



## IT'S IN THE BAG! A GUIDE TO STRONG APPLE SALES

### **STEADY TRAJECTORY!**

- Transition from bulk to bag has shifted considerably over the past 5 years.

### **CROSSOVER PREDICTED 2022-2023!**

- Our estimations point to bags taking favor across conventional and organic apples sometime in the next 12-18 months.

### **ORGANIC SHOPPERS PREFER BAGS!**

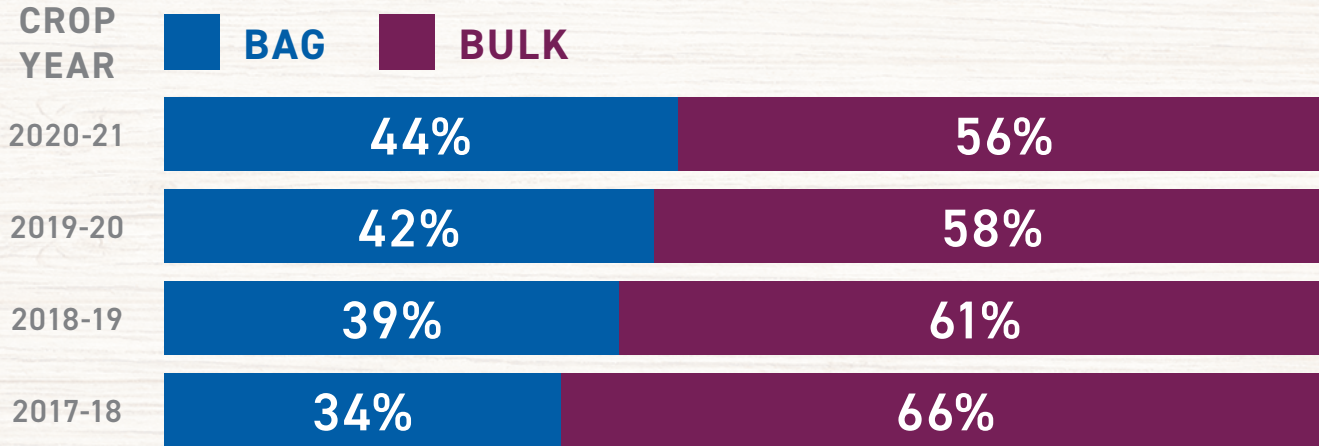
- From 45% bagged product in 2017 to 57% today!

### **BAGS SELL!**

- Convenient grab-n-go size and handle.
- Great messaging – room to tell the story.
- Perceived security – limited contact with fruit.
- Easy for home delivery!



# BAG VOLUME STEADILY INCREASING



| BAG vs BULK VOLUME |               |               |               |               |
|--------------------|---------------|---------------|---------------|---------------|
|                    | 2017-18       | 2018-19       | 2019-20       | 2020-21       |
| BAG                | 782,611,113   | 868,106,465   | 1,003,910,162 | 1,005,026,237 |
| BULK               | 1,516,244,098 | 1,386,368,749 | 1,372,034,685 | 1,274,684,830 |

| BAG VS BULK PERCENT CHANGE |         |   |         |   |         |   |         |   |                  |
|----------------------------|---------|---|---------|---|---------|---|---------|---|------------------|
|                            | 2017-18 |   | 2018-19 |   | 2019-20 |   | 2020-21 |   | % CHANGE (SWING) |
| BAG                        | 34%     | ▲ | 39%     | ▲ | 42%     | ▲ | 44%     | ▲ | <b>28%</b>       |
| BULK                       | 66%     | ▼ | 61%     | ▼ | 58%     | ▼ | 56%     | ▼ | <b>-16%</b>      |

Source: Category Partners and Nielsen Answers on Demand, Total U.S. by apple crop year (September 1 - August 31), 5 years from 2017-2021.

# ORGANIC SHOPPERS PREFER BAGS



**51%**

**Increase in bag sales  
between 2017-2021**



| BAG vs BULK VOLUME CHANGE |             |             |             |             |
|---------------------------|-------------|-------------|-------------|-------------|
|                           | 2017-18     | 2018-19     | 2019-20     | 2020-21     |
| BAG                       | 100,883,815 | 109,881,453 | 145,844,557 | 152,086,475 |
| BULK                      | 122,816,894 | 123,596,095 | 123,756,615 | 115,336,137 |

| BAG VS BULK PERCENT CHANGE |         |   |         |   |         |   |         |   |                  |
|----------------------------|---------|---|---------|---|---------|---|---------|---|------------------|
|                            | 2017-18 |   | 2018-19 |   | 2019-20 |   | 2020-21 |   | % CHANGE (SWING) |
| BAG                        | 45%     | ▲ | 47%     | ▲ | 54%     | ▲ | 57%     | ▲ | <b>51%</b>       |
| BULK                       | 55%     | ▼ | 53%     | ▼ | 46%     | ▼ | 43%     | ▼ | <b>-6%</b>       |



Source: Category Partners and Nielsen Answers on Demand, Total U.S. by apple crop year (September 1 - August 31), 5 years from 2017-2021.



