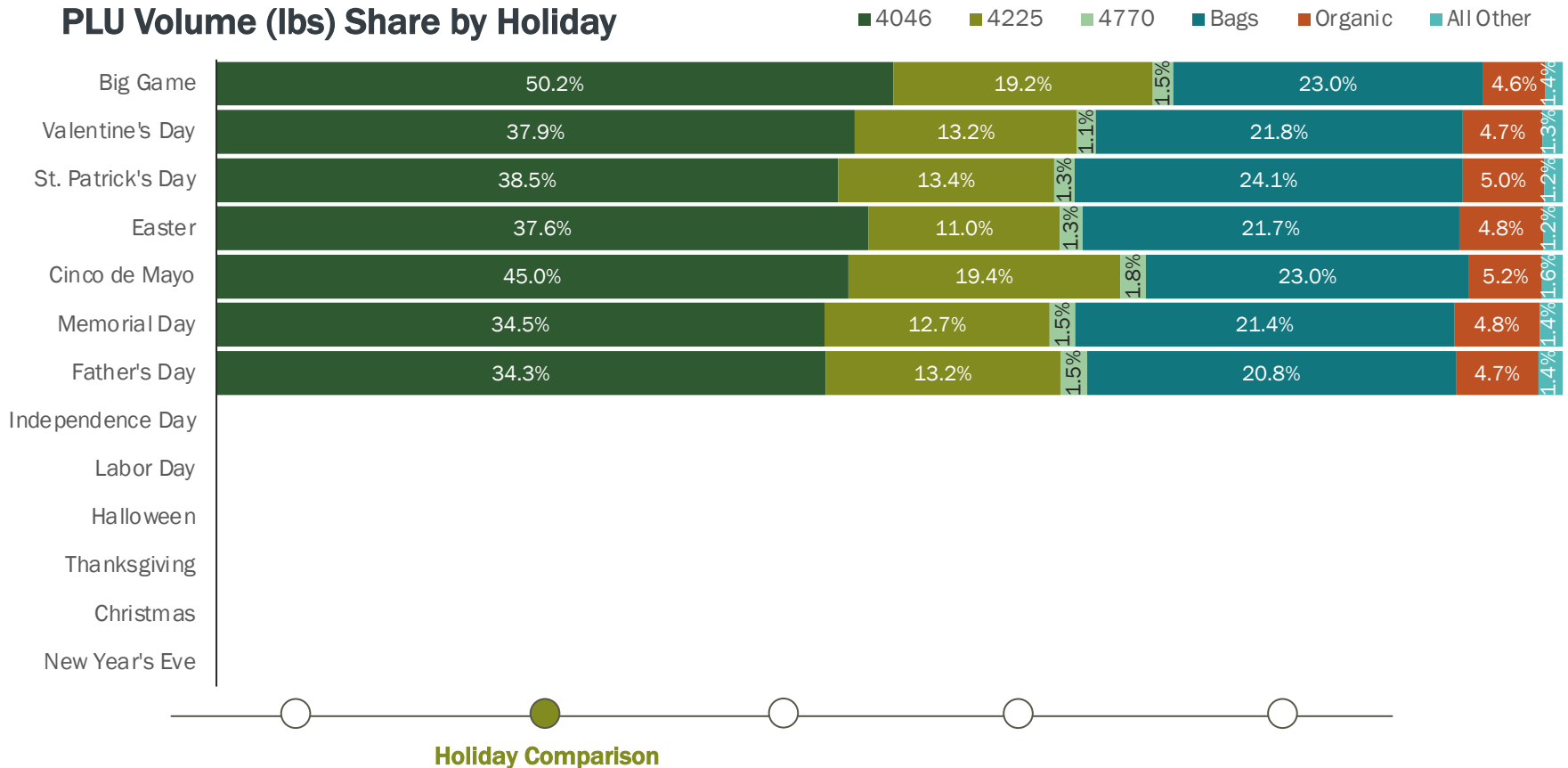


## Holiday Comparison

## Holiday Comparison

# Large (4225) avocado volume share was highest during the Cinco de Mayo holiday

### PLU Volume (lbs) Share by Holiday



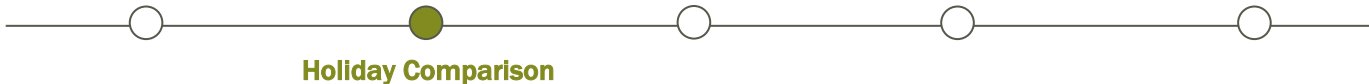
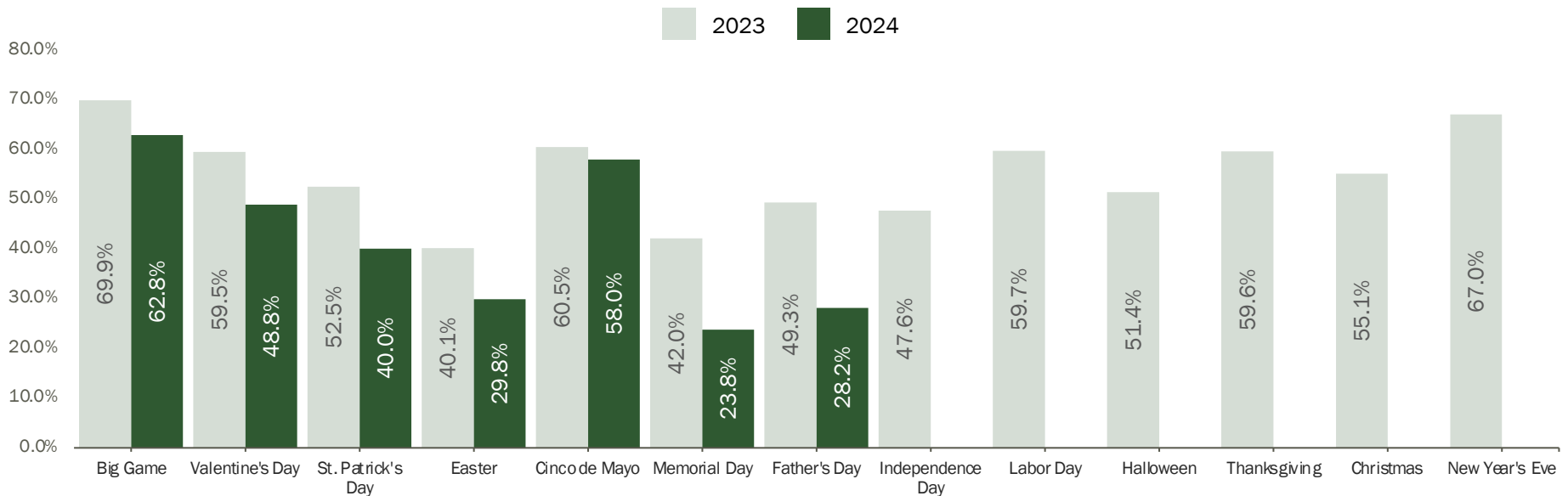
Note: Promotion measures only available in pounds.

Source: Circana 52 weeks ending 12-31-2023, with comparison to 2024 thru week ending 06-16-2024

## Holiday Comparison

# Big Game posted the highest promoted volume share so far in 2024

### Promoted Avocado Volume (lbs) Share by Holiday vs. Prior Year



Note: Promotion measures only available in pounds.  
Source: Circana 52 weeks ending 12-31-2023, with comparison to 2024 thru week ending 06-16-2024

## Holiday Comparison

# Cinco de Mayo promotions saw the greatest actual volume lift of the Q2 holidays

Holiday <small>Volume in lbs</small>	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
Big Game	9.1M	60.9%	60.7%	+58.6%	+5.5M	4.7M	82.0%	65.7%	+117.1%	+3.1M	3.9M	56.7%	37.2%	+26.8%	+1.4M
Valentine's Day	4.5M	40.4%	57.9%	+30.5%	+2.6M	2.5M	64.4%	61.9%	+66.3%	+1.6M	3.6M	56.1%	33.5%	+23.2%	+1.2M
St. Patrick's Day	3.5M	30.7%	54.9%	+20.2%	+1.9M	2.1M	52.5%	57.6%	+43.4%	+1.2M	3.4M	48.0%	40.9%	+24.4%	+1.4M
Easter	2.9M	25.7%	50.4%	+14.9%	+1.4M	0.9M	27.3%	54.1%	+17.3%	+0.5M	2.5M	38.0%	33.1%	+14.4%	+0.8M
Cinco de Mayo	8.6M	64.6%	42.2%	+37.5%	+3.6M	4.3M	75.3%	56.2%	+73.2%	+2.4M	2.5M	37.0%	33.2%	+14.0%	+0.8M
Memorial Day	1.7M	17.1%	34.9%	+6.3%	+0.6M	1.0M	27.4%	38.6%	+11.8%	+0.4M	2.1M	32.6%	28.1%	+10.1%	+0.6M
Father's Day	2.3M	22.6%	26.7%	+6.4%	+0.6M	1.8M	45.1%	37.6%	+20.4%	+0.7M	1.9M	30.5%	18.3%	+5.9%	+0.3M
Independence Day															
Labor Day															
Halloween															
Thanksgiving															
Christmas															
New Year's Eve															



### Holiday Comparison

# Cinco de Mayo

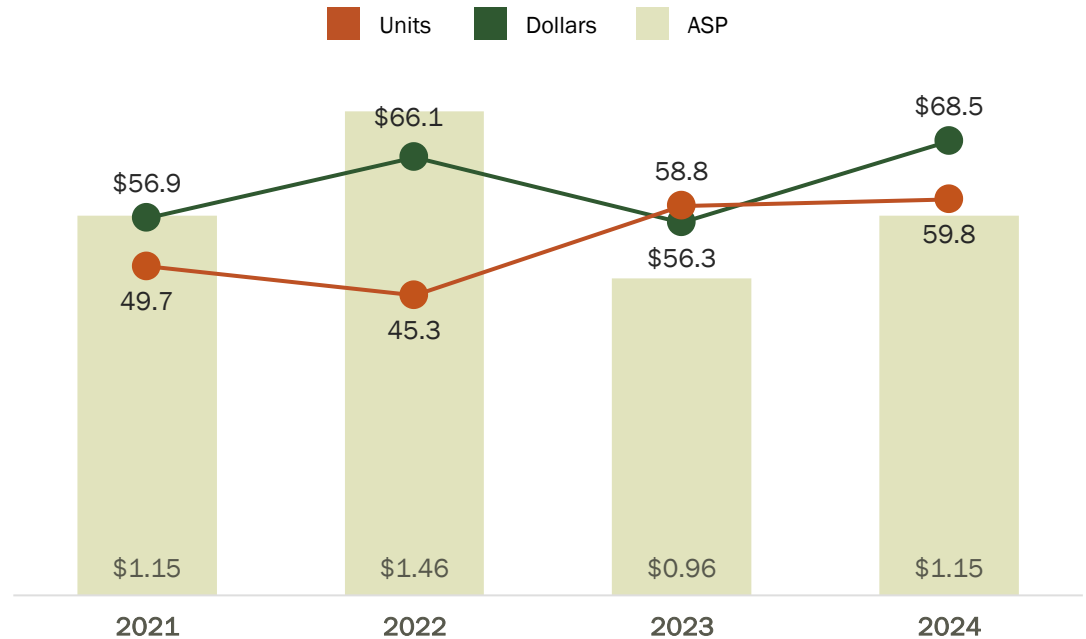
**Week Ending 05-05-2024**

Avocado sales danced in a Cinco de Mayo sales fiesta as dollars soared to \$68.5M and units climbed to 59.8M – the highest levels in 4 years!

# Cinco de Mayo avocado sales reached 4-year high levels for units and dollars

- Avocado unit sales reached 59.8M during the Cinco de Mayo holiday, which was up +2% vs. last year.
- Dollar sales for the holiday soared +22% vs. last year.
- National avocado ASP climbed +20% compared to last year, reaching \$1.15/unit.

