



Advancing the future of freshness™

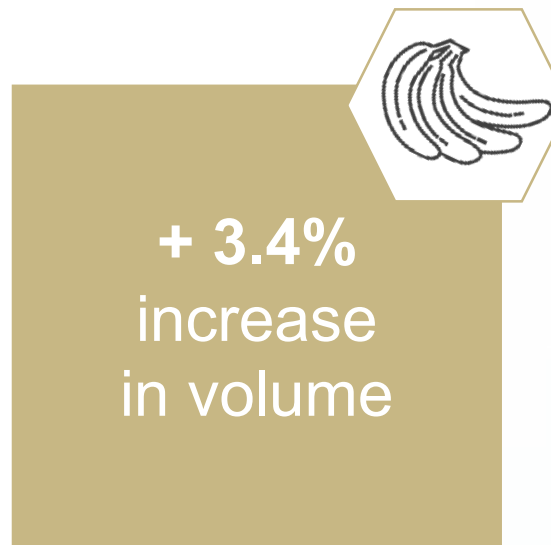
Banana Shopper Survey Insights

Driving Freshness and Growth



Change in Banana Purchasing vs. Year Ago

Seven times as many consumers feel they are purchasing bananas more often than less often. Increased purchases are driven by a preference for bananas over other fruit, their taste, availability, and versatility in recipes.



Wanted Today, Tossed Tomorrow

- ✓ The banana is the biggest culprit for waste in the produce department for grocers.
- ✓ Approximately 250 million bananas are thrown away every year.
- ✓ Consumers do not enjoy throwing away bananas.
- ✓ Consumers have a poor perception of retailer when bananas ripen quickly.



Consumer Insight Summary

✓ Banana longevity is one of the biggest aggravations

- Consumers wish bananas would keep longer at home
- Bananas that look too ripe prevent sales

✓ Consumers want better bananas and displays

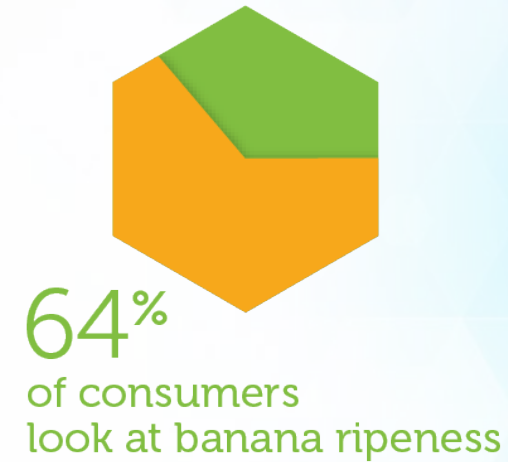
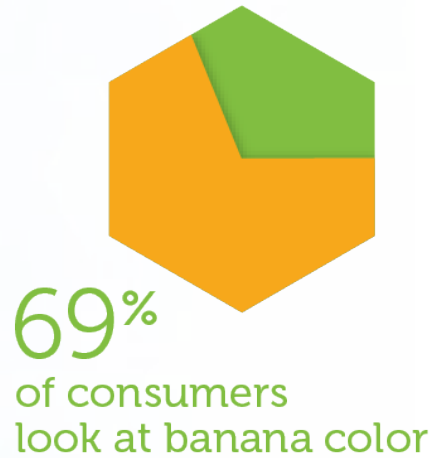
- Consumers look primarily for preferred color, ripeness and freshness on display
- Better bananas project quality image to the entire produce department

✓ Quality bananas and displays impact overall sales

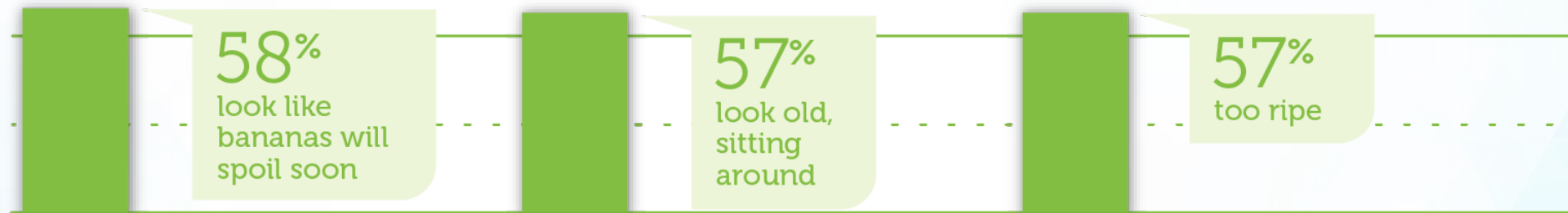
- Bad banana displays turn purchasers into non-purchasers, they wait to buy or shop elsewhere
- With better bananas available, consumers extend shopping for other produce and groceries

Consumer Preference for Purchasing Bananas

When shopping for bananas:



What prevents consumers
from buying bananas?



