



Number of Households Purchasing Natural Remains Static

Based on findings from SPINS SPINSscan Consumer data (for the period ending 6/27/2009 vs. year ago) the percent of US households purchasing natural, which includes organics, remained stable at 95% despite continued economic pressure on family budgets.

While the number of households purchasing natural has not increased the existing natural consumers continue to diversify and expand their natural purchases. General merchandise and frozen saw the largest jumps in buyer penetration through strong gains natural bathroom cleaners and meat/poultry/seafood entrees.

Conclusion: Natural categories will continue to attract new consumers as natural alternatives continue to grow at shelf and the consumers become increasingly aware of the benefits of natural alternatives.

Product Grouping	% Purchasing	Point Chg
Grocery	83.7%	+0.1
Frozen	53.6%	+2.6
General Merchandise	49.8%	+4.2
Refrigerated	46.8%	+1.3
Produced - Packaged	38.6%	+0.3
Body Care	27.5%	+0.2

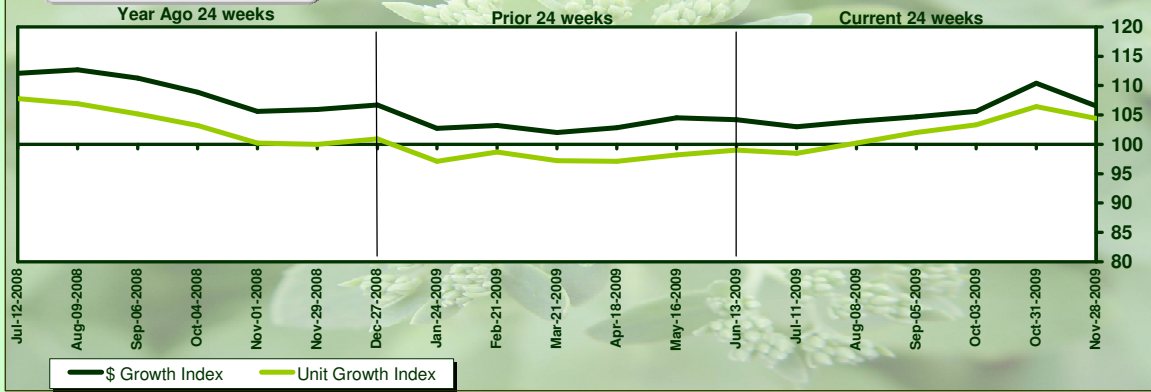
SPINSscan Consumer, Total US, 52 weeks ending 6/27/2009

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.

- Dollar & unit growth both dip slightly in the 4 weeks ending 11/28/2009 but still remain above the 52 week average.
- Trends in unit growth remain encouraging; with 28 consecutive weeks of positive growth.
- Herbs & homeopathic continues to be the fastest growing of all of the SPINS product groups; with dollar sales up +15.9% vs. year ago for the 4 weeks ending 11/28/2009.
- Packaged produce is the second fastest growing product group; with dollar sales up +13.7% vs. year ago for the 4 weeks ending 11/28/2009.



Natural Growth Index



	Latest 4 Weeks	Latest 12 Weeks	Latest 24 Weeks	Latest 52 Weeks
\$ Growth Index	106.5	107.5	105.7	104.6
Unit Growth Index	104.4	104.7	102.4	100.2

Source: SPINScan Natural - Total US Period Ending 2009-Nov-28