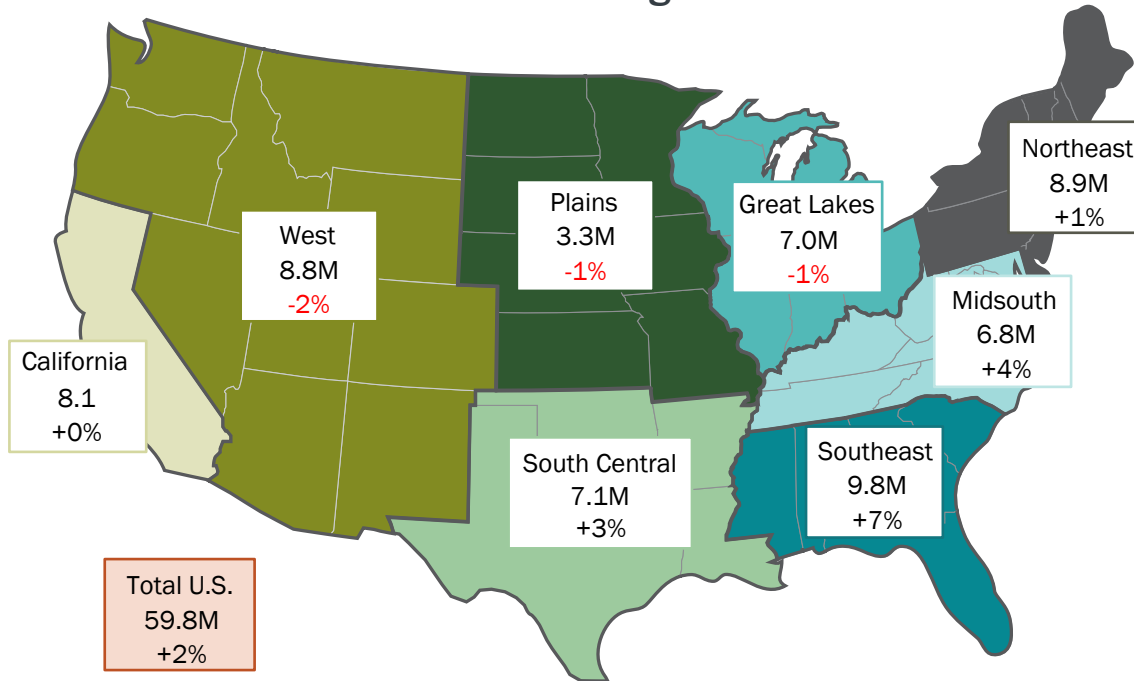
**Holiday Week Sales and Average Price by Year**  
(Units and Dollars in millions)



Cinco de Mayo

# The Southeast region saw the highest unit growth rate during Cinco de Mayo

Unit Sales and % Change vs. Prior Year



Dollar Sales and % Change vs. Prior Year

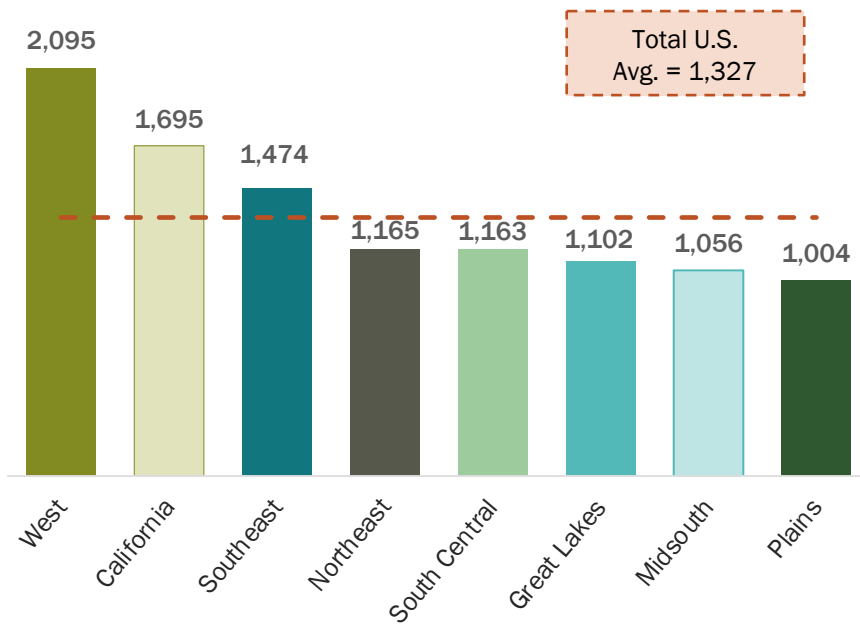
Region	Dollar Sales	vs. PY
Total U.S.	\$68.5M	+22%
California	\$9.8M	+13%
West	\$11.3M	+33%
Plains	\$3.4M	+21%
South Central	\$6.8M	+24%
Great Lakes	\$8.2M	+28%
Northeast	\$11.2M	+16%
Midsouth	\$7.4M	+21%
Southeast	\$10.4M	+22%



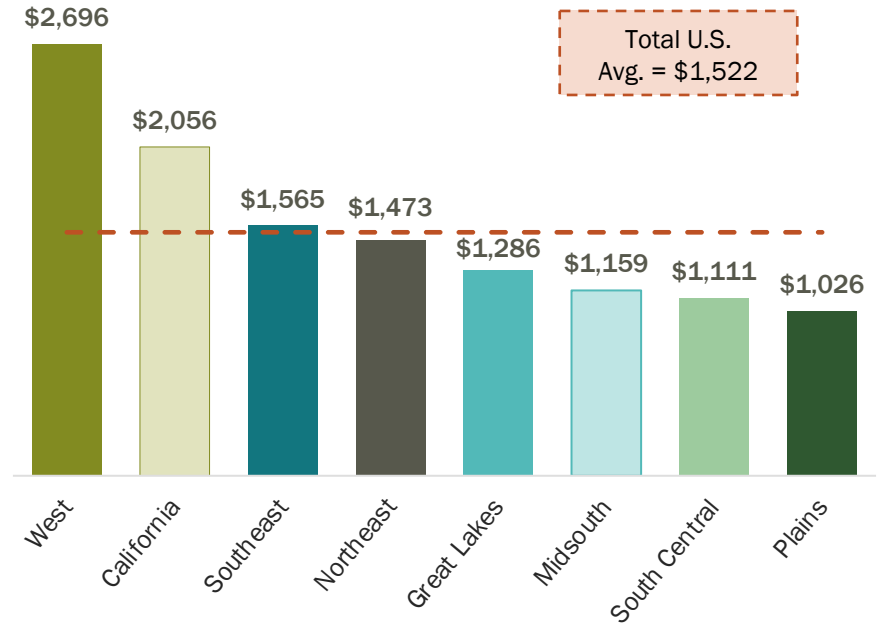
Cinco de Mayo

# Three regions scored above Total U.S. in units and dollars per store selling

Units per Store Selling



Dollars per Store Selling

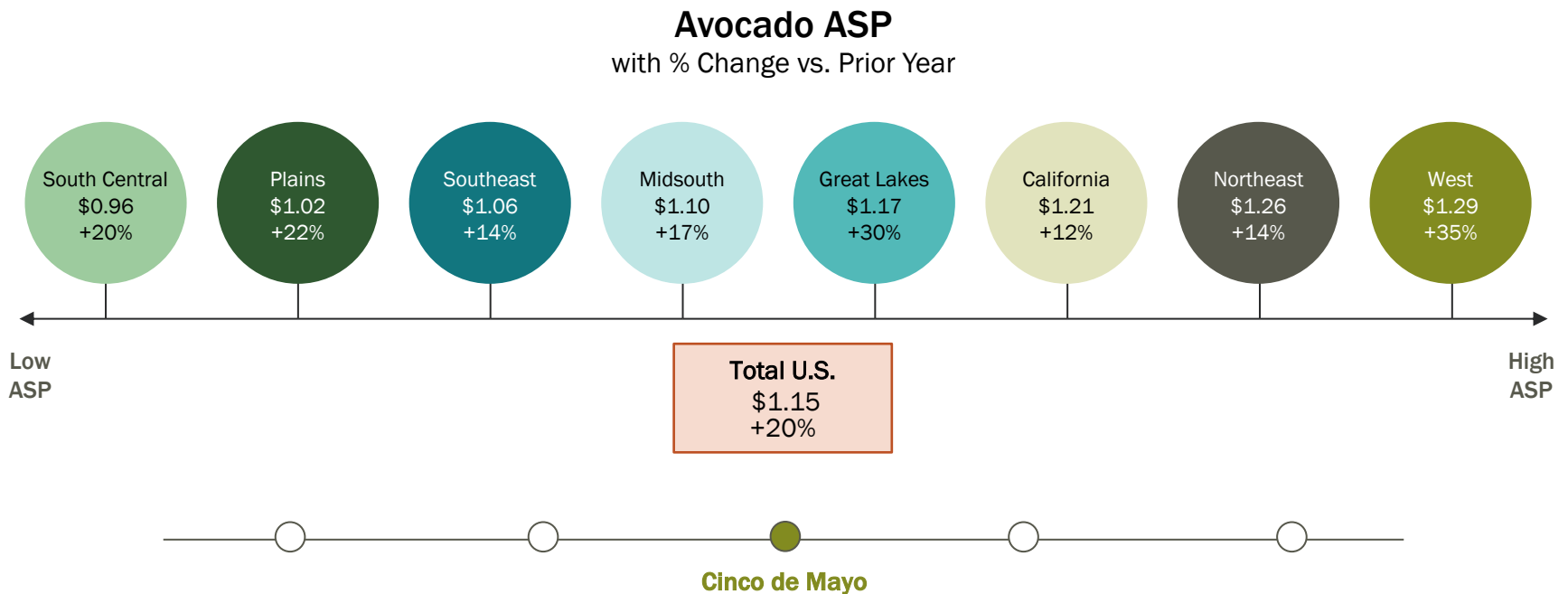




## Cinco de Mayo

# The West region saw the greatest jump in ASP versus prior year

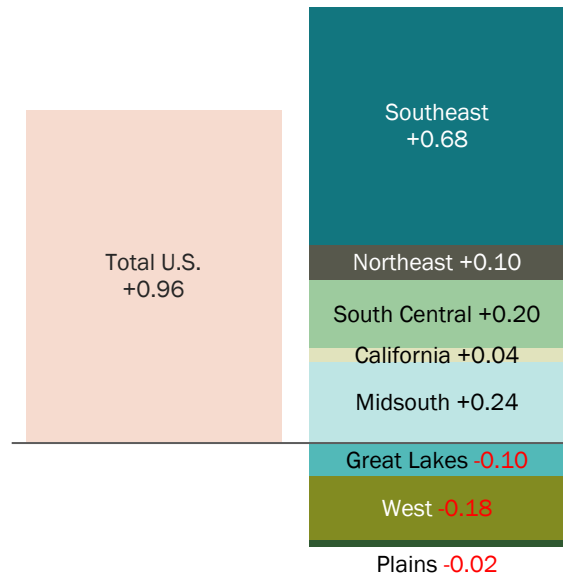
- Total U.S. avocado ASP during Cinco de Mayo increased +20% to \$1.15/unit.
- ASP varied across the U.S., from a low of \$0.96/unit in the South Central region to a high of \$1.29/unit in the West region.



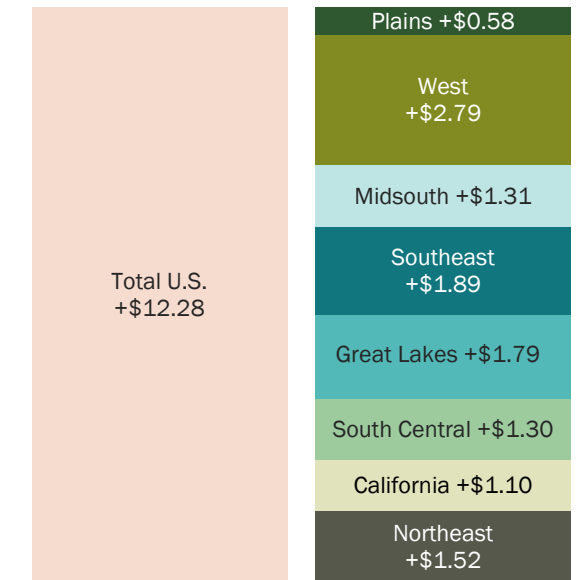
# Cinco de Mayo avocado sales posted unit and dollar growth for Total U.S.

- Total U.S. avocado sales were up nearly +1.0M units compared to prior year, while retail dollars soared +\$12.3M.
- The Southeast region drove unit growth, adding +0.7M units to the category, while the West drove dollars contributing +\$2.8M.

