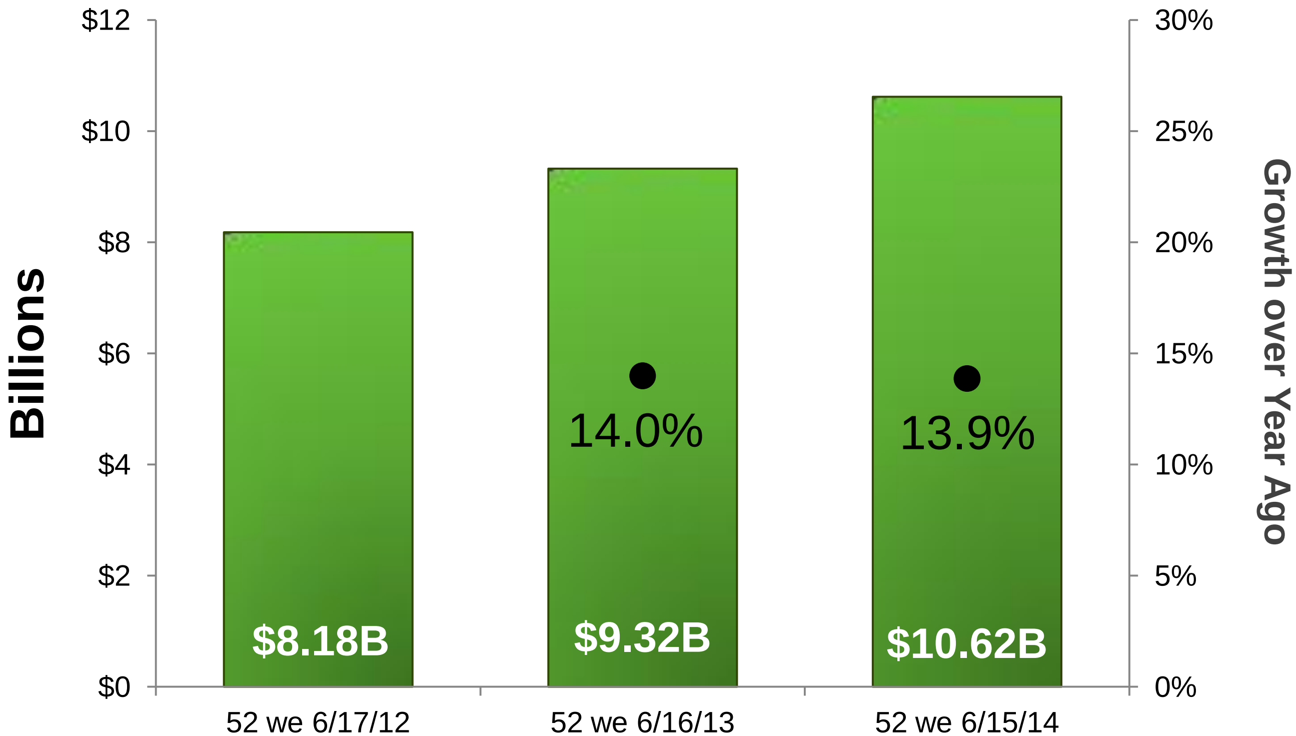
ORGANICS

July 2014

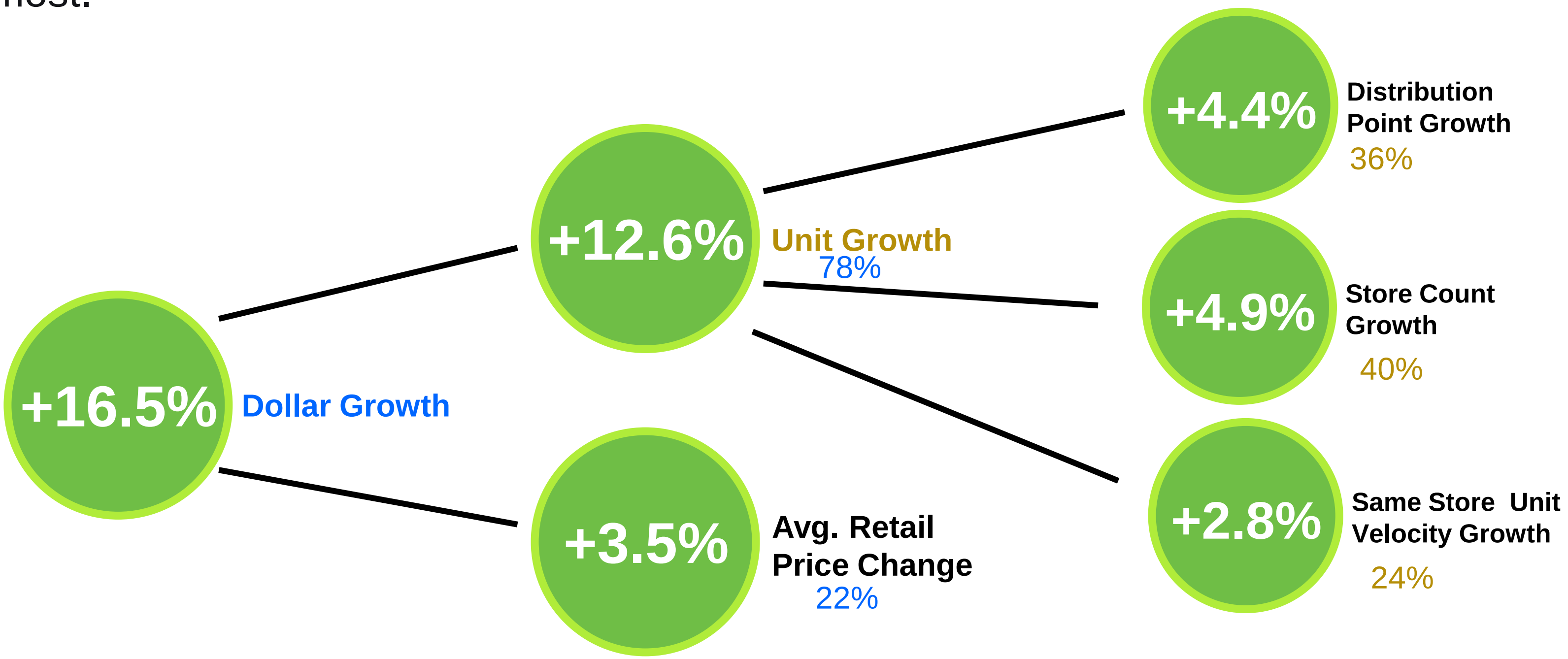
70%+ Organic product sales exceed $10.6 billion and have grown 29.8% in the last two years in SPINS-measured channels.



Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional (powered by IRI), 52 weeks ending 6/15//2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.
