



## Introduction to the SPINS Natural Growth Index

The SPINS Natural Growth Index is a new feature that will appear in the Presence Marketing news letter each month. The goal of this index is to provide an easy to follow measure to monitor growth rates within the natural products industry. The growth index is based on natural product sales measured through SPINS Inc. proprietary SPINSscan Natural retail measurement service.

### How is the natural channel defined?

The Natural Products Supermarket Channel is defined by SPINS as any full-format supermarket selling more than \$2 million in annual sales with at least 50% of sales coming from Natural Product Industry segments and less than 50% of sales coming from supplements.

### How large is the SPINSscan Natural channel?

The SPINSscan Natural channel represents \$7.1B in ACV being produced from 813 stores.

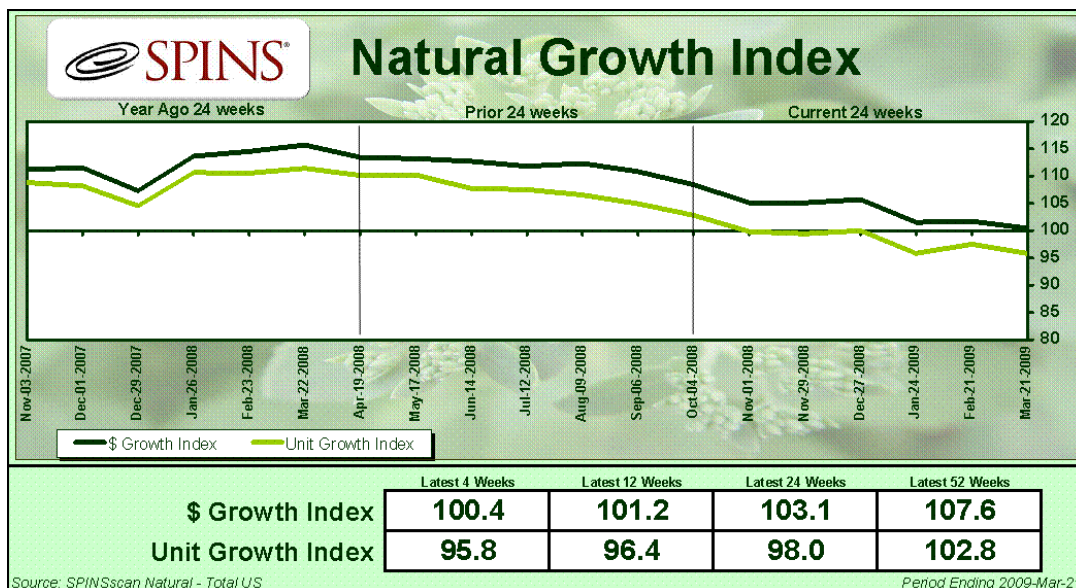
### What does the Natural Growth Index measure?

The natural growth index is based on product sales across all of SPINS releasable product groupings (ALCOHOL, BODY CARE, FROZEN & REFRIGERATED, GENERAL MERCHANDISE, GROCERY, HERBS & HOMEOPATHIC, PRODUCE - PACKAGED, REFRIGERATED, & VITAMINS & SUPPLEMENTS).

### What is the methodology to produce the Natural Growth Index?

The natural growth index is based on percentage change vs. year ago. Calculations are made for unit and dollar growth and presented in both a summary and trend format. Growth rates are indexed to year ago using 100 as the base.

The formula used to create each data point is the following:  $100 \times (\text{current sales} / \text{year ago sales} - 1) + 100 = \text{Indexed Sales Growth}$



## **SPINS SERVICE UPDATE: NCGA Store Level Reporting**

SPINS Inc. is pleased to announce the addition of store level reporting for National Cooperative Grocers Association (NCGA), the largest association of food co-op's in the US representing over \$1.1B in sales and 10.5% growth in 2008. NCGA is home to iconic natural supermarkets like The Wedge Co-op, PCC, Peoples Food Co-op, New Pioneer, Lakewinds, Blooming foods, and many others. NCGA is an important partner for SPINS and our industry, and our client's ability to measure and manage performance, pricing, distribution and promotional activity at store level across NCGA's landscape will help to substantially improve our client's and NCGA's business opportunities. Now that NCGA has joined the other SPINS key accounts with store level data release SPINS can now deliver store level reporting on 260+ stores.