**Unit Growth**  
(in millions)



**Dollar Growth**  
(in millions)



Total U.S. Growth

Growth by Region

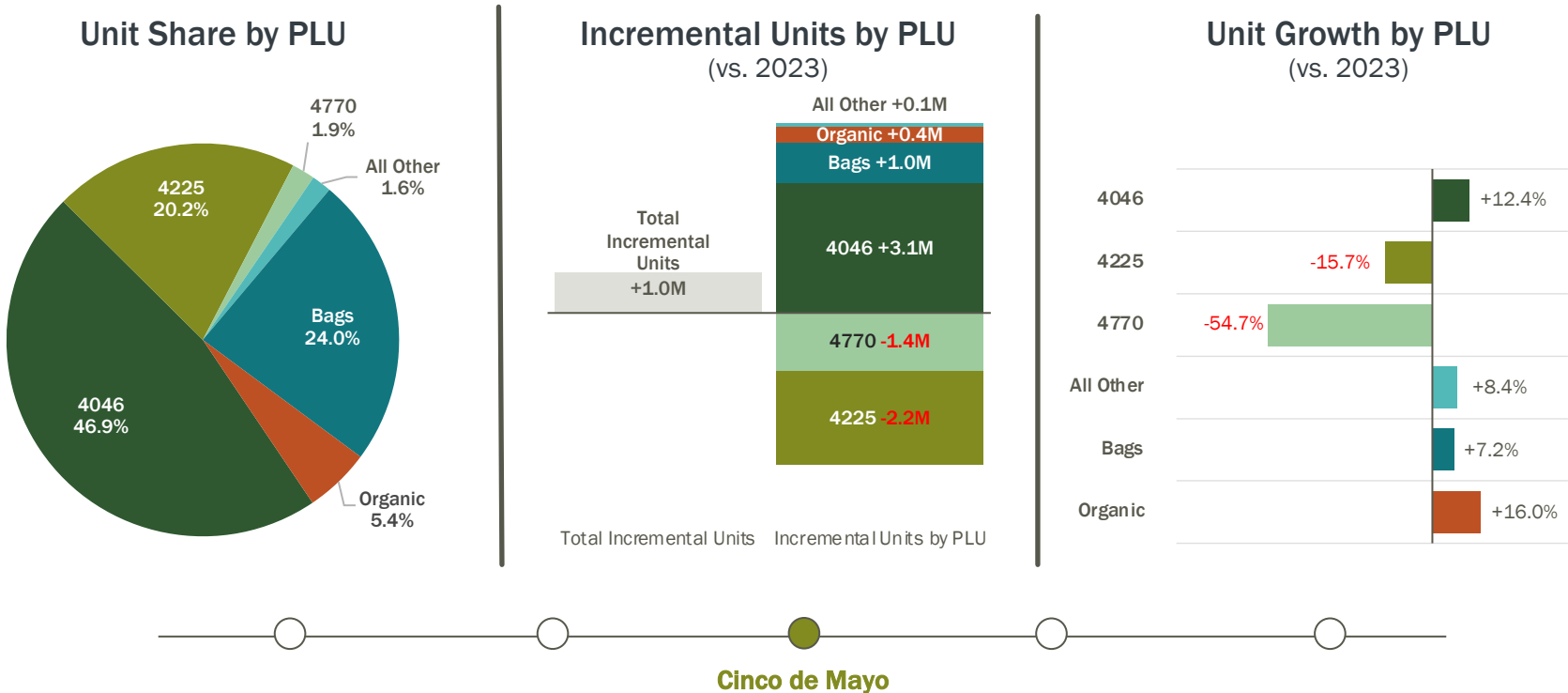
Total U.S. Growth

Growth by Region

**Cinco de Mayo**

# Cinco de Mayo unit growth was fueled by small (4046) avocados

- Small (4046) avocados accounted for a 47% share of Cinco de Mayo unit sales.
- These sales contributed an additional +3.1M units to the category vs. 2023.



# Volume growth among small (4046) avocados was from promoted sales

**Promoted vs. Non-Promoted Comparison by PLU**  
with % change vs. Prior Year

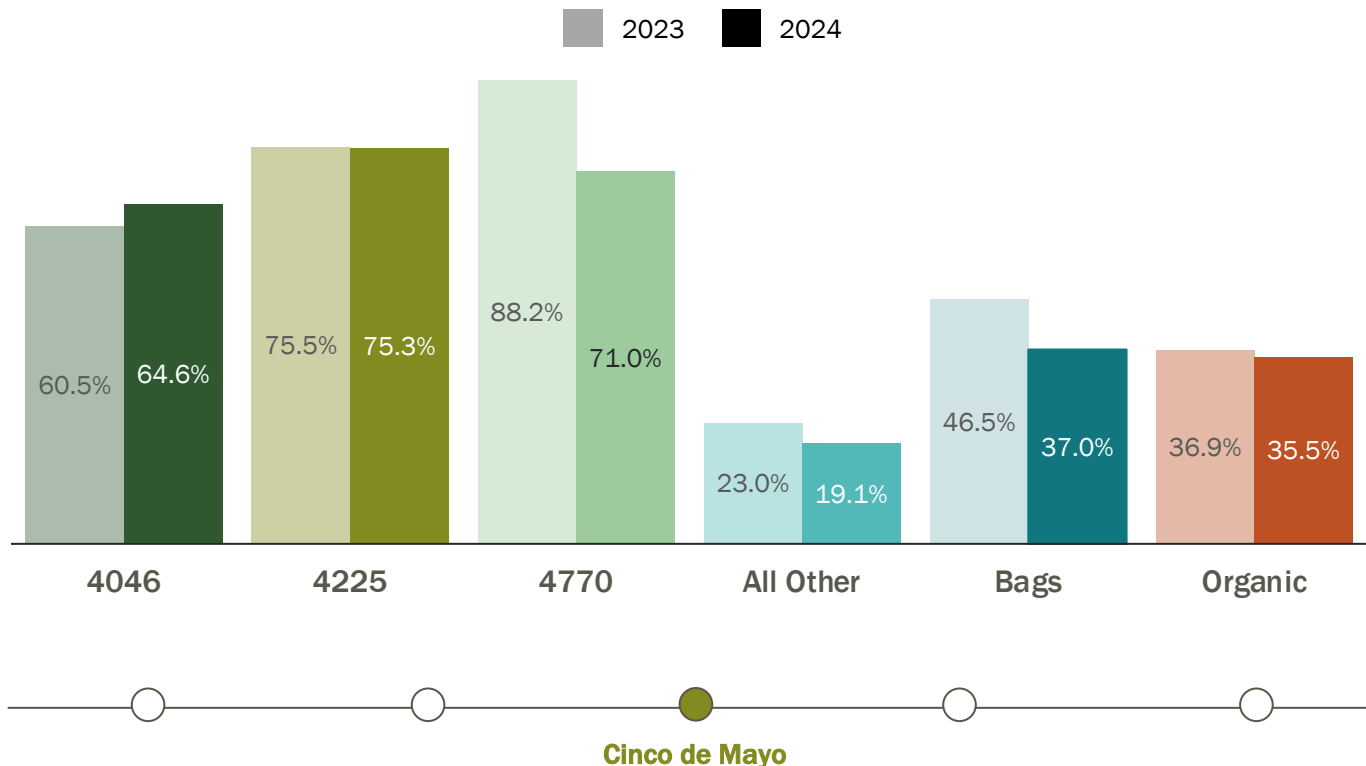
Type	Promoted						Non-Promoted					
	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance
4046	8,620.7K	+20.0%	\$16,687.4K	+38.1%	\$1.94	+15.0%	4,719.4K	+0.7%	\$9,742.4K	+24.2%	\$2.06	+23.3%
4225	4,324.6K	-16.0%	\$13,028.9	+9.0%	\$3.01	+29.7%	1,421.1K	-14.7%	\$5,155.9K	+28.3%	\$3.63	+50.4%
4770	386.1K	-63.6%	\$1,581.3	-46.9%	\$4.10	+45.8%	157.5K	+11.6%	\$832.7K	+35.1%	\$5.29	+21.1%
All Other	88.3K	-10.3%	\$415.5	-26.4%	\$4.71	-18.0%	374.7K	+13.9%	\$2,595.2K	+63.6%	\$6.93	+43.6%
Bags	2,527.0K	-14.7%	\$5,035.0	+1.6%	\$1.99	+19.1%	4,298.4K	+26.3%	\$8,931.4K	+52.2%	\$2.08	+20.6%
Organic	546.6K	+11.7%	\$1,491.8	+5.9%	\$2.73	-5.2%	991.7K	+18.6%	\$3,041.4K	+27.7%	\$3.07	+7.7%
Total Avocados	16,493.3K	-2.6%	\$38,239.9	+12.7%	\$2.32	+15.7%	11,962.8K	+8.1%	\$30,299.0K	+35.8%	\$2.53	+25.6%



Cinco de Mayo

# Small (4046) avocados saw a +4-point increase in promoted volume share

Promoted Volume (lbs) Share by PLU vs. Prior Year



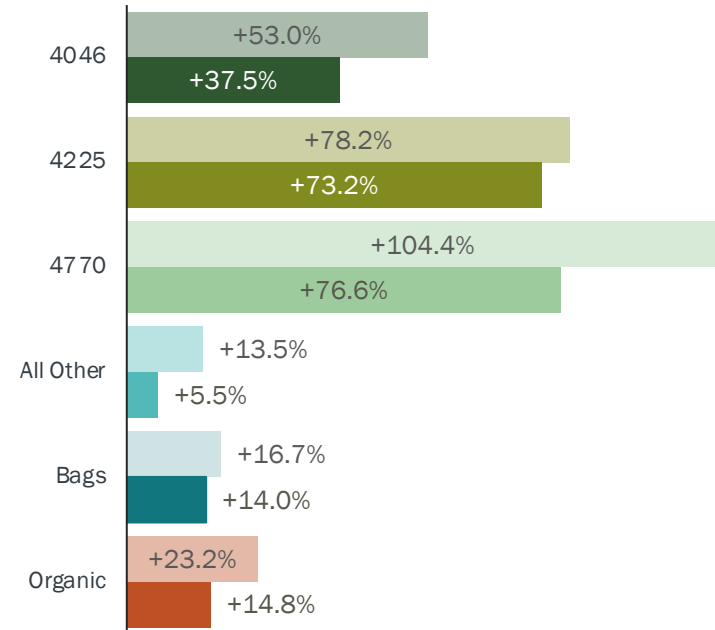
Note: Promotion measures only available in pounds.  
Source: Circana week ending 05-05-2024, with comparison to 05-07-2023

# Cinco de Mayo promotions generated less actual volume lift than prior year

**Promoted Efficiency and Actual Volume (lbs)**  
vs. Prior Year

PLU	Efficiency PY	Efficiency CY	Actual Volume Lift PY	Actual Volume Lift CY
4046	57.3%	42.2%	+4,112.5K	+3,641.5K
4225	58.1%	56.2%	+2,989.0K	+2,428.5K
4770	57.9%	61.1%	+613.5K	+235.7K
All Other	51.6%	27.6%	+50.8K	+24.3K
Bags	30.7%	33.2%	+909.0K	+839.1K
Organic	51.0%	36.4%	+249.5K	+198.7K

**Promoted % Volume (lbs) Lift**  
vs. Prior Year



Cinco de Mayo

Cinco de Mayo

# Promotions for small (4046) avocados in the Southeast region lifted volume by +1.0M lbs

Region <small>Volume in lbs</small>	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
California	1.3M	58.7%	58.0%	+51.6%	+0.8M	0.2M	81.6%	61.2%	+99.6%	+0.1M	0.2M	36.5%	28.1%	+11.4%	+0.1M
West	0.8M	43.9%	47.9%	+26.6%	+0.4M	0.6M	54.5%	54.7%	+42.4%	+0.4M	0.3M	38.4%	42.2%	+19.4%	+0.1M
Plains	0.7M	82.5%	30.6%	+33.7%	+0.2M	0.2M	96.1%	47.5%	+84.1%	+0.1M	0.1M	30.6%	27.5%	+9.2%	+0.0M
South Central	0.7M	42.7%	29.1%	+14.2%	+0.2M	0.4M	72.2%	48.5%	+53.9%	+0.2M	0.4M	41.8%	44.2%	+22.7%	+0.2M
Great Lakes	1.0M	80.6%	29.1%	+30.7%	+0.3M	1.1M	88.0%	66.9%	+143.3%	+0.7M	0.1M	21.8%	22.7%	+5.2%	+0.0M
Northeast	0.7M	66.7%	41.4%	+38.1%	+0.3M	1.2M	75.8%	46.0%	+53.5%	+0.5M	0.5M	46.9%	36.2%	+20.5%	+0.2M
Midsouth	1.1M	69.7%	42.0%	+41.4%	+0.4M	0.4M	78.1%	61.2%	+91.7%	+0.3M	0.3M	34.8%	24.8%	+9.5%	+0.1M
Southeast	2.3M	80.3%	44.5%	+55.7%	+1.0M	0.2M	85.0%	66.1%	+128.3%	+0.1M	0.4M	34.4%	25.0%	+9.4%	+0.1M
Total U.S.	8.6M	64.6%	42.2%	+37.5%	+3.6M	4.3M	75.3%	56.2%	+73.2%	+2.4M	2.5M	37.0%	33.2%	+14.0%	+0.8M



Cinco de Mayo

# Memorial Day

**Week Ending 05-26-2024**

Shoppers gave a salute to summer this Memorial Day as avocado sales hit 47.5M units and \$61.5M.



