



## ORGANIC CATEGORY PERFORMANCE

# What to Know

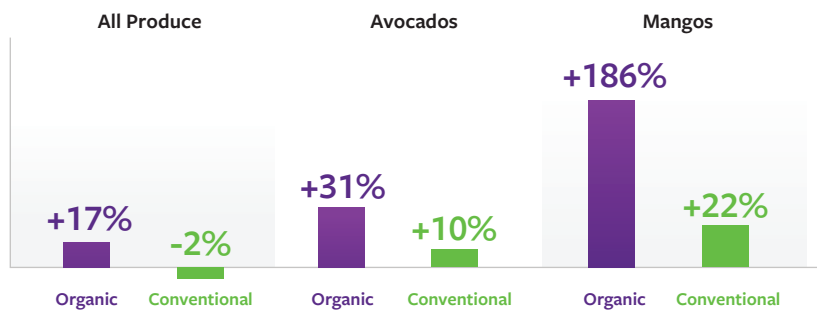
POWERED BY **AVOIntel™**



Mission Produce is the go-to source for fresh, organically grown avocados and mangos. With a full portfolio of organic products, we offer organic avocados year-round and organic mangos from Mexico, Ecuador, and Peru. As the demand for organic produce grows\*, Mission continues to invest additional resources into organic programs, pursuing innovative ways to support and develop the category.

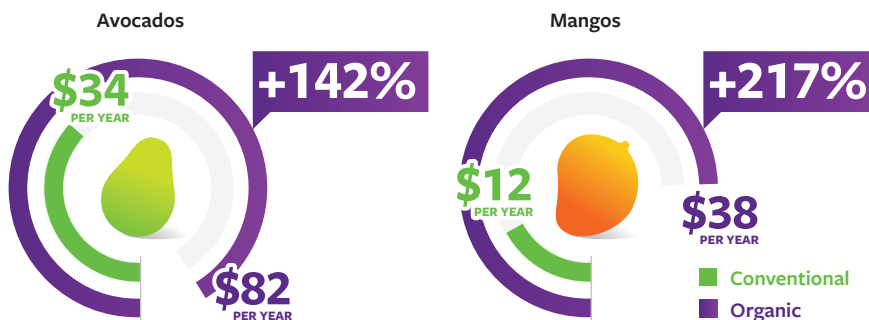
\* Numerator Insights, Shopper Metrics report, 12 months ending 4/30/2025

## Category Volume Growth from 2020-2025 (Projected)\*



\* Circana, Total U.S. MULO+, volume growth rates 2020 – 2024, 2025 projection based on 20 weeks of actual sales, YTD through 5/18/25)

## Shopper Spend\*\*



\*\* Numerator Insights, Advance Shoppers Profile report, 12 months ending 4/30/2025

**Contact our Sales team to learn how organic avocados and mangos can contribute to a thriving organic category in your store.**

## The Organic Shopper Profile\*\*

- Millennial Families (parents born between 1982-1995)
- High-income household (\$125,000/year)
- Hispanics & Asians
- Urban
- Concerned for the environment
- Health Conscious (interests include eating healthy, exercising, staying updated on health trends, reviewing nutrition labels)
- More likely to shop & research online

\*\* Numerator Insights, Advance Shoppers Profile report, 12 months ending 4/30/2025

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# Our Product Mix



## Avocado Offerings



### BAGS

PRODUCT	SIZES
World's Finest Avocados	Small: 60, 70, 84 Large: 40, 48 Jumbo: 28, 32, 36
Minis	84, 96

### BULK

PRODUCT	SIZES	PLU CODE
Small	60, 70, 84, 96	94046
Large	40, 48	94225
Jumbo	28, 32, 36	94770



## Mango Offerings

### BULK

VARIETIES	SIZES	PLU CODE
Tommy Atkins, Kent, Haden, Palmer	Small: 12, 14	94051
	Large: 8, 9, 10	94959
	X-Large: 3, 4, 5, 6, 7	93488
Keitt	Small: 12, 14	94311
	Large: 8, 9, 10	94584
	X-Large: 3, 4, 5, 6, 7	93114
Honey/Ataulfo	Small: 18, 20, 22, 24	94312
	Large: 12, 14, 16	94961