

An aerial photograph of a large agricultural facility, likely a citrus processing plant, during a vibrant sunset. The sky is a mix of orange, pink, and blue. In the foreground, there are several large, multi-story buildings with dark roofs and light-colored walls. One building has the word "LIMONEIRA" visible on its side. A large parking lot filled with cars is situated in front of the buildings. The background is dominated by vast, green citrus groves that stretch towards the horizon. In the distance, rolling hills or mountains are visible under the twilight sky.

LIMONEIRA<sup>®</sup>  
SINCE 1893

# Annual Shareholders' Meeting

## PRESIDENT'S REPORT

MARCH 25, 2026 | SANTA PAULA, CALIFORNIA

# BUSINESS REVIEW

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Where have we come from?

Where are we now?

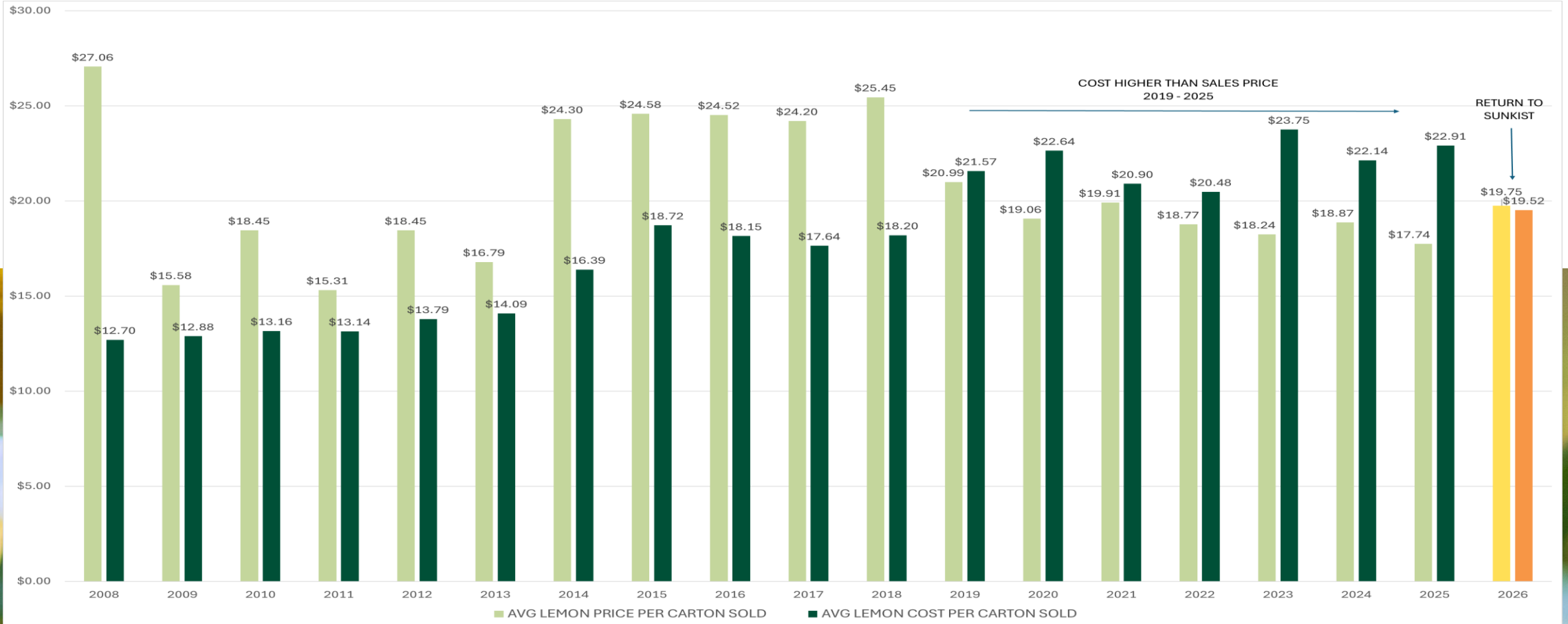
Where are we going?