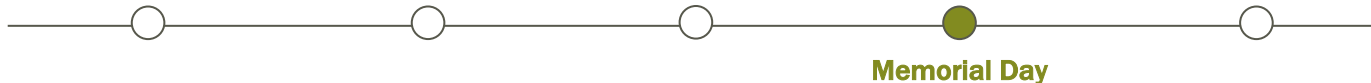
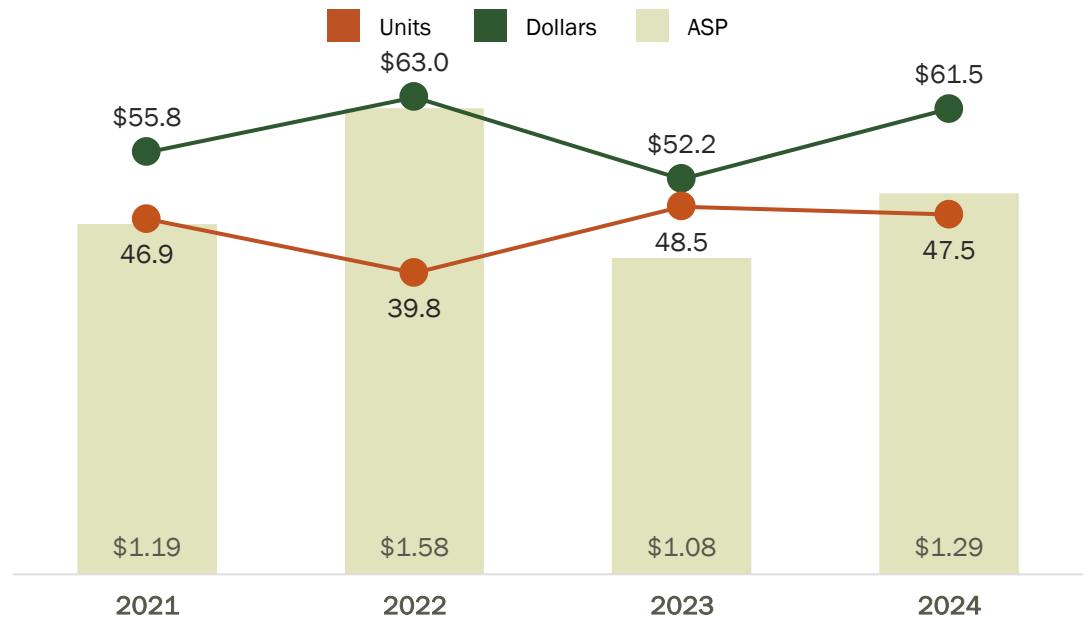
## Memorial Day

# Avocado dollars climbed +18% during the Memorial Day holiday

- Memorial Day dollar sales posted an +18% gain while units fell -2% compared to prior year.
- Holiday ASP hit \$1.29/unit which was up +20% vs. prior year.

### Holiday Week Sales and Average Price by Year

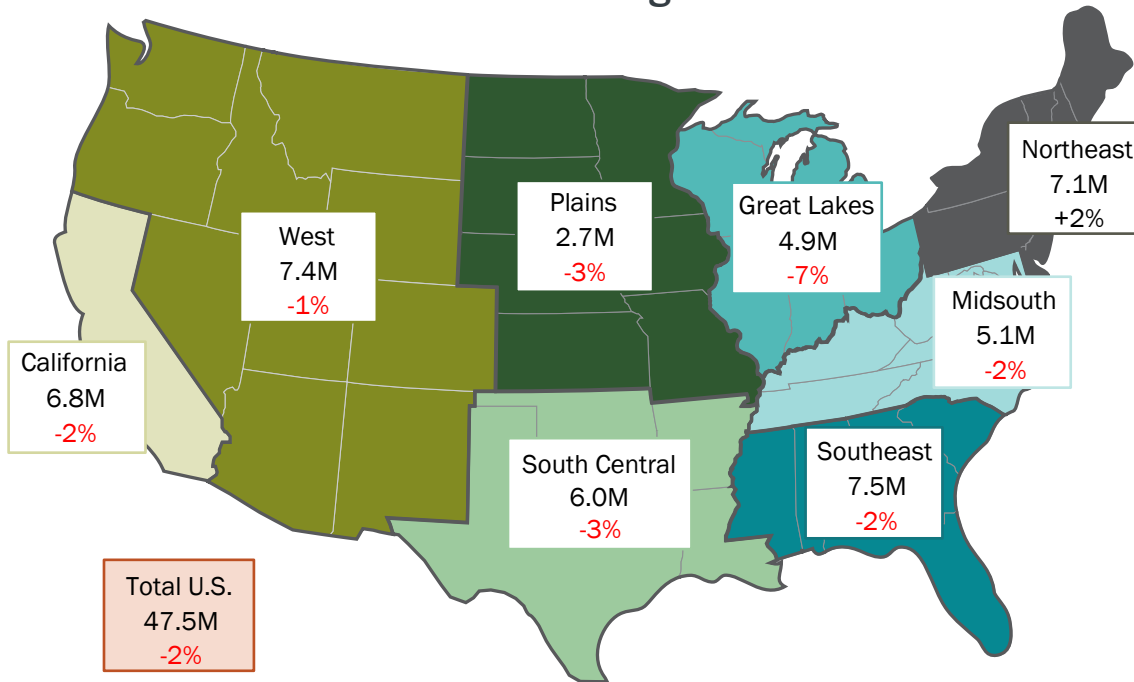
(Units and Dollars in millions)



## Memorial Day

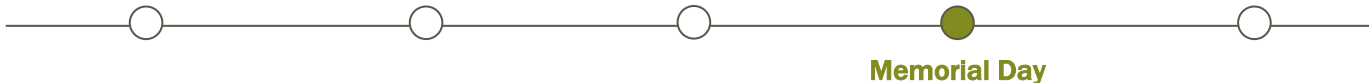
# Northeast region posted year-over-year unit growth during Memorial Day

Unit Sales and % Change vs. Prior Year



Dollar Sales and % Change vs. Prior Year

Region	Dollar Sales	vs. PY
Total U.S.	\$61.5M	+18%
California	\$9.5M	+15%
West	\$10.4M	+26%
Plains	\$3.1M	+20%
South Central	\$6.3M	+17%
Great Lakes	\$6.4M	+13%
Northeast	\$9.6M	+13%
Midsouth	\$6.7M	+18%
Southeast	\$9.5M	+20%

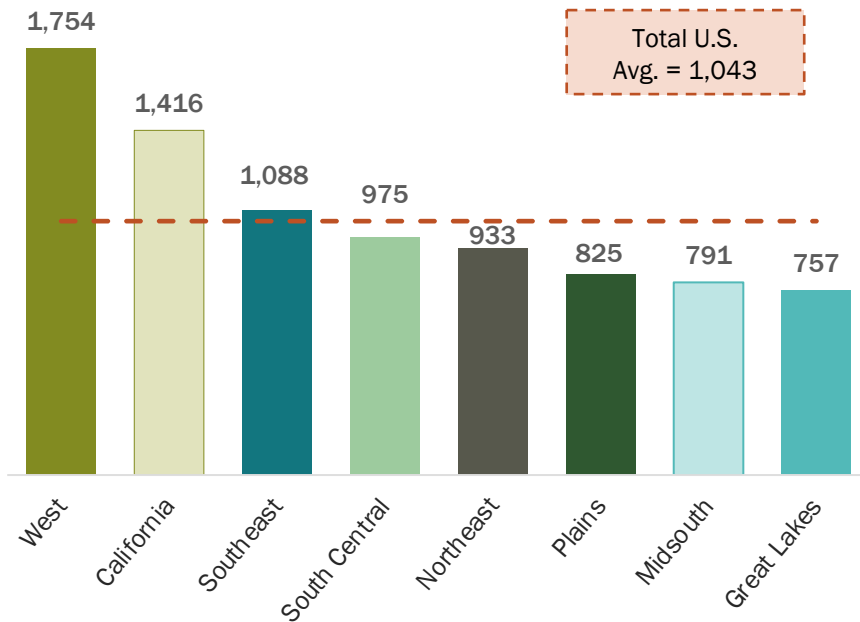


Memorial Day

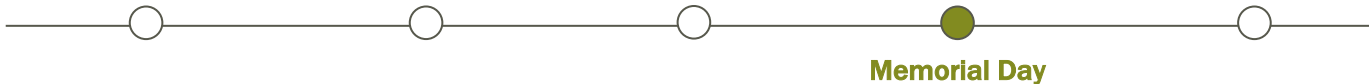
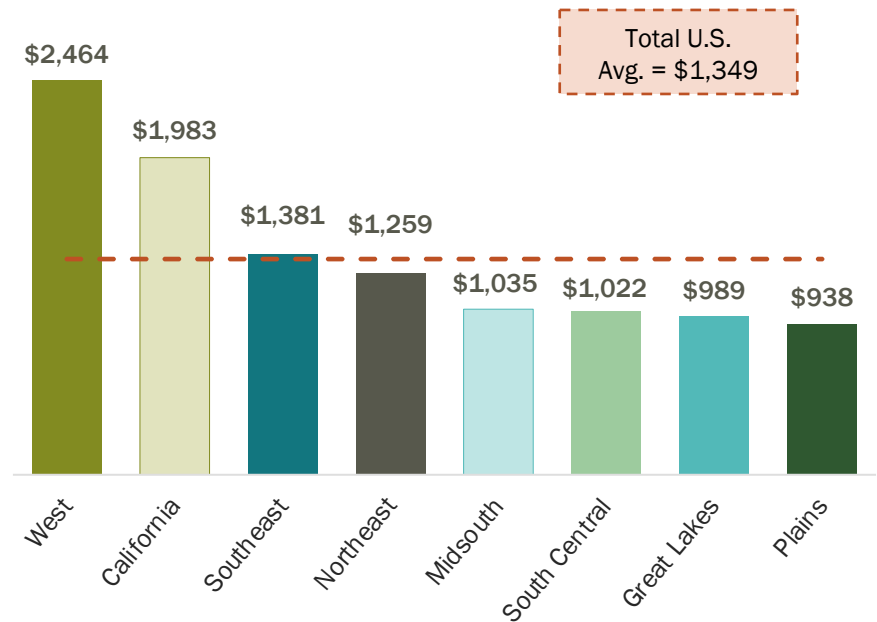
## Memorial Day