# CONVENTIONAL BAGS INCREASING IN POPULARITY



**25%**

**Increase in bag sales  
between 2017-2021**



## BAG VS BULK VOLUME CHANGE

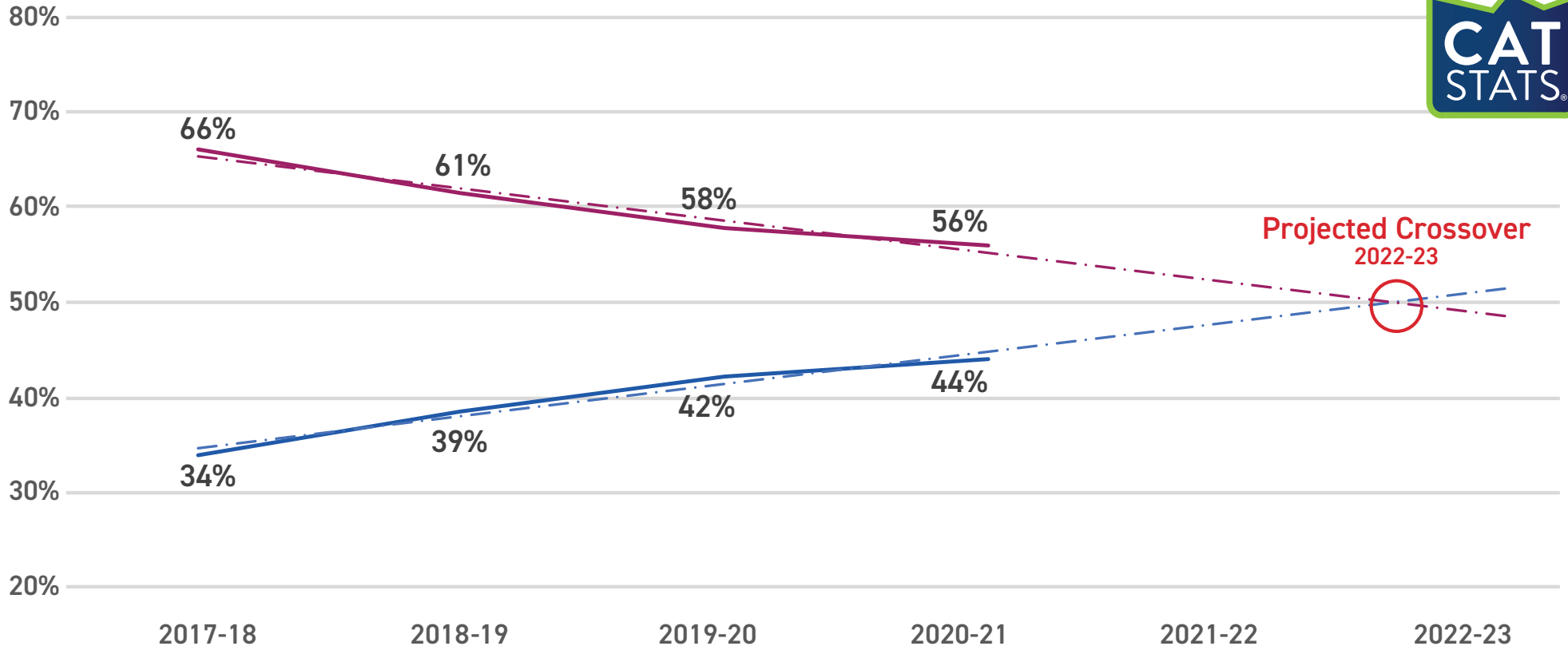
|             | 2017-18       | 2018-19       | 2019-20       | 2020-21       |
|-------------|---------------|---------------|---------------|---------------|
| <b>BAG</b>  | 681,727,298   | 758,225,012   | 858,065,605   | 852,939,762   |
| <b>BULK</b> | 1,393,427,204 | 1,262,772,654 | 1,248,278,070 | 1,159,318,693 |

## BAG VS BULK PERCENT CHANGE

|             | 2017-18 |   | 2018-19 |   | 2019-20 |   | 2020-21 |   | % CHANGE (SWING) |
|-------------|---------|---|---------|---|---------|---|---------|---|------------------|
| <b>BAG</b>  | 33%     | ▲ | 38%     | ▲ | 41%     | ▲ | 42%     | ▲ | <b>25%</b>       |
| <b>BULK</b> | 67%     | ▼ | 62%     | ▼ | 59%     | ▼ | 58%     | ▼ | <b>-17%</b>      |

Source: Category Partners and Nielsen Answers on Demand, Total U.S. by apple crop year (September 1 - August 31), 5 years from 2017-2021.

# PROJECTED CROSSOVER



| KEY                                     |                      |
|---|----------------------|
| <span style="color: blue;">—</span>     | <b>BAG</b>           |
| <span style="color: purple;">—</span>   | <b>BULK</b>          |
| <span style="color: blue;">-•-</span>   | <b>BAG (linear)</b>  |
| <span style="color: purple;">-•-</span> | <b>BULK (linear)</b> |

Source: Category Partners and Nielsen Answers on Demand, Total U.S. by apple crop year (September - August 31), 5 years from 2017-2021