# THE LEMON CHALLENGE

LIMONEIRA LEMON SALES PRICE VS COST PER CARTON

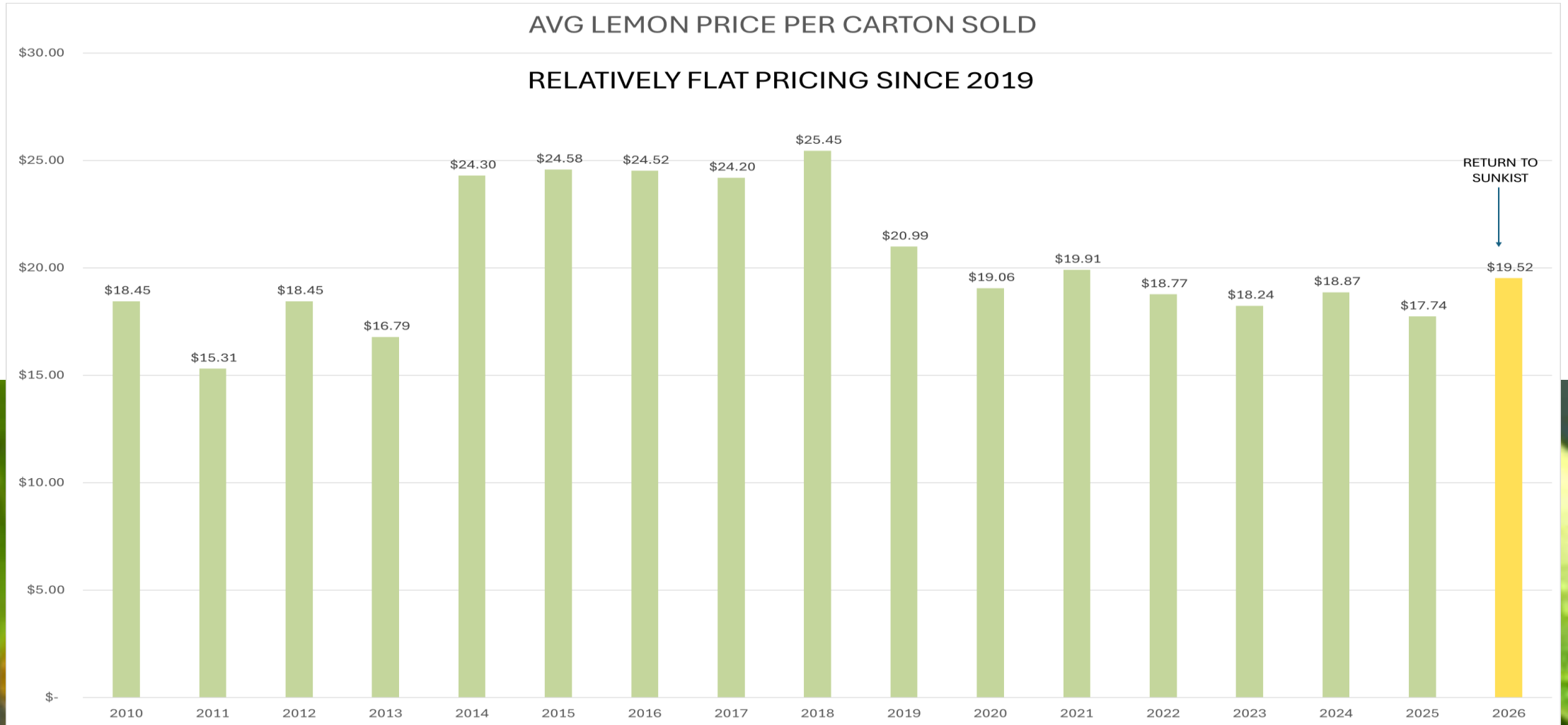
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
AVG LEMON PRICE PER CARTON SOLD	\$27.06	\$15.58	\$18.45	\$15.31	\$18.45	\$16.79	\$24.30	\$24.58	\$24.52	\$24.20	\$25.45	\$20.99	\$19.06	\$20.90	\$18.77	\$18.24	\$18.87	\$17.74	\$19.75
AVG LEMON COST PER CARTON SOLD	\$12.70	\$12.88	\$13.16	\$13.14	\$13.79	\$14.09	\$16.39	\$18.72	\$18.15	\$17.64	\$18.20	\$21.57	\$22.64	\$20.90	\$20.48	\$23.75	\$22.14	\$22.91	\$19.52