# Total U.S. units and dollars per store selling were highest in the West region

### Units per Store Selling



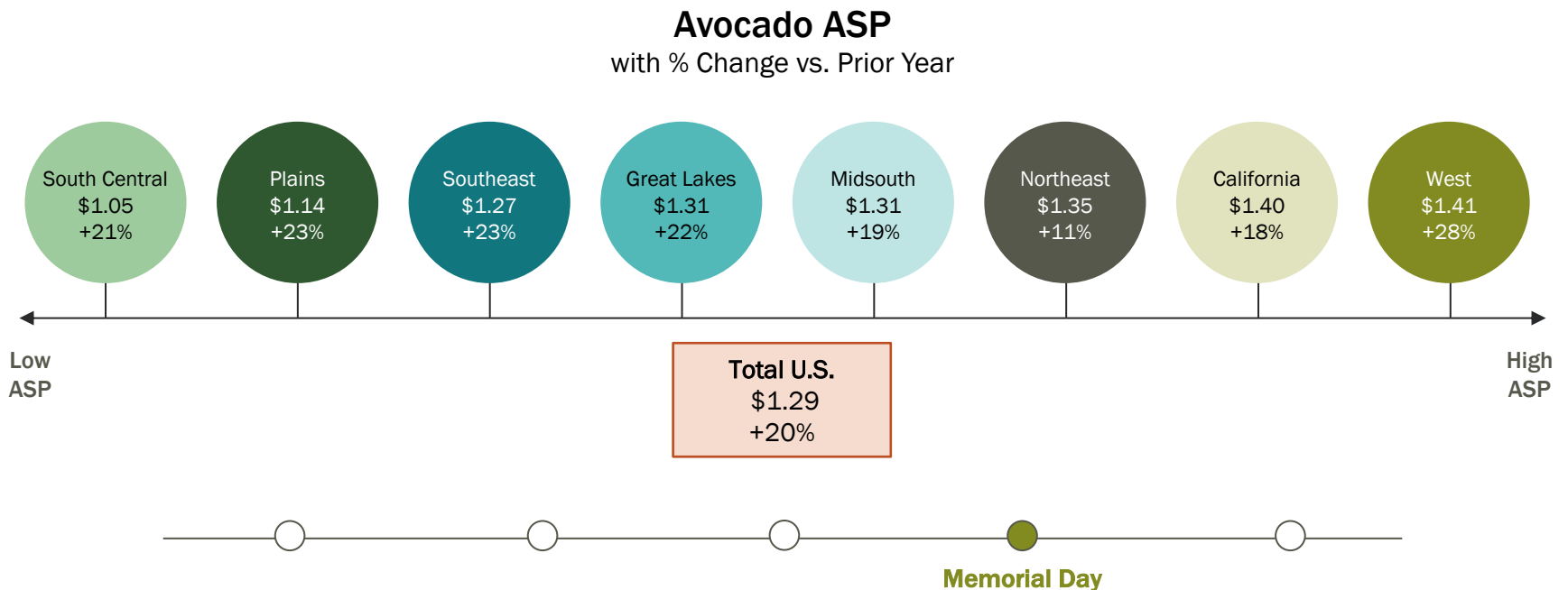
### Dollars per Store Selling



## Memorial Day

# Nationally, average selling price during Memorial Day increased +20%

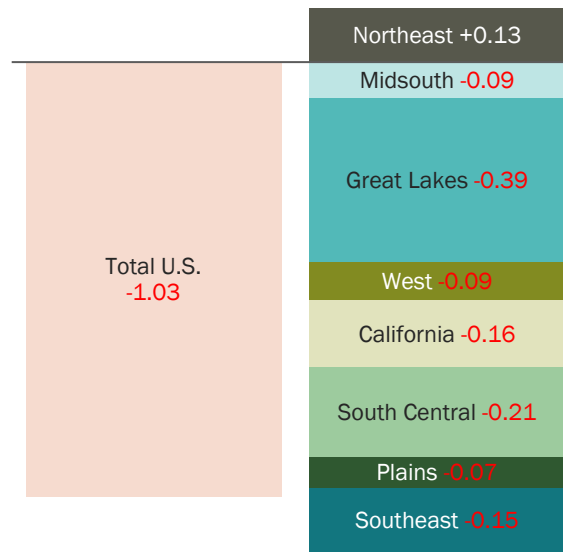
- Total U.S. avocado ASP during Memorial Day was up +20% to \$1.29/unit.
- ASP varied across the U.S., from a low of \$1.05/unit in the South Central region to a high of \$1.41/unit in the West region.



# Northeast region saw unit growth while the West region drove dollars

- The Northeast region posted the only unit growth over the Memorial Day holiday.
- Total U.S. dollars were up +\$9.3M when compared to prior year, with all regions contributing to the growth.

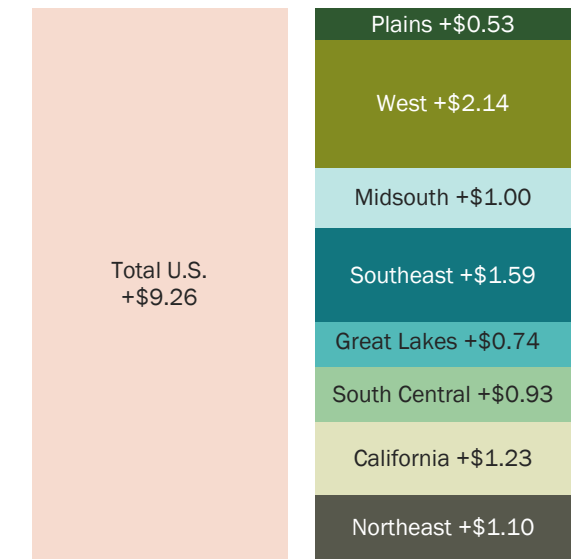
**Unit Growth**  
(in millions)



Total U.S. Growth

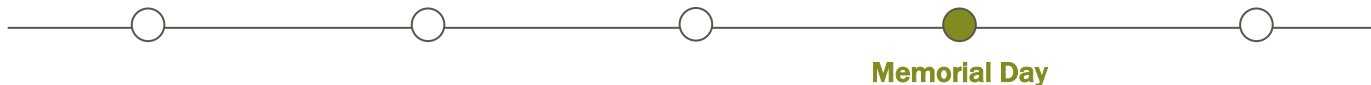
Growth by Region

**Dollar Growth**  
(in millions)



Total U.S. Growth

Growth by Region



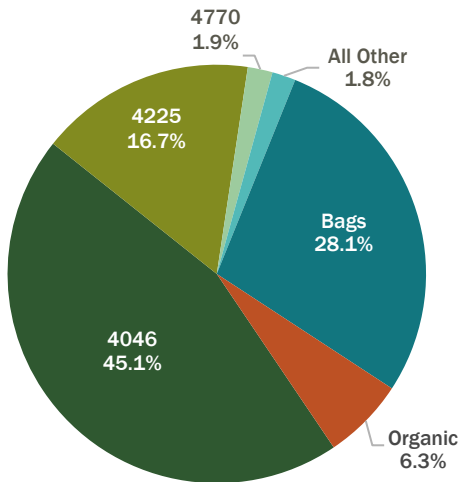
Memorial Day

## Memorial Day

# Small (4046), bagged, and organic avocados posted unit growth

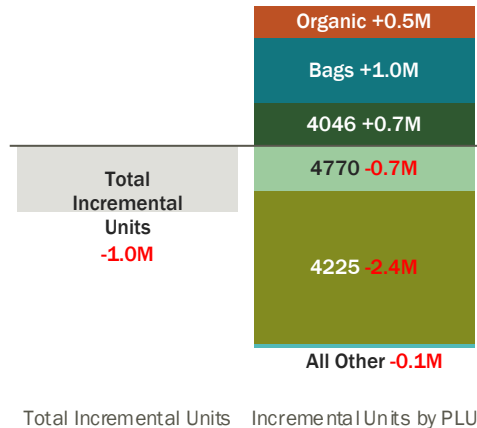
- Small (4046), bagged, and organic avocado unit growth added +2.2M units to the category.
- This growth was not enough to offset losses by large (4225), extra large (4770), and all other avocados.

### Unit Share by PLU



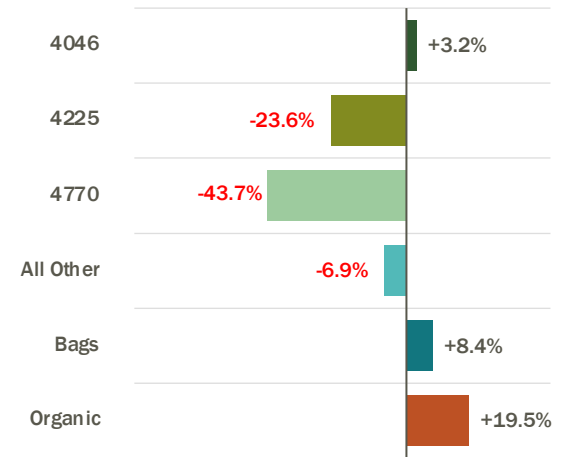
### Incremental Units by PLU

(vs. 2023)



### Unit Growth by PLU

(vs. 2023)



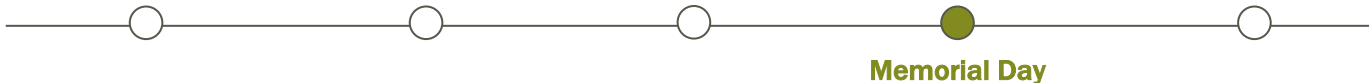
Memorial Day

## Memorial Day

# Non-Promoted sales drove unit and dollar growth for Total Avocados

### Promoted vs. Non-Promoted Comparison by PLU with % change vs. Prior Year

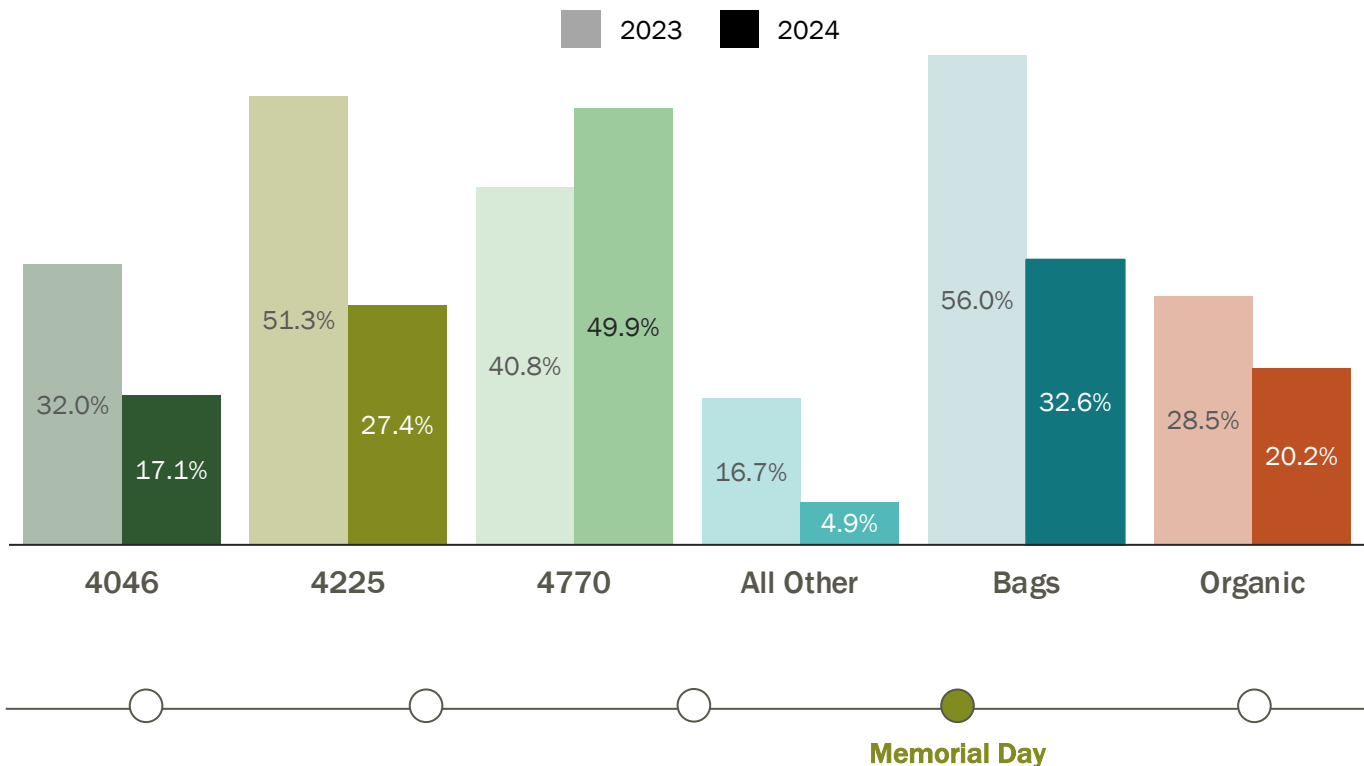
Type	Promoted						Non-Promoted					
	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance
4046	1,745.1K	-45.0%	\$3,856.6K	-43.0%	\$2.21	+3.5%	8,467.4K	+25.9%	\$20,310.5K	+69.8%	\$2.40	+34.9%
4225	1,033.9K	-59.2%	\$3,659.7K	-52.1%	\$3.54	+17.5%	2,740.9K	+13.8%	\$10,812.4K	+47.9%	\$3.94	+29.9%
4770	216.9K	-31.2%	\$1,084.5K	+36.9%	\$5.00	+98.9%	218.0K	-52.3%	\$1,151.2K	-45.8%	\$5.28	+13.6%
All Other	20.1K	-72.8%	\$86.9K	-78.4%	\$4.34	-20.5%	391.1K	+6.4%	\$2,133.5K	+18.4%	\$5.45	+11.3%
Bags	2,072.0K	-36.9%	\$4,024.8K	-27.4%	\$1.94	+15.0%	4,285.0K	+66.0%	\$9,737.6K	+116.6%	\$2.27	+30.5%
Organic	289.7K	-15.2%	\$805.2K	-7.5%	\$2.78	+9.0%	1,144.1K	+33.2%	\$3,794.3K	+52.6%	\$3.32	+14.5%
<b>Total Avocados</b>	<b>5,377.7K</b>	<b>-44.7%</b>	<b>\$13,517.7K</b>	<b>-38.6%</b>	<b>\$2.51</b>	<b>+11.0%</b>	<b>17,246.5K</b>	<b>+28.7%</b>	<b>\$47,939.5K</b>	<b>+58.8%</b>	<b>\$2.78</b>	<b>+23.4%</b>



