



# AgroFresh

Advancing the future of freshness™

## Banana Shopper Survey Insights Driving Freshness and Growth

Say  yes to fresh!

# 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

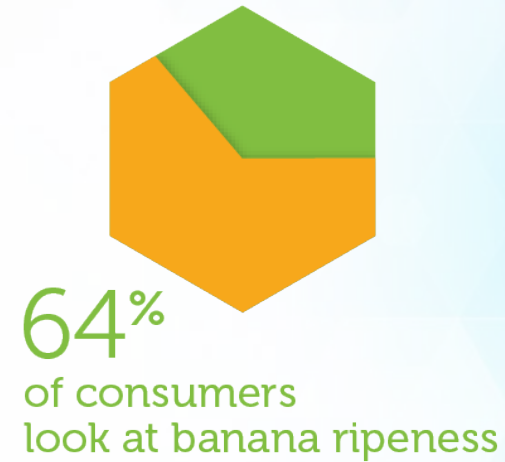
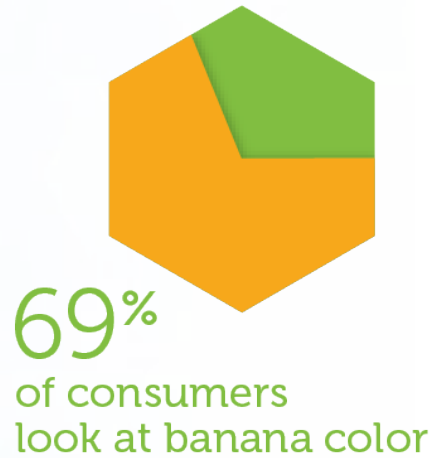
- Consumers look primarily for preferred color, ripeness and freshness on display
- Better bananas project quality image to the entire produce department

## 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.

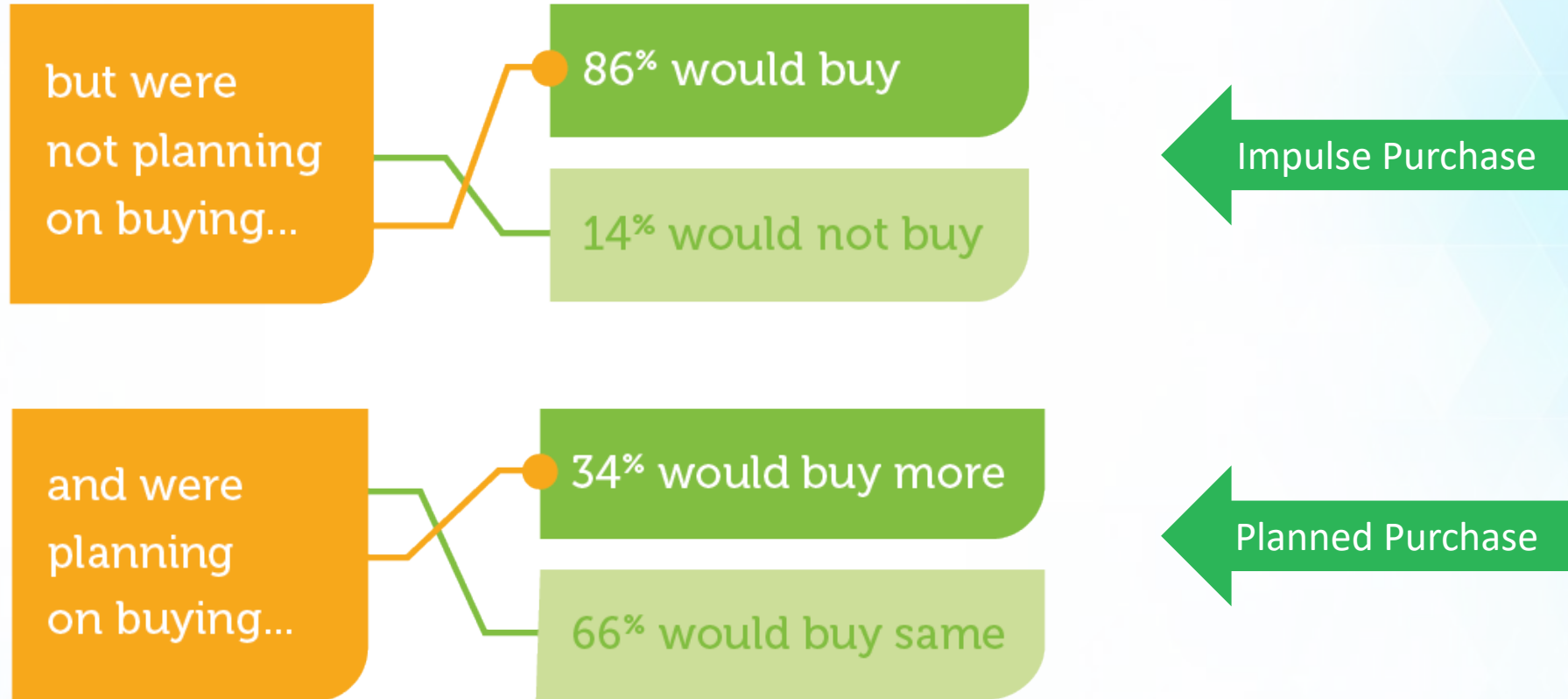
- 1  Green
- 2  Light Green with Tinge of Yellow
- 3  More Green than Yellow
- 3.5  Half Yellow and Half Green
- 4  More Yellow than Green
- 5  Yellow with Green Tips
- 6  Full Yellow
- 7  Yellow with Brown Spots

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