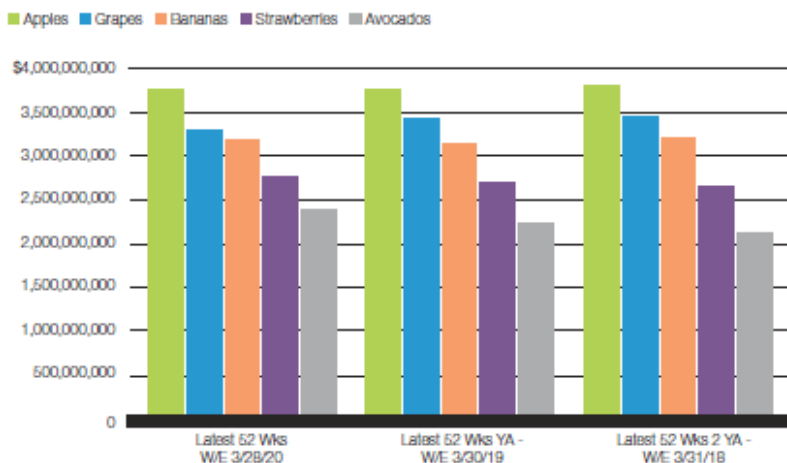


Fresh Produce

Total Department Performance

| Fresh Produce | Latest 52 Wks - W/E 3/29/20 | Latest 52 Wks YA - W/E 3/30/19 | Latest 52 Wks 2 YA - W/E 3/31/18 |
|---------------|--------------------------------|-----------------------------------|-------------------------------------|
| | \$63,411,881,439 | \$61,274,256,807 | \$60,238,655,686 |

Top 5 Household Care Categories by Dollar Sales



Source: Nielsen, Total U.S. (All outlets combined) — Includes grocery stores, drug stores, mass merchandisers, select dollar stores, select warehouse clubs and military commissaries (DeCA) for the 52 weeks ending March 28, 2020

“ Fresh produce sales continue to grow year over year, with annual sales from the end of March up 3.5% compared to a year ago. But how we access and consume things like fruits and vegetables is ripe for change as increasingly more consumers stay confined within their homes to mitigate further spread of the novel coronavirus (COVID-19). Taking limited shopping trips, consumers may gravitate toward the produce options that offer the longest shelf life. Shoppers may also steer away from anything that may have traveled long distances, choosing to shop local in efforts to mitigate perceived health risks. More than ever, shoppers want to understand the supply chain, with complete transparency from farm to factory to distribution, and they want details of the measures being taken to assure their safety. Promoting a product's local origins could help companies reassure some consumer concerns.”

—Lauren Fernandes, director of global intelligence, Nielsen

Generational Snapshot

Which cohort is spending, on average, the most per trip on **grapes**?



Source: Nielsen Homescan, Total U.S., 52 weeks ending Feb. 22, 2020

Basket Facts

How much is the average American household spending per trip on various fresh produce items versus the year-ago period?



\$4.83
on apples, down 2.1%



\$3.61
on asparagus, down 7.6%



\$1.82
on carrots, down 2.2%

Source: Nielsen Homescan, Total U.S., 52 weeks ending Feb. 22, 2020