Memorial Day

# Extra Large (4770) avocados saw a +9-point increase in promoted volume share

Promoted Volume (lbs) Share by PLU vs. Prior Year



Note: Promotion measures only available in pounds.  
Source: Circana week ending 05-26-2024, with comparison to 05-28-2023



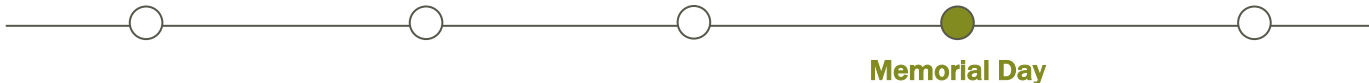
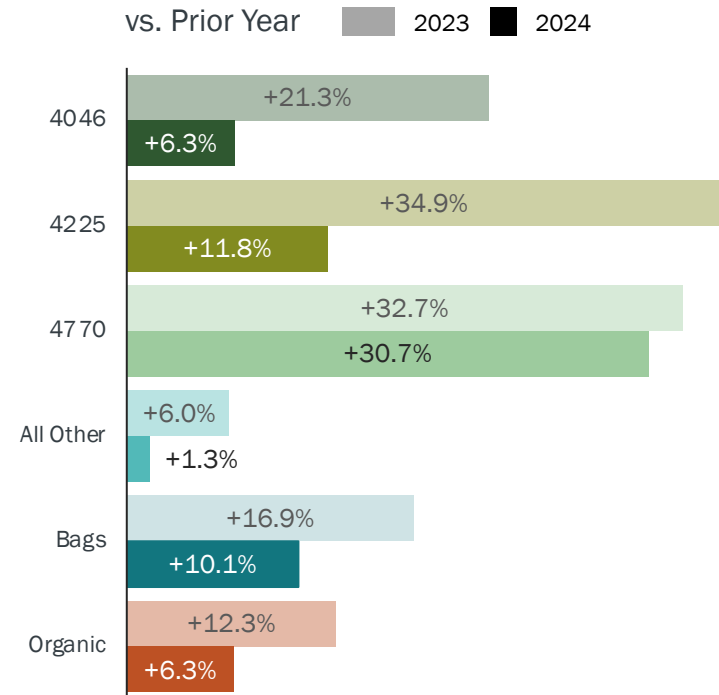
## Memorial Day

# Promotional performance (% Lift) was down compared to prior year

**Promoted Efficiency and Actual Volume (lbs)**  
vs. Prior Year

PLU	Efficiency PY	Efficiency CY	Actual Volume Lift PY	Actual Volume Lift CY
4046	54.7%	34.9%	+1,735.4K	+608.8K
4225	50.5%	38.6%	+1,279.9K	+399.4K
4770	60.4%	47.1%	+190.3K	+102.2K
All Other	33.8%	26.8%	+24.9K	+5.4K
Bags	25.8%	28.1%	+847.2K	+583.1K
Organic	38.5%	29.3%	+131.5K	+84.8K

**Promoted % Volume (lbs) Lift**  
vs. Prior Year



Memorial Day

## Memorial Day

# The West region saw the highest percent volume lift with large (4225) avocados

Region <small>Volume in lbs</small>	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
California	0.5M	24.9%	49.0%	+13.9%	+0.2M	0.1M	43.0%	35.8%	+18.2%	+0.0M	0.3M	45.6%	25.5%	+13.2%	+0.1M
West	0.2M	15.1%	52.4%	+8.6%	+0.1M	0.3M	35.8%	49.4%	+21.5%	+0.2M	0.3M	39.5%	30.4%	+13.6%	+0.1M
Plains	0.1M	15.6%	20.1%	+3.2%	+0.0M	0.0M	20.1%	39.4%	+8.6%	+0.0M	0.1M	30.4%	26.2%	+8.7%	+0.0M
South Central	0.3M	19.0%	24.0%	+4.8%	+0.1M	0.1M	25.3%	41.6%	+11.7%	+0.0M	0.3M	31.9%	23.8%	+8.2%	+0.1M
Great Lakes	0.1M	8.5%	33.7%	+2.9%	+0.0M	0.1M	15.9%	32.2%	+5.4%	+0.0M	0.2M	24.8%	23.3%	+6.1%	+0.0M
Northeast	0.2M	36.1%	23.7%	+9.3%	+0.1M	0.4M	30.7%	27.2%	+9.1%	+0.1M	0.4M	37.7%	46.3%	+21.1%	+0.2M
Midsouth	0.1M	9.8%	32.1%	+3.2%	+0.0M	0.0M	10.6%	52.6%	+5.9%	+0.0M	0.2M	26.6%	16.5%	+4.6%	+0.0M
Southeast	0.2M	11.3%	22.2%	+2.6%	+0.1M	0.0M	17.2%	62.8%	+12.1%	+0.0M	0.3M	24.6%	16.6%	+4.2%	+0.0M
Total U.S.	1.7M	17.1%	34.9%	+6.3%	+0.6M	1.0M	27.4%	38.6%	+11.8%	+0.3M	2.1M	32.6%	28.1%	+10.1%	+0.5M

Memorial Day

# Father's Day

**Week Ending 06-16-2024**

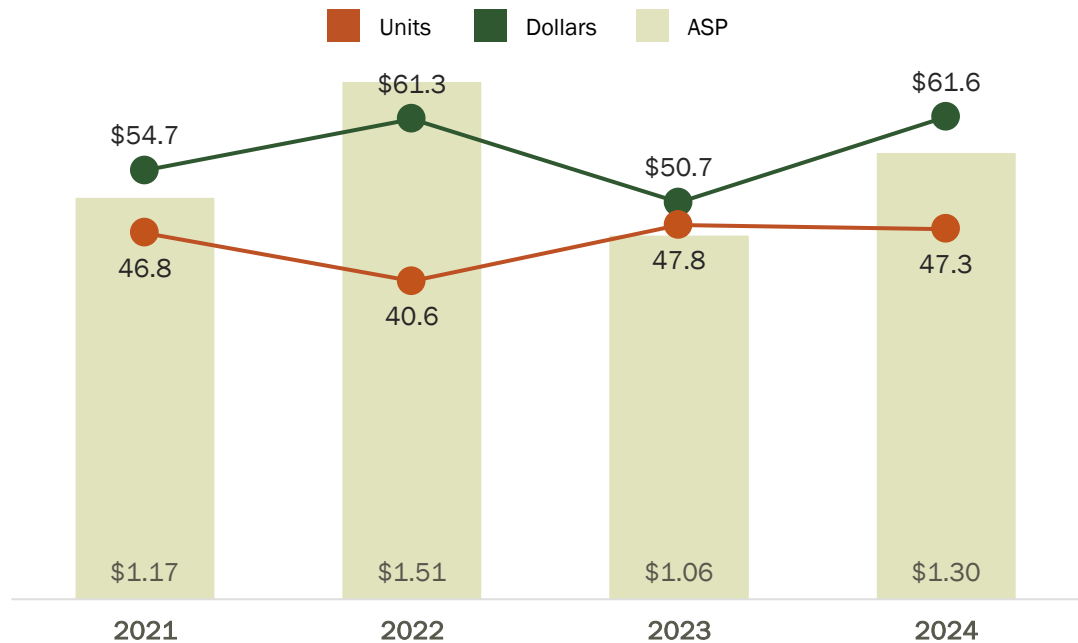
Avocado sales were as hot as the barbeque grill on Father's Day as shoppers rang up \$61.6M at retail – highest level in 4 years!

## Father's Day

# Father's Day avocado dollar sales reached the highest level in 4 years

- Nationally, avocado dollar sales during the Father's Day holiday soared to \$61.6M, up +22% vs. 2023.
- Avocado units decreased -1% to 47.3M during the holiday week versus 2023.
- National ASP was up +23% to \$1.30/unit.

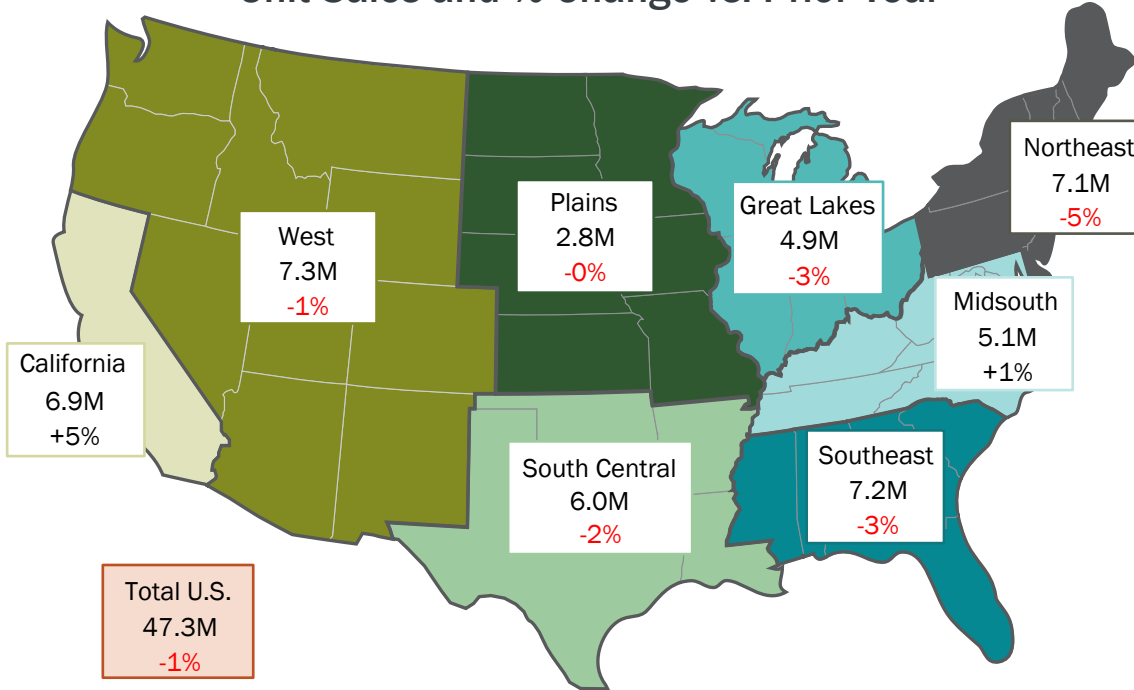
**Holiday Week Sales and Average Price by Year**  
(Dollars and Units in millions)



Father's Day

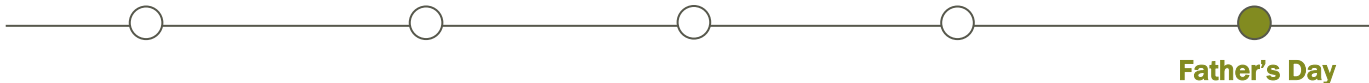
# California and Midsouth regions posted unit growth during Father's Day

Unit Sales and % Change vs. Prior Year



Dollar Sales and % Change vs. Prior Year

Region	Dollar Sales	vs. PY
Total U.S.	\$61.6M	+22%
California	\$9.7M	+15%
West	\$10.5M	+36%
Plains	\$3.1M	+25%
South Central	\$6.4M	+25%
Great Lakes	\$6.3M	+17%
Northeast	\$9.7M	+18%
Midsouth	\$6.5M	+16%
Southeast	\$9.4M	+22%