Lower Sales Prices Due to Oversupply | Higher Costs Due to Inflation

# LIMONEIRA LEMON SALES PRICE

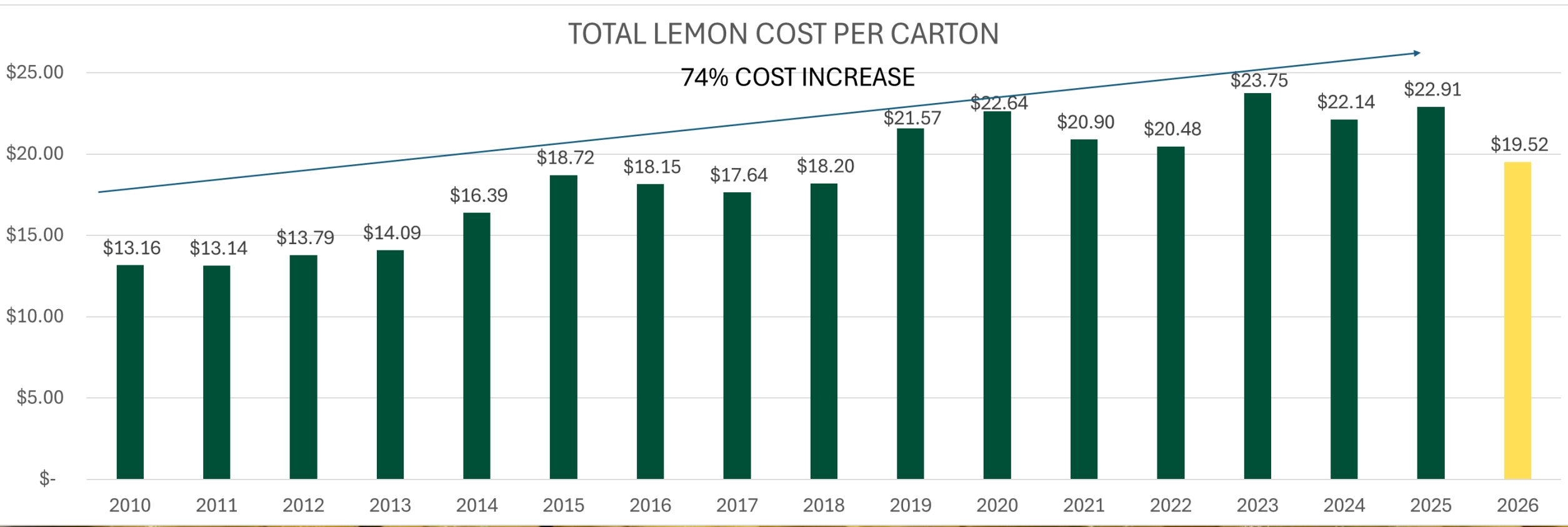
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
AVGLEMON PRICE PER CARTON SOLD	\$ 18.45	\$ 15.31	\$ 18.45	\$ 16.79	\$ 24.30	\$ 24.58	\$ 24.52	\$ 24.20	\$ 25.45	\$ 20.99	\$ 19.06	\$ 19.91	\$ 18.77	\$ 18.24	\$ 18.87	\$ 17.74	\$ 19.52



Price Improvement Driven by Taking a Large Quoter Out of the Market and Access to Retail and Food Service Accounts

