



REGIONAL CONSUMPTION TRENDS- PACKAGING PERSPECTIVE

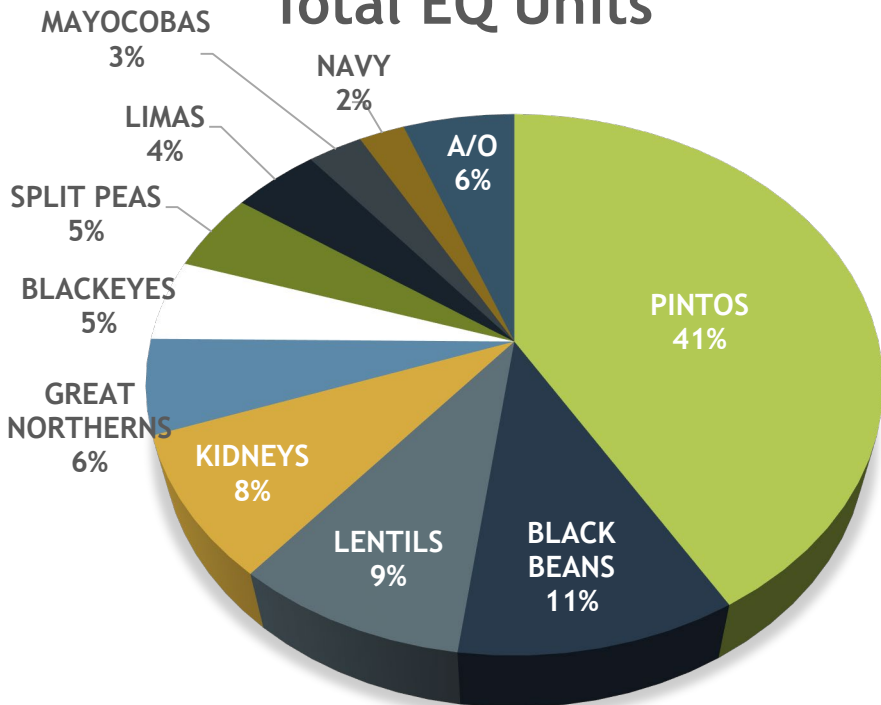
52 WEEKS PE 12.01.18



- USDA Production report-August 2018
 - no yield data projection-but great yields
 - January Production reports-delayed
 - Export Demand is very slow
- Will focus on what US consumers have purchased in last 52 weeks