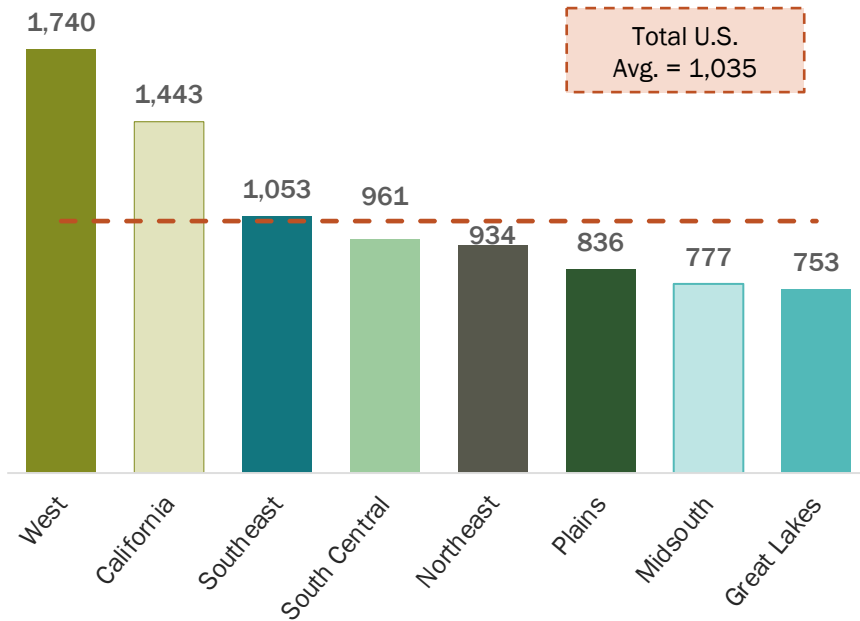


Father's Day

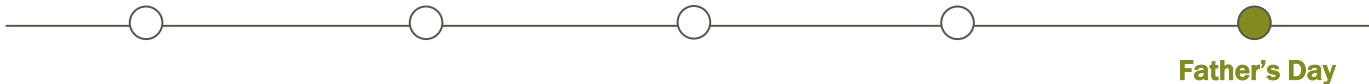
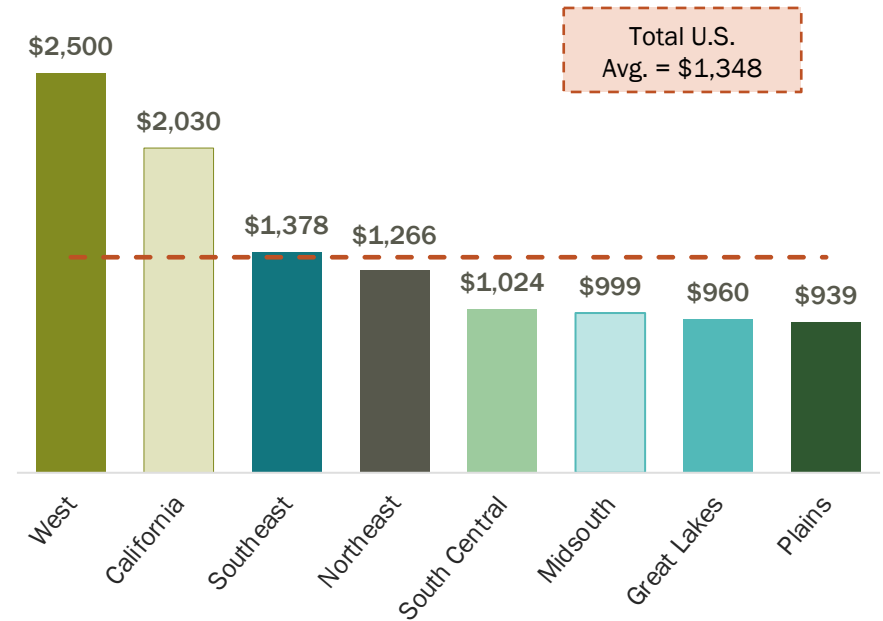
## Father's Day

# Three regions posted sales per store above the Total U.S. average

### Units per Store Selling



### Dollars per Store Selling

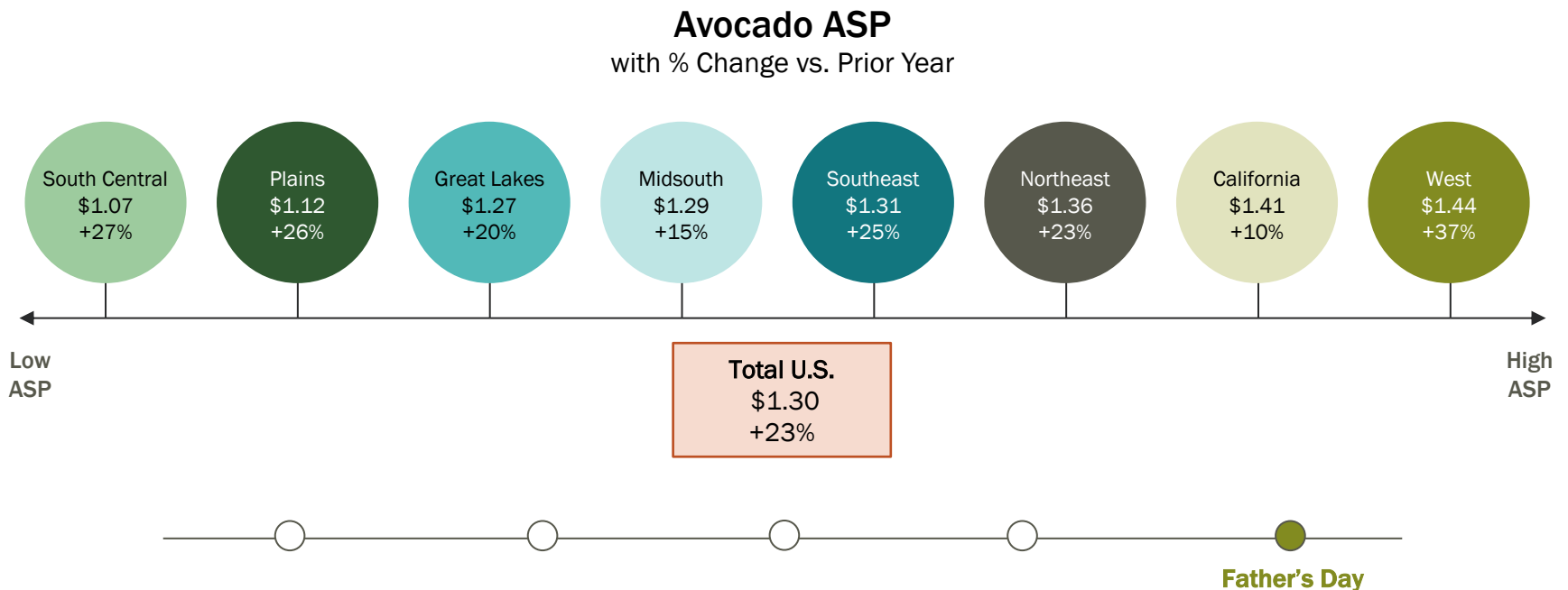


Father's Day

## Father's Day

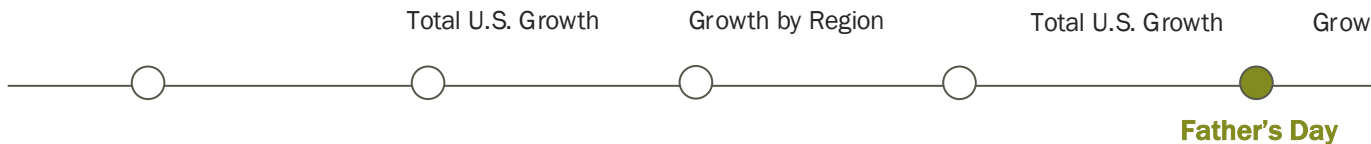
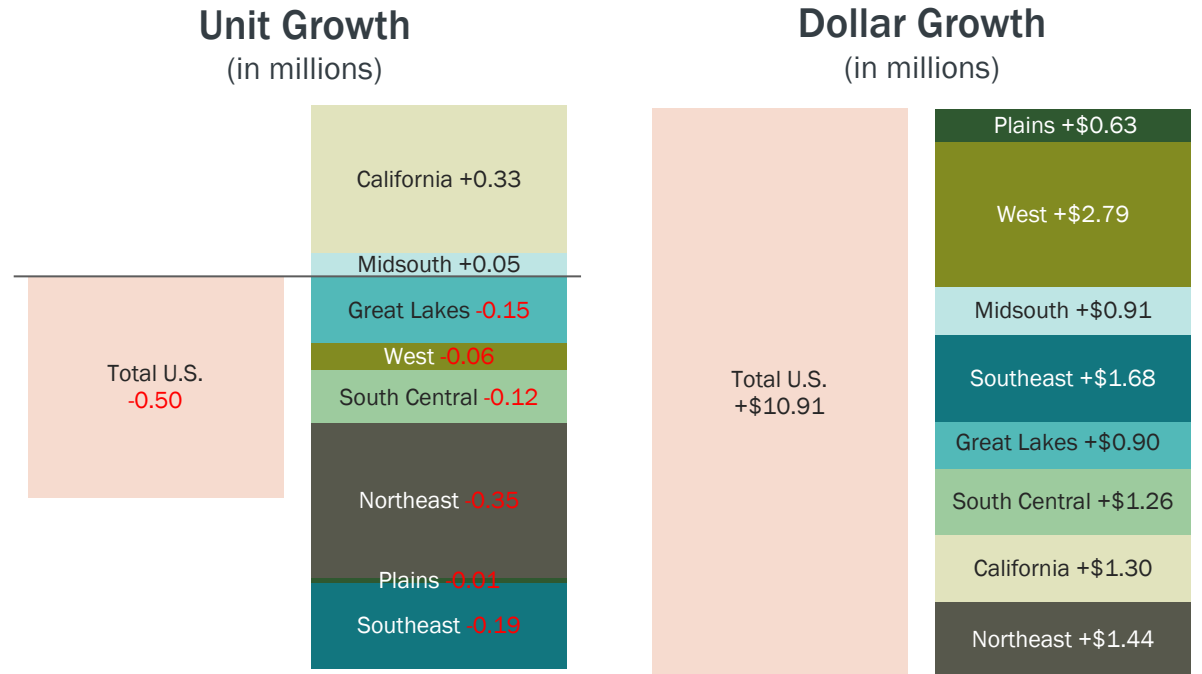
# Nationally, average selling price was up +23% vs. 2023

- Total U.S. avocado ASP during Father's Day week increased +23% to \$1.30/unit.
- ASP varied across the U.S., from a low of \$1.07/unit in the South Central region to a high of \$1.44/unit in the West region.



# All regions contributed to avocado dollar growth during Father's Day

- Total U.S. avocado dollar growth skyrocketed by +\$10.9M, which was a +22% increase over last year.
- Avocado unit gains in the California and Midsouth regions wasn't enough to offset losses in the other regions.



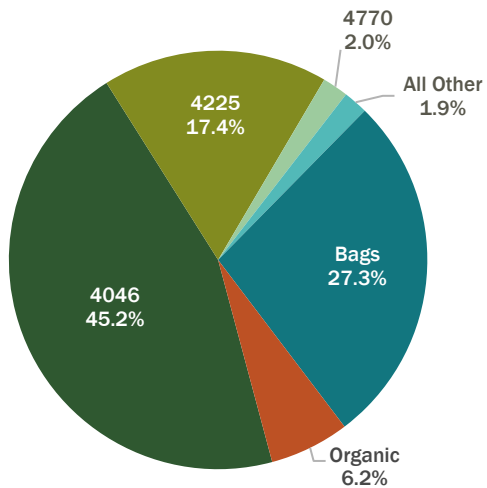


## Father's Day

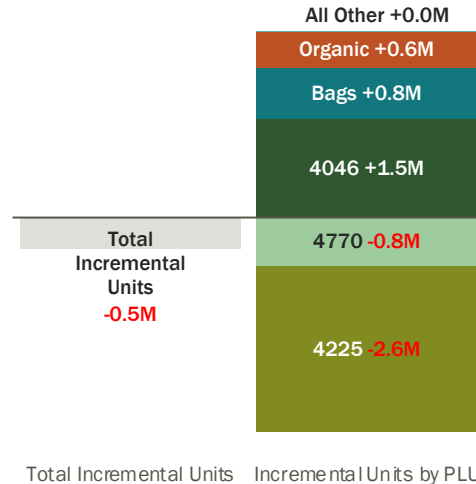
# Small (4046) saw the largest unit gains for Father's Day

- Small (4046) avocado units rose +8% vs. 2023 and added +1.5M units to the category.
- Bagged, organic, and all other avocados combined for an additional +1.4M units compared to 2023.

