

December 17, 2020 US Retail Weekly Nutritional Insights - Produce

This week we dive into **tomatoes**:

1. Star Market tomatoes were #1 for nutrition, while Costco tomatoes delivered the most nutrition for the price.
2. Nutrients consumers associate with health - vitamin C, antioxidants, and carotenoids - were the major contributing factor to why tomato nutrition quality differed between stores.
3. Which country tomatoes were sourced from led to differences in nutrients - even within the same store. We believe this could be due to freshness.

About TeakOrigin Insights

- We collect 1000s of food samples every week
- We collect samples from 18 top US retailers - both supermarkets and online
- We score all retailers against US nutrition standards every week
- We measure how retailers perform against their competitors
- Retailers access our complete data sets and weekly insight reports to understand how their fresh foods are performing, as well as foods purchased from their competitors



The **TeakOrigin Nutrient Score** evaluates fresh food items against USDA and research literature. A score of 100 means that all nutrients we measured met nutrition guidelines. We analyze thousands of produce samples from retailers across the US. Then, we measure more than 21,000 nutrient data points—such as antioxidants and vitamin C—to develop a comprehensive view of exactly how nutritious produce is at each retailer, and how it changed over time. Learn more at TeakOrigin.com.

1. US Overall Retailer Performance: Tomatoes



Star Market was #1 for nutrition, while Costco delivered the most nutrition for the price.

Green in the graph below indicates a retailer is performing at or above their country's national average for nutritional density and at or below the national average sell price.

Orange in the graph below represents the opposite and is meant to show negative performance.

| | Nutrition Score | Price per Pound |
|---|-----------------|-----------------|
| National Average | 94% | \$2.67 |
|  | +3.4% | \$2.99 |
|  | +3.1% | \$1.99 |
|  | +3.1% | \$1.48 |
| <i>Wegmans</i> | +2.9% | \$1.99 |
|  | +2.7% | \$2.96 |
|  | +2.1% | \$2.99 |
| VONS | +1.8% | \$2.99 |
|  | +1.2% | \$1.41 |
| TRADER JOE'S | +0.7% | \$3.32 |

| | Nutrition Score | Price per Pound |
|--|-----------------|-----------------|
| National Average | 94% | \$2.67 |
|  | 0.2% | \$1.79 |
| <u>WHOLE FOODS</u> | 0.2% | \$2.32 |
| <i>shaws</i> | -1.2% | \$2.99 |
| sam's club  | -1.2% | \$1.48 |
| Gelson's | -1.5% | \$3.99 |
|  | -1.5% | \$1.99 |
| Walmart  | -1.7% | \$2.76 |
|  | -4.8% | \$2.22 |
|  | -5.9% | \$5.89 |

2. Nutrients Associated with Health Were the Major Contributing Factor to Why Retailer Nutrition Scores Differed.

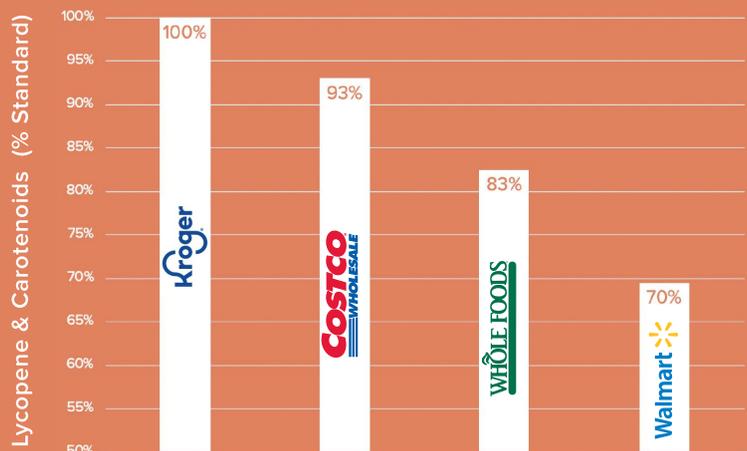
Health Nutrients* Tomatoes Delivered Major Retailer



*Health nutrients in tomatoes include antioxidants, vitamin C and carotenoids. Health-related nutrients can differ based on how food was harvested, stored, aged and shipped.

Lycopene & Carotenoids

These specific nutrients are associated with eye health. They are also an indicator of whether fruit is high quality.

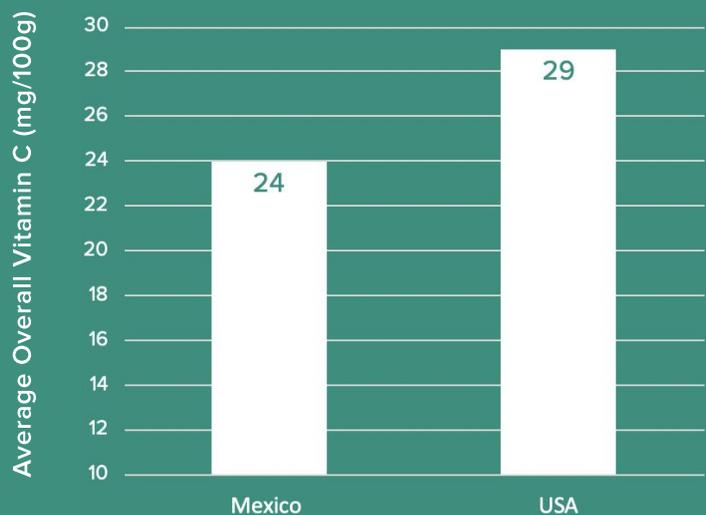


3. USA Tomatoes Delivered More Nutrition than Mexican Tomatoes - This May Have to Do with Freshness in Stores.

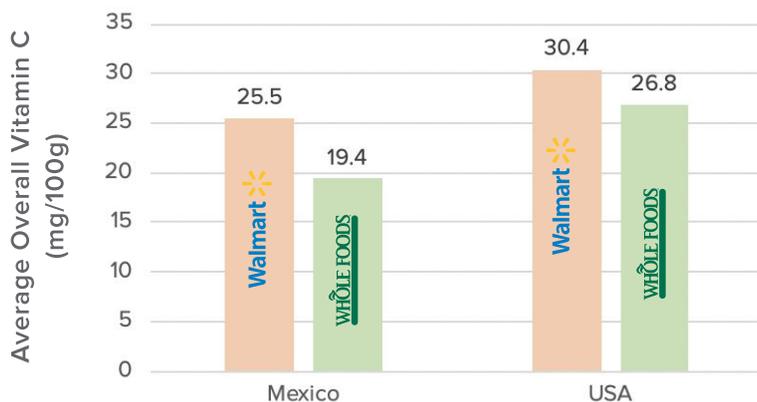
Vitamin C Can Indicate Freshness - and How Much Freshness is Lost - in Stores

Vitamin C is relatively delicate and is therefore a good indicator of quality due to age, storage, and handling. Mexican tomatoes delivered less vitamin C than USA tomatoes.

Total Vitamin C by COO in All Stores



Walmart & Whole Foods | Freshness in USA and Mexican Tomatoes



We See This Within Stores

Tomatoes from the USA had more vitamin C - an indicator of freshness - than Mexican tomatoes in both Whole Foods and Walmart stores.