Color Stage of Bananas Purchased

✓ Consumers expect bananas to last less than a week which explains the variety of colors purchased, though there is a tendency to purchase bananas that are more yellow than green.

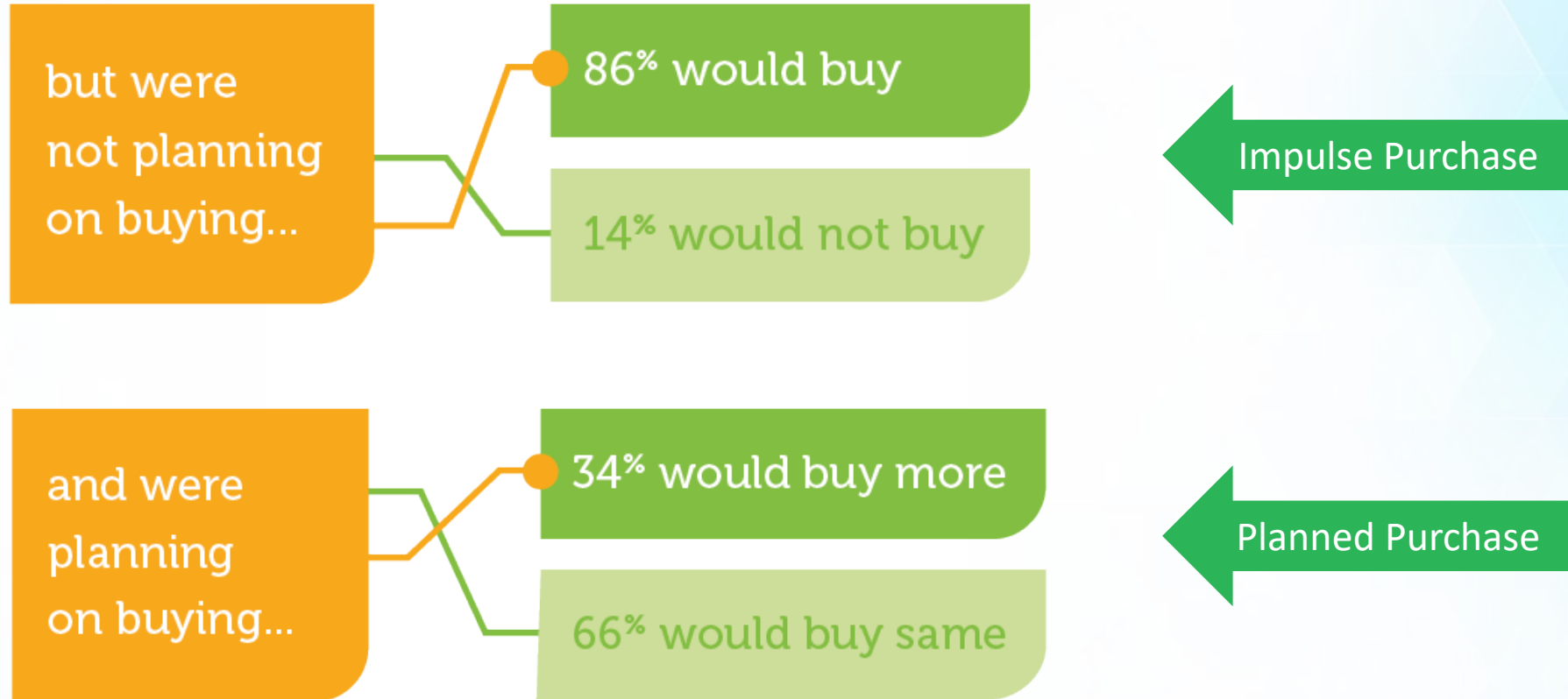


CONSUMERS PURCHASE MORE AT
COLOR **STAGE 3.5 THROUGH 6!**

“69% of consumers prefer to purchase when the banana on display is between Color 3.5 and 6.”

Consumers prefer to eat a sweeter banana at color stages 5 and 6.

When Consumer See Bananas in their Perfect State...



Sales are Won When Bananas and Displays are at their Best

Good looking bananas prevent purchasers turning into non-purchasers

Better bananas provoke consumers to shop other produce and groceries

A great display of bananas also drives unplanned purchases



- ✓ Retain Sales
- ✓ Expand Sales
- ✓ Gain Sales