- Nielson-retail scanned data for packaged dry beans-all SKUs but only packaged, not canned
- Includes grocery stores, drug stores, mass/club, dollar stores, and military
- Certain companies “opt out”=Whole Foods/Amazon, Costco, Aldi, HEB, Trader Joe’s, and Dollar Tree sales of dry beans are **not** included

TOTAL US BEAN CATEGORY

Total EQ Units



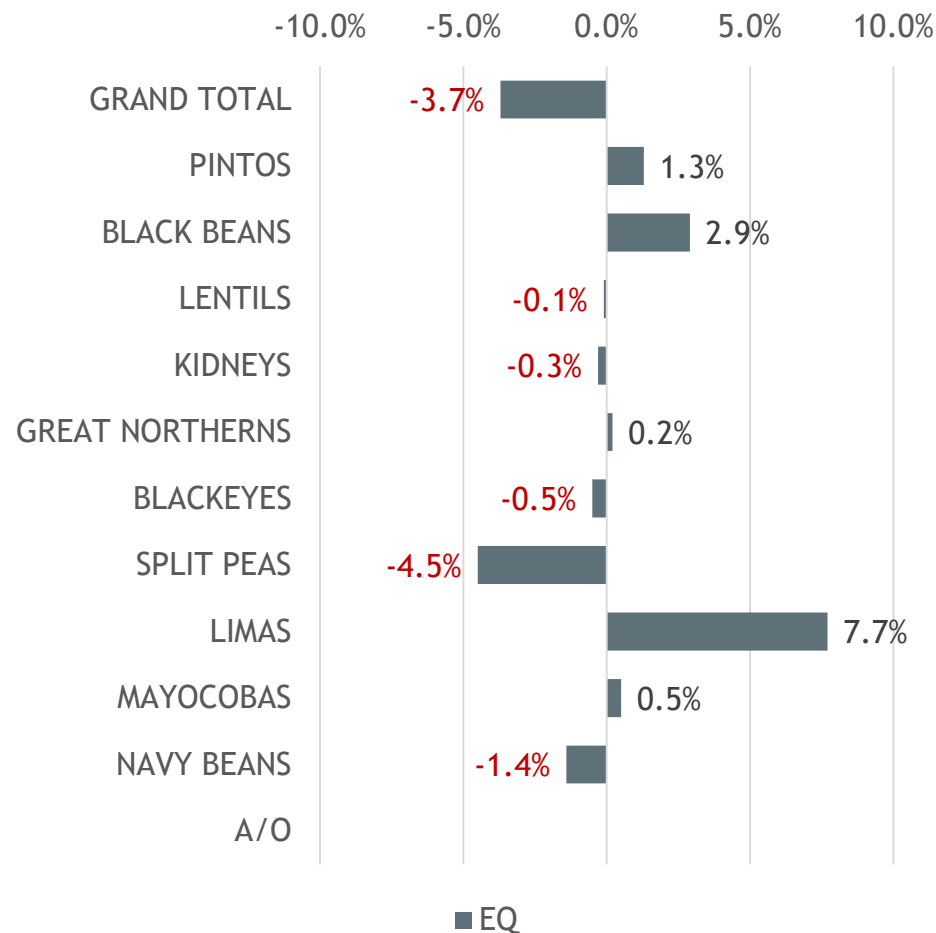
Total Category:

Dollar Sales: \$384.3MM, -1.9%

Unit Sales: 195.8MM, -0.3%

Equivalent Units: 289.9MM, -1.3%

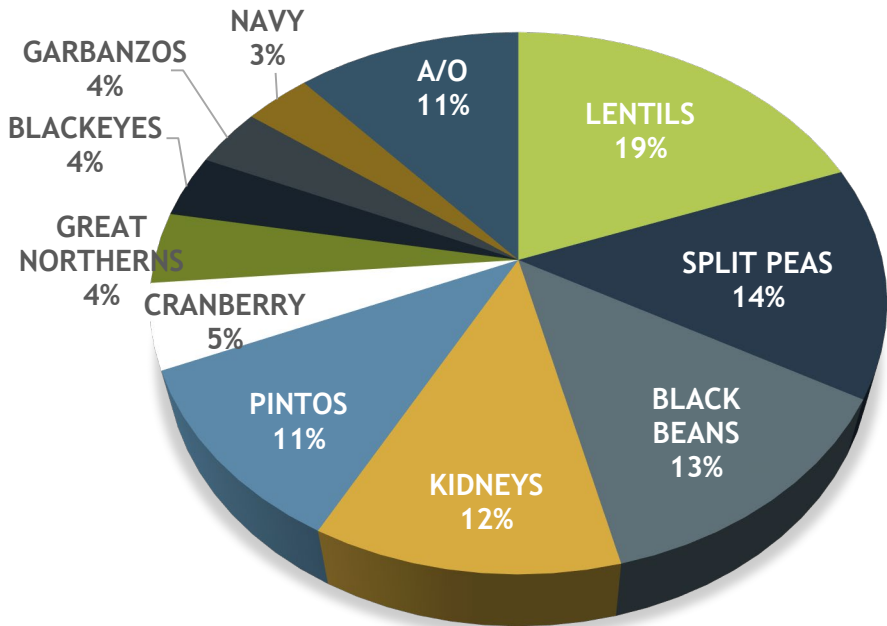
% Change by Brand



NORTHEAST REGION BEAN CATEGORY



Total EQ Units



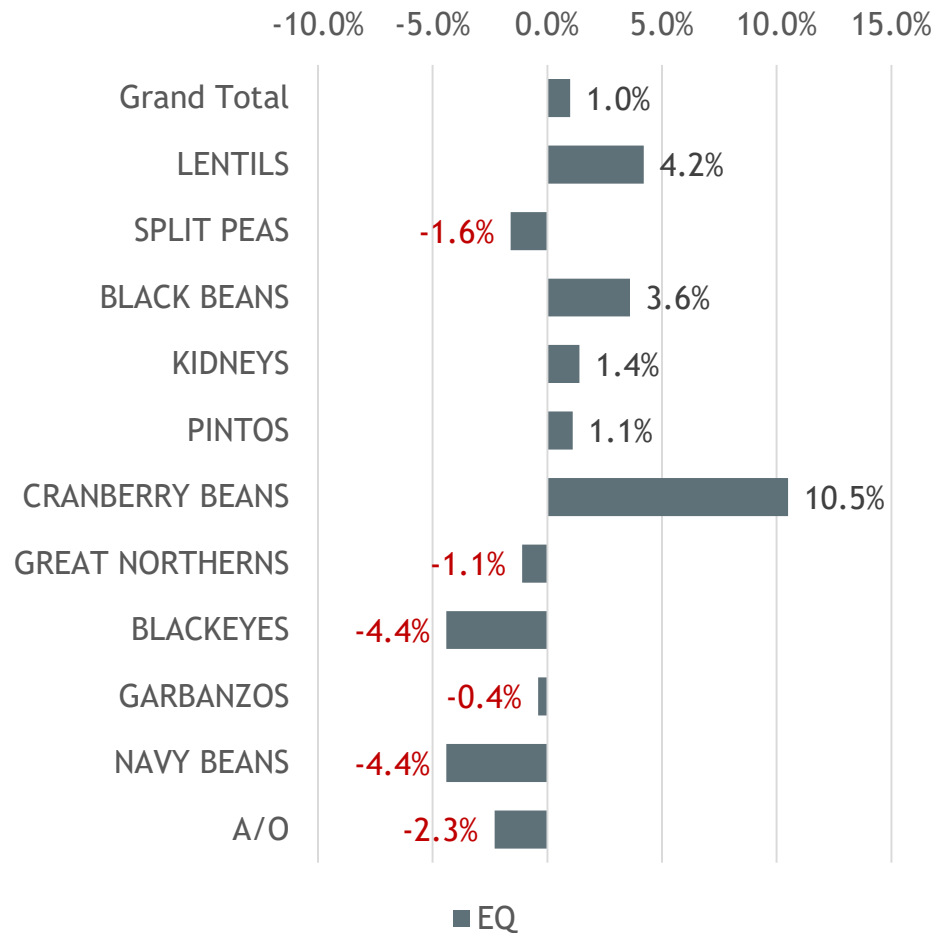
Total Category:

Dollar Sales: \$44.1MM, +0.4%

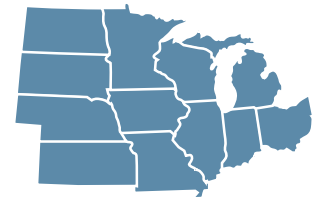
Unit Sales: 23.6MM, +0.9%

Equivalent Units: 27.6MM, +1.0%

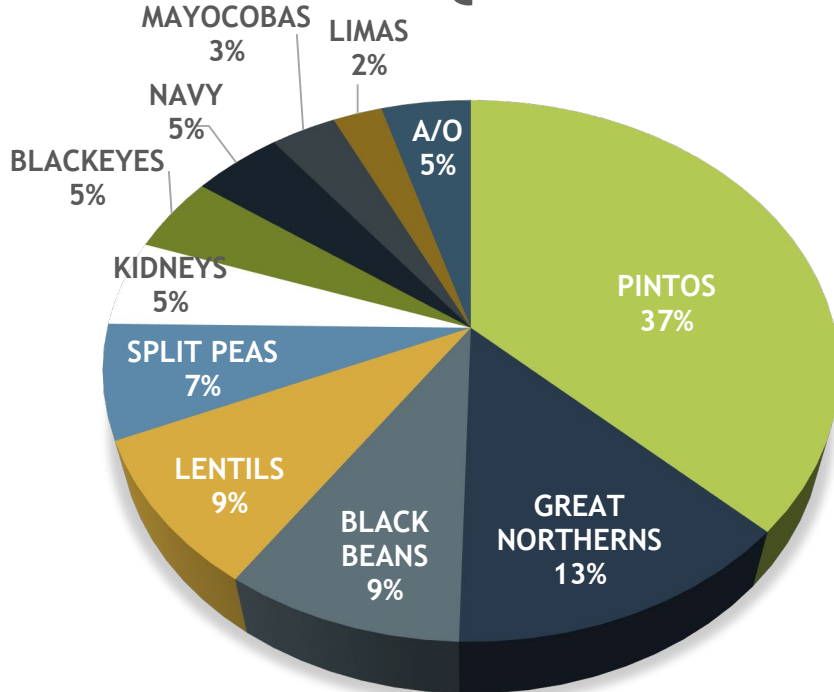
% Change by Variety



MIDWEST REGION BEAN CATEGORY



Total EQ Units



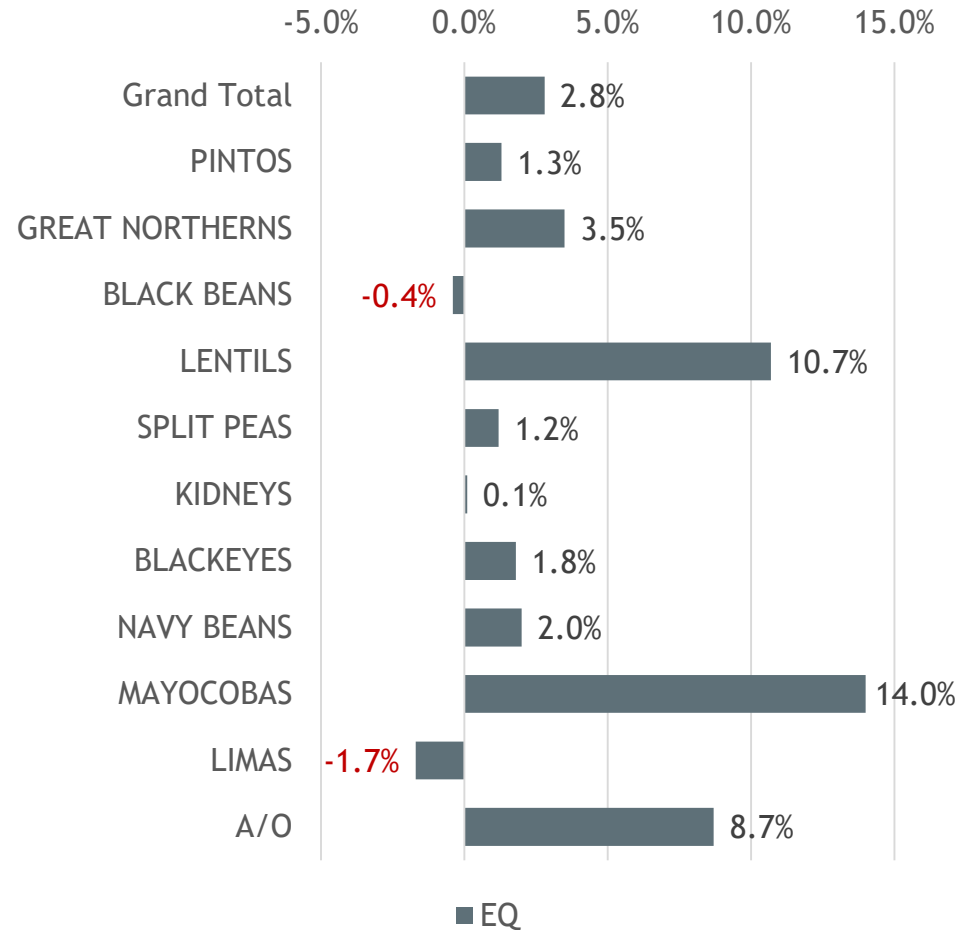
Total Category:

Dollar Sales: \$47.0MM, +1.9%

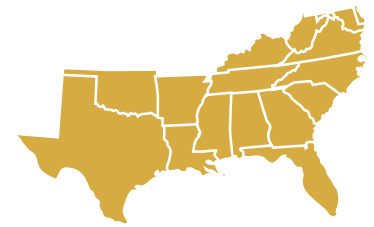
Unit Sales: 24.1MM, +3.6%

Equivalent Units: 35.4MM, +2.8%

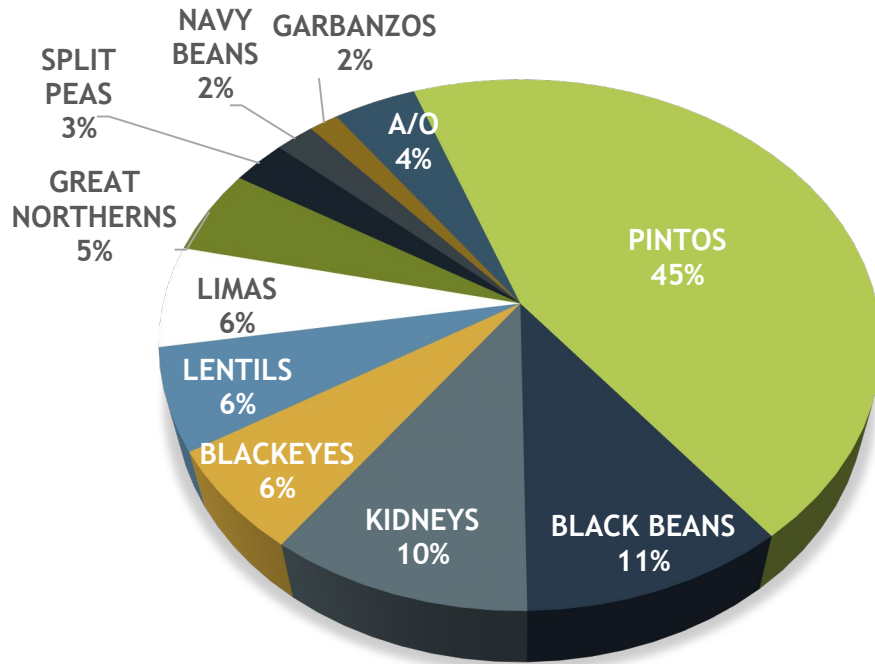
% Change by Variety



SOUTH REGION BEAN CATEGORY



Total EQ Units



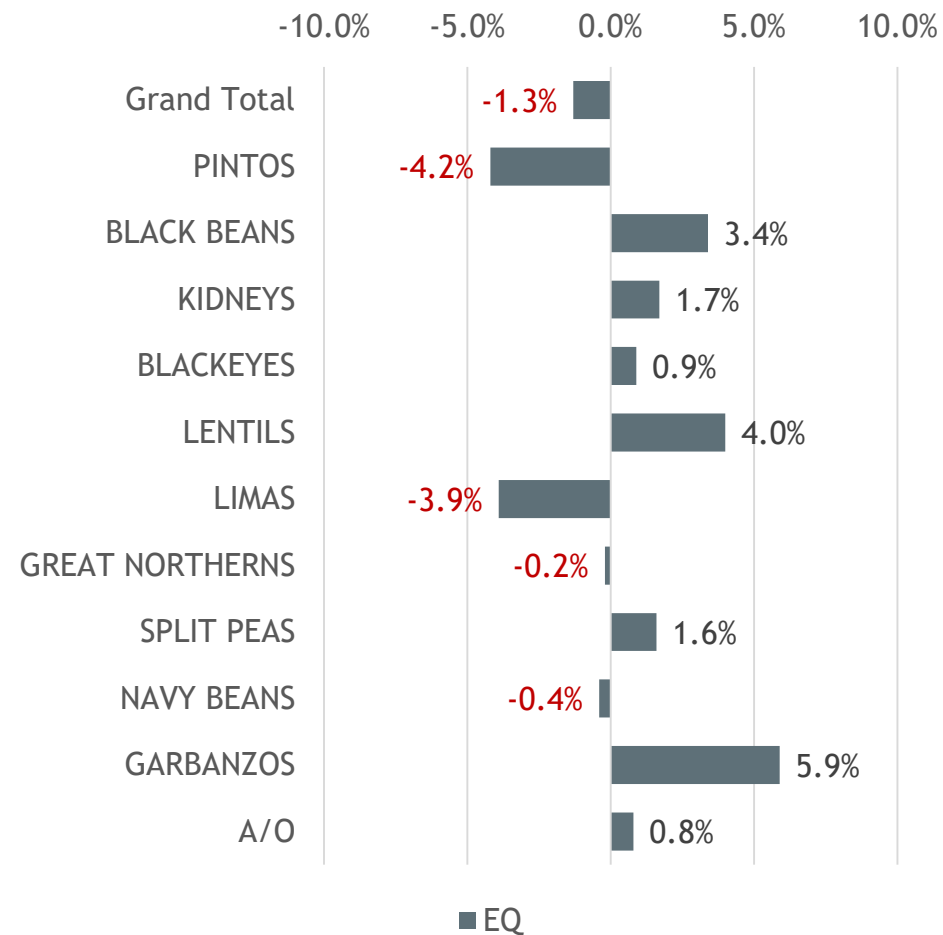
Total Category:

Dollar Sales: \$207.5MM, -2.0%

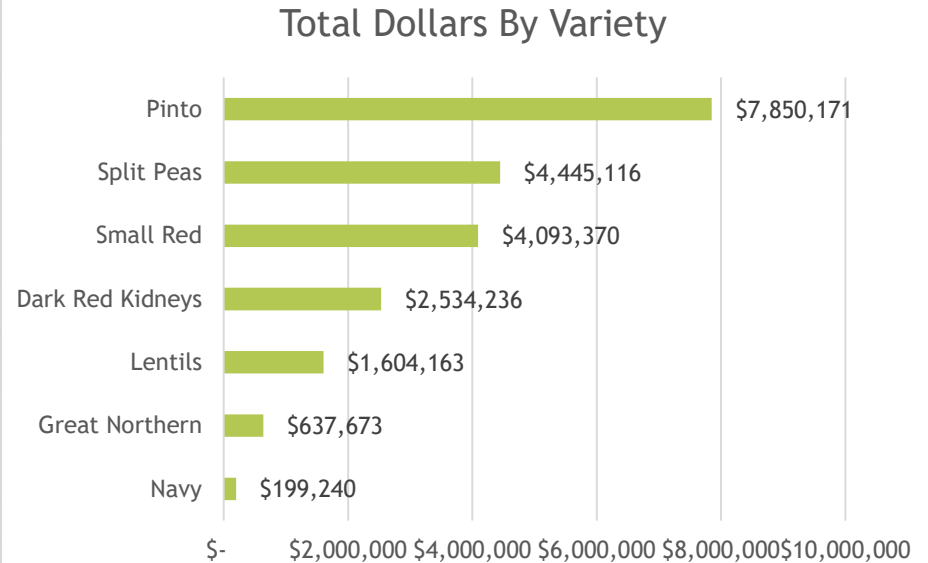
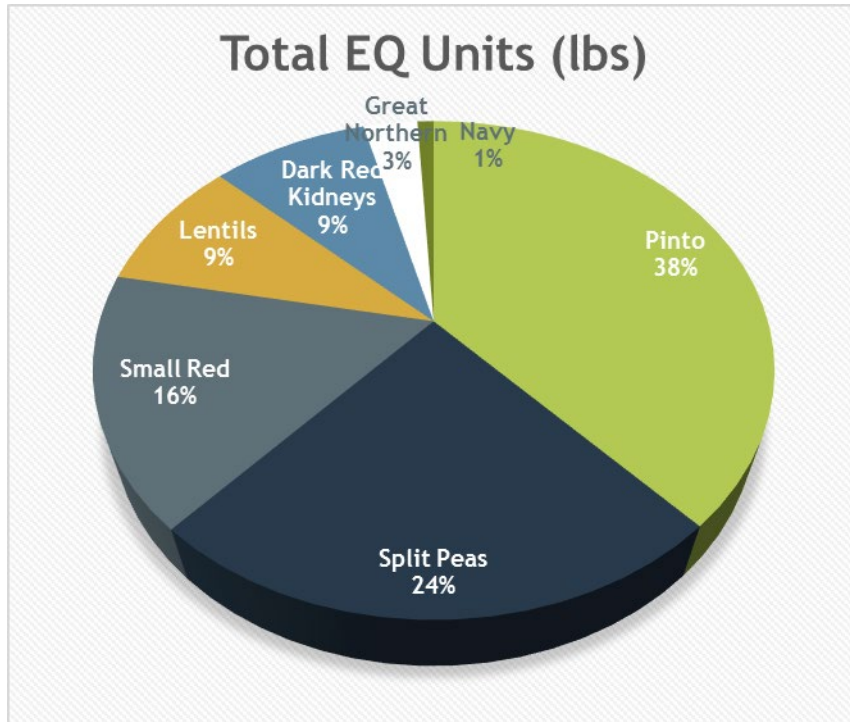
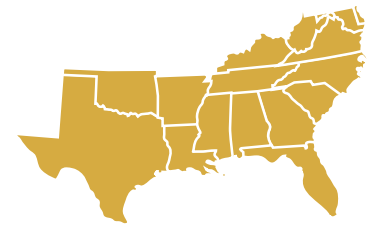
Unit Sales: 110.1MM, +0.0%

