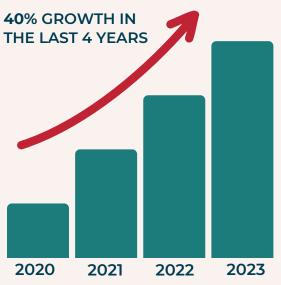


#1 Medjool Date Brand in North America

Bard Valley Natural Delights

Volume Sales Growth



Source: Bard Valley Natural Delights Sales Data

Dollar Share of Category

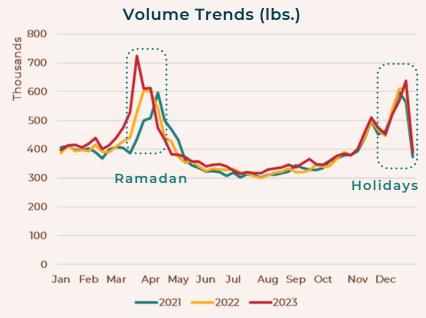


Source: Circana, 52-weeks ending 12/31/23

Organic

17.8%

Total US Date Category



Conventional

82.2%

Conventional vs Organic Sales

Source: Circana, 52-weeks ending 12/31/23