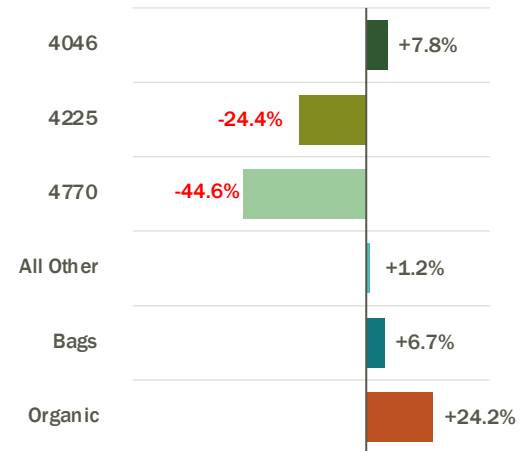
### Unit Share by PLU



### Incremental Units by PLU (vs. 2023)



### Unit Growth by PLU (vs. 2023)

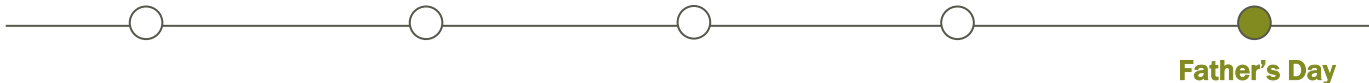


Father's Day

# Non-Promoted volume and dollars grew, while promoted sales declined

**Promoted vs. Non-Promoted Comparison by PLU**  
with % change vs. Prior Year

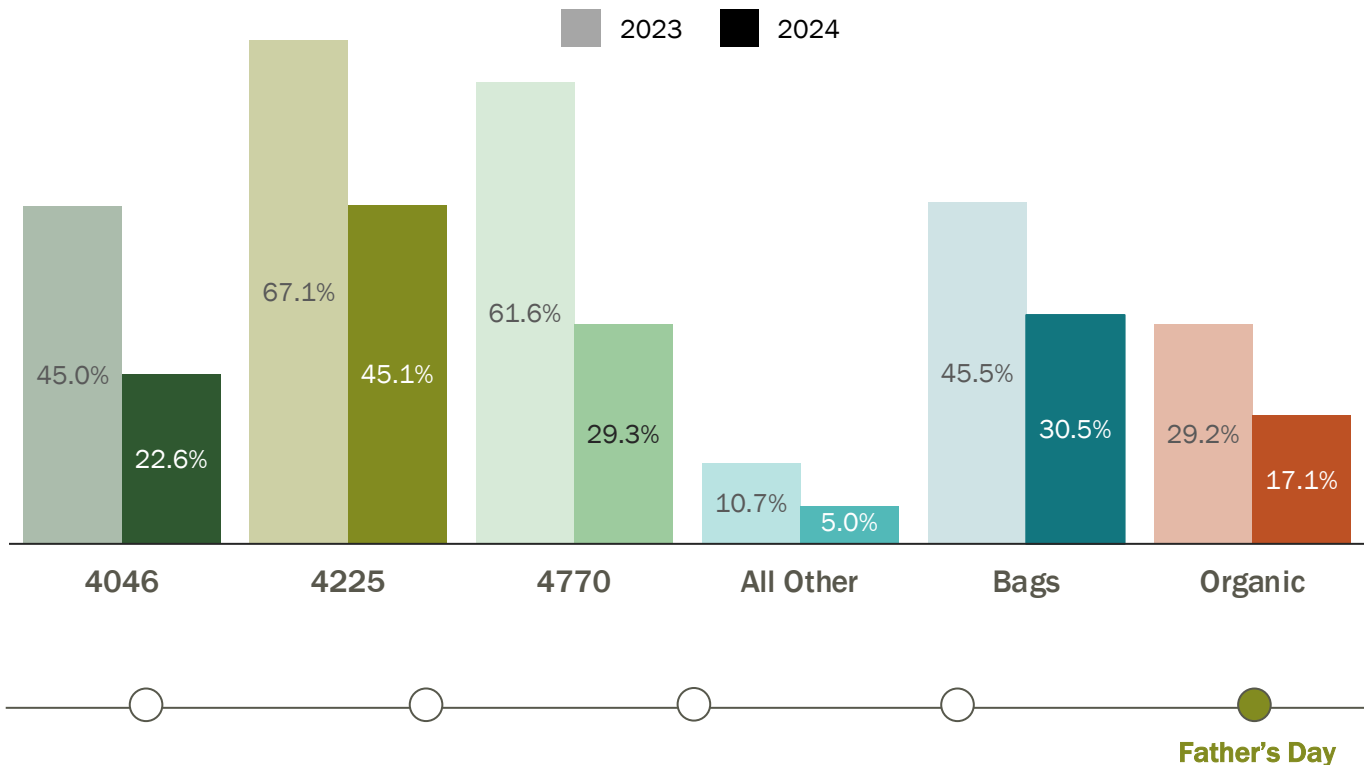
Type	Promoted						Non-Promoted					
	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance	Volume (lbs)	1-Yr Variance	Dollars	1-Yr Variance	Price/lb.	1-Yr Variance
4046	2,299.9K	-45.8%	\$5,463.1K	-31.8%	\$2.38	+25.9%	7,876.4K	+51.5%	\$18,694.1K	+90.7%	\$2.37	+25.9%
4225	1,770.1K	-49.2%	\$5,661.3K	-37.1%	\$3.20	+23.9%	2,151.2K	+26.1%	\$8,775.2K	+66.5%	\$4.08	+32.0%
4770	131.6K	-73.7%	\$709.3K	-57.6%	\$5.39	+61.1%	318.1K	+2.0%	\$1,607.8K	+17.2%	\$5.05	+14.9%
All Other	21.3K	-52.6%	\$102.0K	-58.8%	\$4.79	-13.2%	403.5K	+7.6%	\$2,204.0K	+19.2%	\$5.46	+10.8%
Bags	1,878.6K	-28.5%	\$3,901.1K	-12.4%	\$2.08	+22.5%	4,278.2K	+36.1%	\$9,861.1K	+72.5%	\$2.30	+26.7%
Organic	236.8K	-27.3%	\$682.8K	-17.1%	\$2.88	+14.1%	1,148.9K	+45.5%	\$3,915.5K	+59.8%	\$3.41	+9.8%
Total Avocados	6,338.3K	-43.5%	\$16,519.6K	-31.8%	\$2.61	+20.9%	16,176.3K	+40.4%	\$45,057.7K	+70.3%	\$2.79	+21.3%



Father's Day

# Promoted volume share for all sizes was lower than 2023

Promoted Volume (lbs) Share by PLU vs. Prior Year



Father's Day

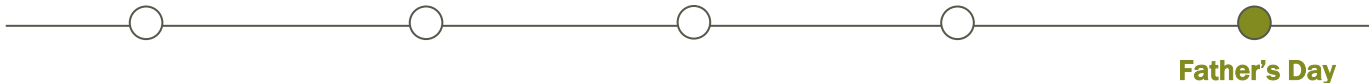
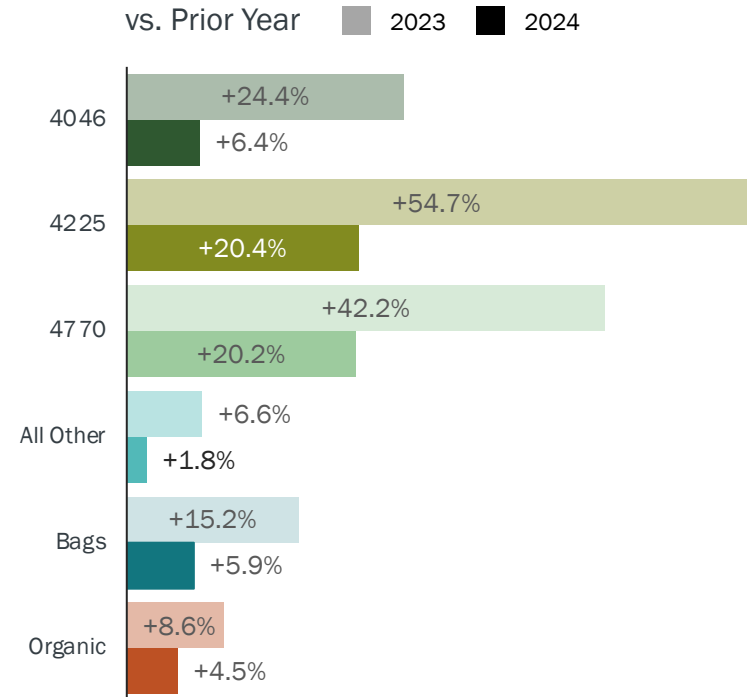
## Father's Day

# Large (4225) avocado promotions resulted in the highest actual volume lift

**Promoted Efficiency and Actual Volume (lbs)**  
vs. Prior Year

PLU	Efficiency PY	Efficiency CY	Actual Volume Lift PY	Actual Volume Lift CY
4046	43.7%	26.7%	+1,854.8K	+615.0K
4225	52.7%	37.6%	+1,834.4K	+665.2K
4770	48.2%	57.4%	+240.8K	+75.5K
All Other	58.3%	34.4%	+26.2K	+7.3K
Bags	28.9%	18.3%	+759.0K	+344.0K
Organic	27.1%	25.1%	+88.2K	+59.5K

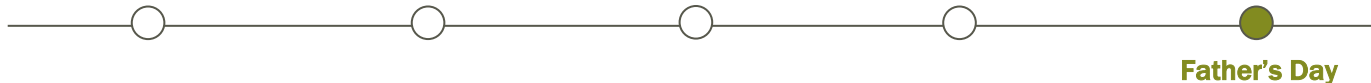
**Promoted % Volume (lbs) Lift**  
vs. Prior Year



## Father's Day

# Large (4225) avocado volume sales were lifted by +35% in the Northeast

Region Volume in lbs	Small (4046) Avocados					Large (4225) Avocados					Bags				
	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift	Actual Promoted Volume	Promoted Volume Share	Efficiency	Percent Volume Lift	Actual Volume Lift
California	0.6M	34.5%	33.0%	+12.8%	+0.2M	0.1M	67.2%	30.5%	+25.8%	+0.0M	0.3M	43.3%	23.7%	+11.4%	+0.1M
West	0.2M	13.4%	42.6%	+6.0%	+0.1M	0.2M	20.4%	38.8%	+8.6%	+0.1M	0.2M	28.6%	27.5%	+8.5%	+0.1M
Plains	0.3M	36.2%	20.9%	+8.2%	+0.1M	0.1M	41.4%	32.8%	+15.7%	+0.0M	0.1M	30.2%	22.2%	+7.2%	+0.0M
South Central	0.2M	11.5%	29.7%	+3.5%	+0.0M	0.2M	66.2%	31.5%	+26.4%	+0.1M	0.3M	29.8%	15.0%	+4.7%	+0.0M
Great Lakes	0.2M	22.0%	18.7%	+4.3%	+0.0M	0.2M	35.7%	39.3%	+16.4%	+0.1M	0.1M	17.4%	16.7%	+3.0%	+0.0M
Northeast	0.3M	36.7%	22.3%	+8.9%	+0.1M	0.9M	63.4%	40.7%	+34.8%	+0.4M	0.4M	35.6%	18.3%	+7.0%	+0.1M
Midsouth	0.3M	33.9%	20.1%	+7.3%	+0.1M	0.1M	27.3%	29.0%	+8.6%	+0.0M	0.2M	30.6%	14.7%	+4.7%	+0.0M
Southeast	0.2M	11.3%	20.5%	+2.4%	+0.0M	0.0M	14.6%	33.5%	+5.1%	+0.0M	0.3M	26.7%	10.5%	+2.9%	+0.0M
Total U.S.	2.3M	22.6%	26.7%	+6.4%	+0.6M	1.8M	45.1%	37.6%	+20.4%	+0.7M	1.9M	30.5%	18.3%	+5.9%	+0.3M



Father's Day