Equivalent Units: 161.6MM, -1.3%

% Change by Variety



SOUTH REGION BEAN CATEGORY USDA TRADE MITIGATION BUYS

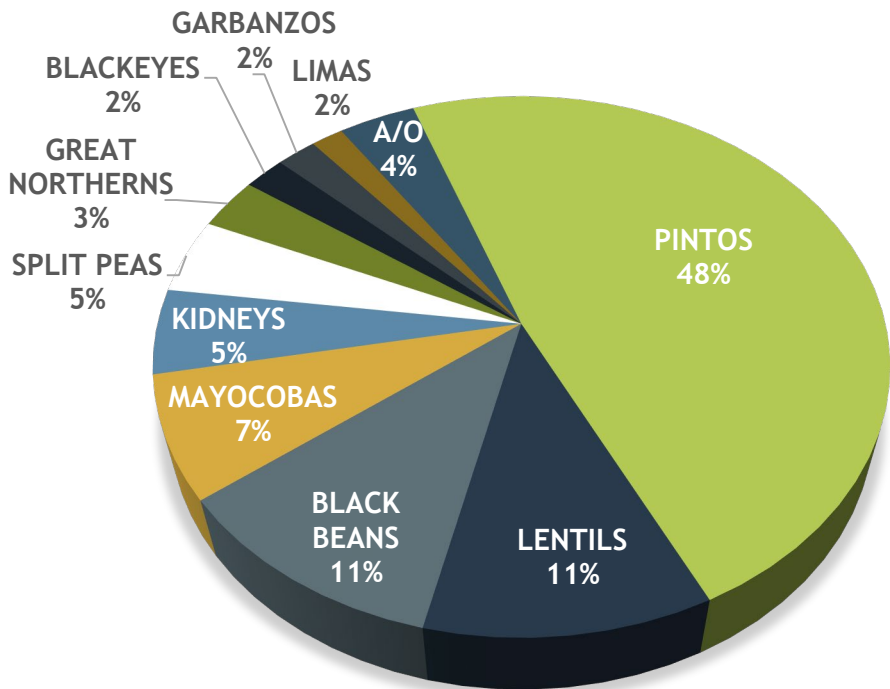


Total Category:
Dollar Sales: \$20.7MM
Units: 22.1MM
Equivalent Units (lbs): 44.3MM

WEST REGION BEAN CATEGORY



Total EQ Units



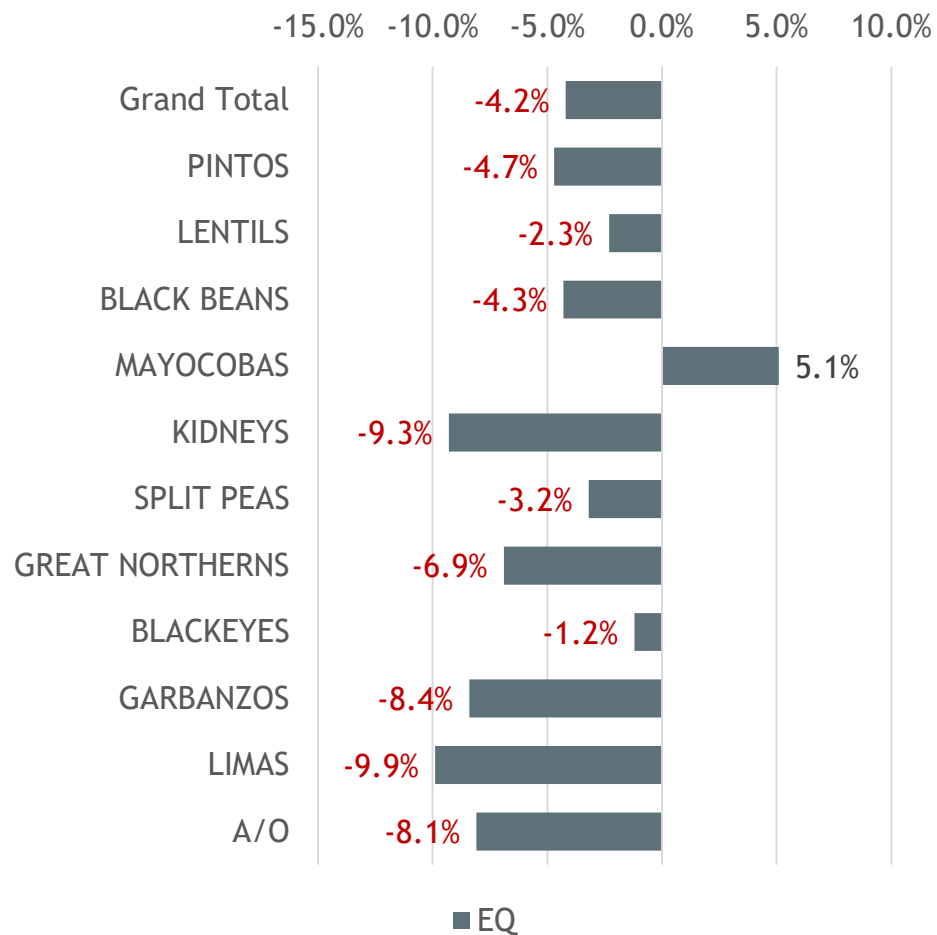
Total Category:

Dollar Sales: \$85.9MM, -4.7%

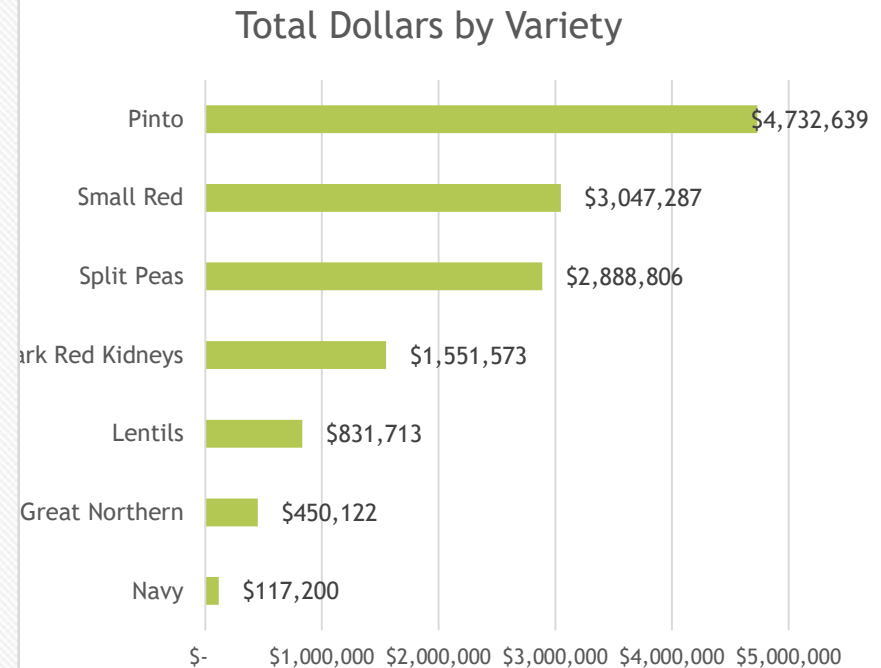
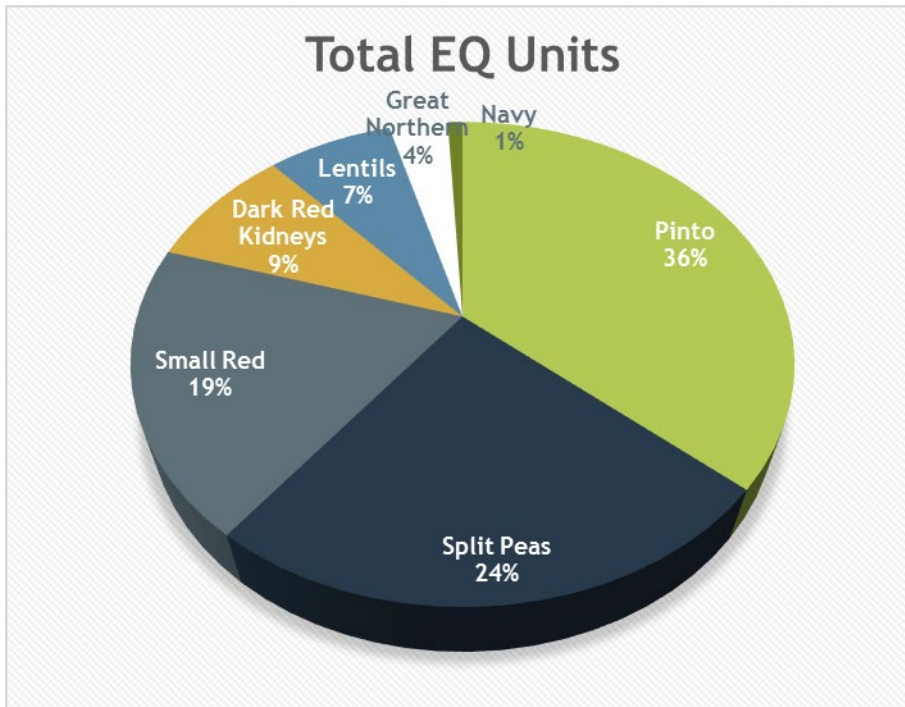
Unit Sales: 38.1MM, -3.9%

Equivalent Units: 65.4MM, -4.2%

% Change by Variety



WEST REGION BEAN CATEGORY USDA TRADE MITIGATION BUYS



Total Category:
Dollar Sales: \$13.1MM
Units: 14MM
Equivalent Units (lbs.): 28MM

- In conclusion, while Nielsen data reports down 1%, about ½ of volume is offset with USDA Trade Mitigation purchases
- Pintos remain most favored dry bean, accounting for 45% of overall consumption in packaged form
- Black bean consumption continues to increase, steady climb since 2010, as retailers launch & keep 4# SKU
- Navy bean consumption, while small in packaged form, did see increases in Western and Midwest region
- Thank you for growing dry beans!