



Fast Growth Continues for Select Categories

While natural channel dollar growth has been relatively slow over the last 24 months some categories continue to bump the slow growth trend. The fastest growing category within SPINSScan Natural for the 24 weeks ending 9/5/2009 was Sweeteners. Agave appears to be the driving force in the sweeteners category today but the greater acceptance of Stevia, with its recent GRAS (Generally Accepted As Safe) status from the FDA, should continue to drive this category upward. Many of the other top 10 growth categories saw dollar sales climb while unit growth lagged behind.

SPINSScan Natural		Unit %	
TOTAL US, 24 weeks ending 9/5/2009		\$ % Chg	Change
Total Channel		3.5%	(1.1%)
1	SWEETENERS	14.1%	7.0%
2	BAKING MIXES SUPPLIES & FLOURS	12.4%	2.4%
3	YOGURT & KEFIR	10.6%	2.4%
4	BEER	10.5%	7.7%
5	RICE CAKES	9.5%	(1.4%)
6	SHELF STABLE PASTAS	9.4%	1.6%
7	SHELF STABLE FRUITS & VEGETABLES	9.3%	0.1%
8	CANDY & INDIVIDUAL SNACKS	9.2%	1.7%
9	BEANS GRAINS & RICE	8.8%	(5.2%)
10	DIGESTIVE AIDS & ENZYMES	8.7%	3.8%

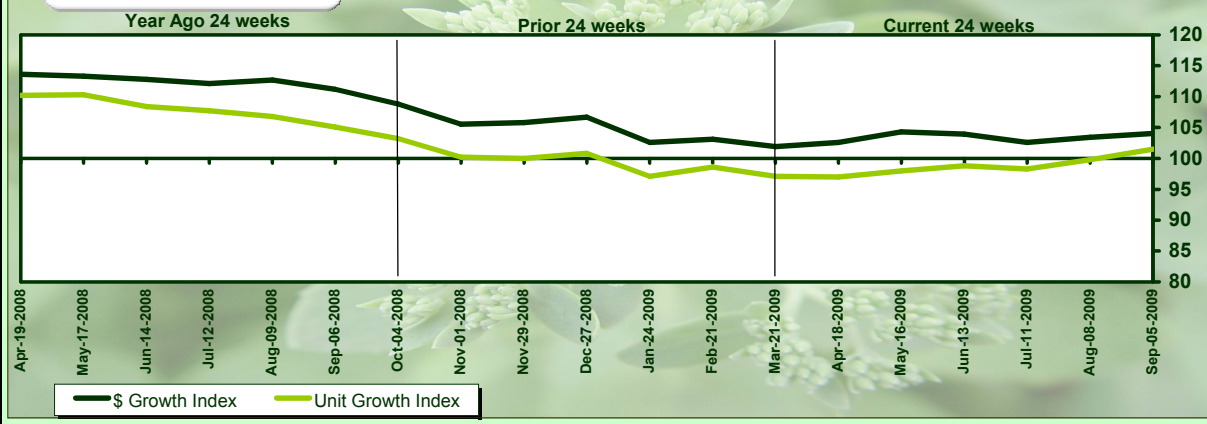
SPINS Natural Channel Growth Index

The Natural Channel growth index measures dollar and unit growth utilizing the SPINSScan Natural retail measurement service. The SPINSScan Natural service tracks the sales of all UPC coded products sold in the natural channel. A growth index that exceeds a value of 100 represents positive channel growth vs. the same year ago time period.

- Natural channel unit growth is back in positive territory for the first time in 2009; with a unit growth index of 101.5 for the 4 weeks ending 9/5/2009
- Natural channel dollar growth remains steady; with a dollar growth index of 104.0 for the 4 weeks ending 9/5/2009 as well as 104.2 for the 52 weeks ending 9/5/2009
- Packaged Produce has taken the top spot for both unit and dollar growth; with a dollar index of 116.3 and a unit index of 119.0 for the 4 weeks ending 9/5/2009
- All SPINS product groups had a dollar growth index above 100 except for general merchandise, which had a dollar index of 96.3 for the 4 weeks ending 9/5/2009



Natural Growth Index



	Latest 4 Weeks	Latest 12 Weeks	Latest 24 Weeks	Latest 52 Weeks
\$ Growth Index	104.0	103.4	103.5	104.2
Unit Growth Index	101.5	99.9	98.9	99.2

Source: SPINScan Natural - Total US

Period Ending 2009-Sep-05