Data derived only from SPINS channels

What is driving 70%+ Organic growth in ***Natural Supermarkets***?

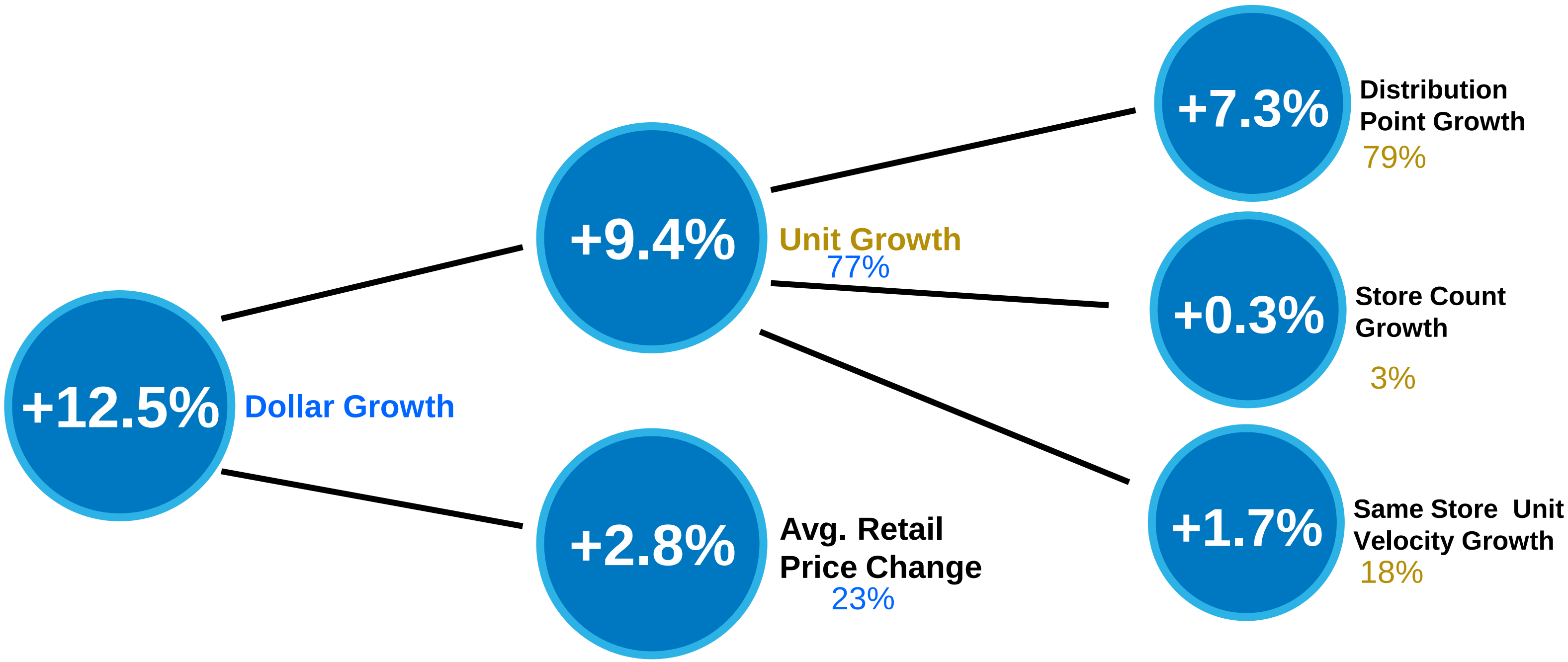
Unit sales growth in Natural Supermarkets is due to a combination of store count growth, distribution point and same store unit velocity growth, with the first two contributing the most.



