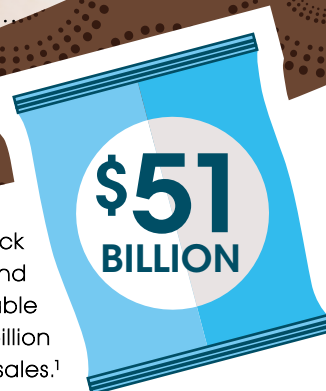


SNACKING AND THE ORGANIC MARKET

The snack market is the second largest consumable category, with \$51 billion in annual U.S. retail sales.¹



SNACKING TRENDS

Typical Eating Behavior²

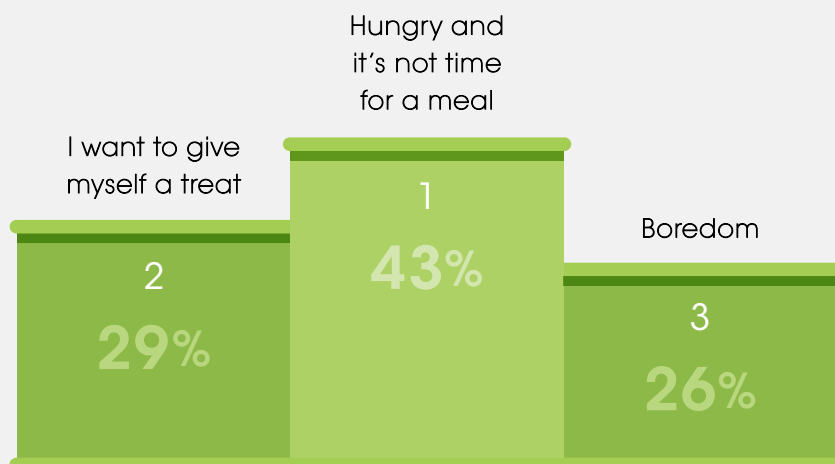
| | 2016 | ► | 2018 |
|---|------|---|------|
| Three meals a day with a few snacks between meals | 53% | ▼ | 43% |
| Usually skip or replace one meal per day with snacks | 27% | ▲ | 32% |
| Usually skip or replace two meals per day with snacks | 4% | ▲ | 9% |
| Three meals a day with many snacks between meals | 10% | ▼ | 8% |
| Three meals a day with no snacks | 3% | ▲ | 4% |
| Usually snack instead of eating full meals | 2% | ▲ | 3% |

Lunch is the meal most commonly replaced with snacks.²



For the first time in 10 years, sweet snacking is on the rise, and consumers are snacking on more sweet treats as the day goes on.³

Top Three Snacking Motivators²



¹ National Confectioners Association; ² Technomic 2018 Snacking Occasion Consumer Trend Report; ³ NPD Group 2017 Eating Patterns in America Annual Report



advanced food products llc



SAVENCIA
FROMAGE & DAIRY

**\$950
million**

1% YOY growth

The retail
pudding category
sits at \$950 million and saw
1% year-over-year growth.⁴

ORGANIC TRENDS

ORGANIC PURCHASE RATES
HAVE MORE THAN DOUBLED
in the past decade, increasing
from **20% to 48%.**⁵



The U.S. ORGANIC MARKET in 2018
**BROKE THROUGH
THE \$50 BILLION MARK
FOR THE FIRST TIME,**
with sales hitting a record
\$52.5 BILLION, UP 6.3%
from the previous year.⁵

**THE GLOBAL
ORGANIC SNACKS MARKET**
is expected to post a
CAGR OF NEARLY 12%
during the period of 2018-2022.⁶



USDA organic standards for processed,
multi-ingredient foods prohibit organically
processed foods from containing
artificial preservatives, colors or
flavors and require that their
ingredients are organic.⁷



ORGANIC PUDDING

**Rich and Creamy USDA Organic Certified Pudding
from AFP advanced food products llc**

- Retail private label or Real Fresh-branded options
- Ready-to-eat for a quick snack
- Available in chocolate and vanilla
- Aseptically packaged (shelf stable)
- 12 months shelf life
- No preservatives and no refrigeration required

⁴ IRI Data; ⁵ Organic Trade Association;

⁶ Technavio; ⁷ U.S. Department of Agriculture