Source: SPINSscan Natural , 52 weeks ending 6/15/2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.

What is driving 70%+ Organic growth in the *Conventional Grocery Channel*?

Unit sales growth in the Conventional Grocery stores is driven by distribution point increases, with a modest increase in same store unit velocity.



Source: SPINSscan Conventional (powered by IRI), 52 weeks ending 6/15/2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.

Organic dollar growth continues to run between 13-16% across the channel views (depending on time frame), exceeding the Natural products rate of 9-12%.

	12 Week	52 Week	12 Week	52 Week	12 Week	52 Week
SPINS Channel	**Total Channel**		**Natural & Organic Products**		**70%+ Organics**	
Natural Supermarkets	9.4%	11.7%	9.1%	11.7%	13.9%	16.3%
Specialty Gourmet Supermarkets	3.3%	3.4%	11.5%	12.2%	12.7%	12.5%
Conventional Supermarkets (Food)	0.7%	1.0%	9.8%	10.3%	13.1%	12.6%
Conventional Multi-Outlet	0.6%	1.2%	9.2%	9.6%	13.6%	13.3%

Source: SPINSscan Conventional (powered by IRI), 52 weeks ending 6/15/2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.

DAIRY

July 2014

Natural channel Total Dairy, Cheese & Cheese Alternatives and Eggs dollar growth far exceeds the remaining channel views due to product mix sold. Egg trends strong.

	12 Week	52 Week	12 Week	52 Week	12 Week	52 Week
SPINS Channel	**Dairy**		**Cheese & Cheese Alternatives**		**Eggs**	
Natural Supermarkets	13.2%	14.0%	11.5%	12.2%	23.7%	26.3%
Specialty Gourmet Supermarkets	-0.3%	1.6%	-0.2%	0.1%	-3.7%	6.5%
Conventional Supermarkets (Food)	2.7%	1.8%	2.4%	1.3%	13.2%	6.5%
Conventional Multi-Outlet	3.5%	2.7%	3.1%	2.4%	14.1%	7.8%

Source: SPINSscan Conventional (powered by IRI), 52 weeks ending 6/15/2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.

Natural channel Milk, Other Dairy & Alternatives and Refrigerated Non-Dairy Beverages dollar growth far exceeds the remaining channel views due to product mix sold. RNDB trends strong.

	12 Week	52 Week	12 Week	52 Week	12 Week	52 Week
SPINS Channel	**Milk**		**Other Dairy & Alternatives**		**Refrigerated Non-Dairy Beverages**	
Natural Supermarkets	12.4%	11.9%	13.3%	12.1%	16.9%	20.6%
Specialty Gourmet Supermarkets	-3.2%	-3.7%	-3.7%	-1.1%	9.7%	10.7%
Conventional Supermarkets (Food)	1.3%	-0.9%	1.6%	-0.3%	9.7%	11.3%
Conventional Multi-Outlet	2.8%	-0.1%	1.7%	0.5%	11.3%	12.2%

Other Dairy includes: BUTTER, COTTAGE CHEESE, MARGARINE & NON-DAIRY SPREADS, SOUR CREAM, AND THEIR DAIRY ALTERNATIVES

Source: SPINSscan Conventional (powered by IRI), 52 weeks ending 6/15/2014.
Growth based on dollar volume for the current period versus year ago and is based on currently coded items.