# LIMONEIRA TOTAL LEMON COST PER CARTON

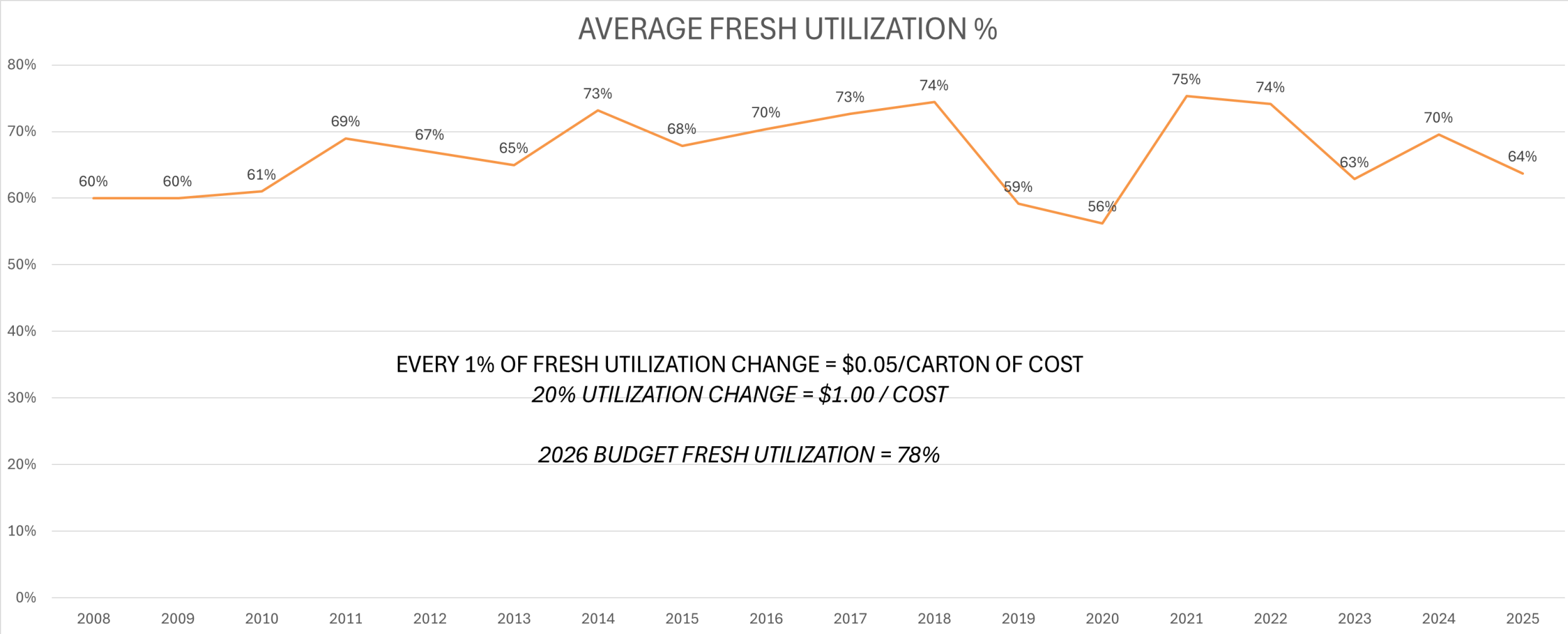
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<b>BUDGET</b> <u>2026</u>	<b>% INCREASE</b>
Total costs	\$ 13.16	\$ 13.14	\$ 13.79	\$ 14.09	\$ 16.39	\$ 18.72	\$ 18.15	\$ 17.64	\$ 18.20	\$ 21.57	\$ 22.64	\$ 20.90	\$ 20.48	\$ 23.75	\$ 22.14	\$ 22.91	\$ 19.52	74%



Cost Increase in Cultural Cost, Packing Cost, and Harvest Cost

**LIMONEIRA LEMON FRESH UTILIZATION**

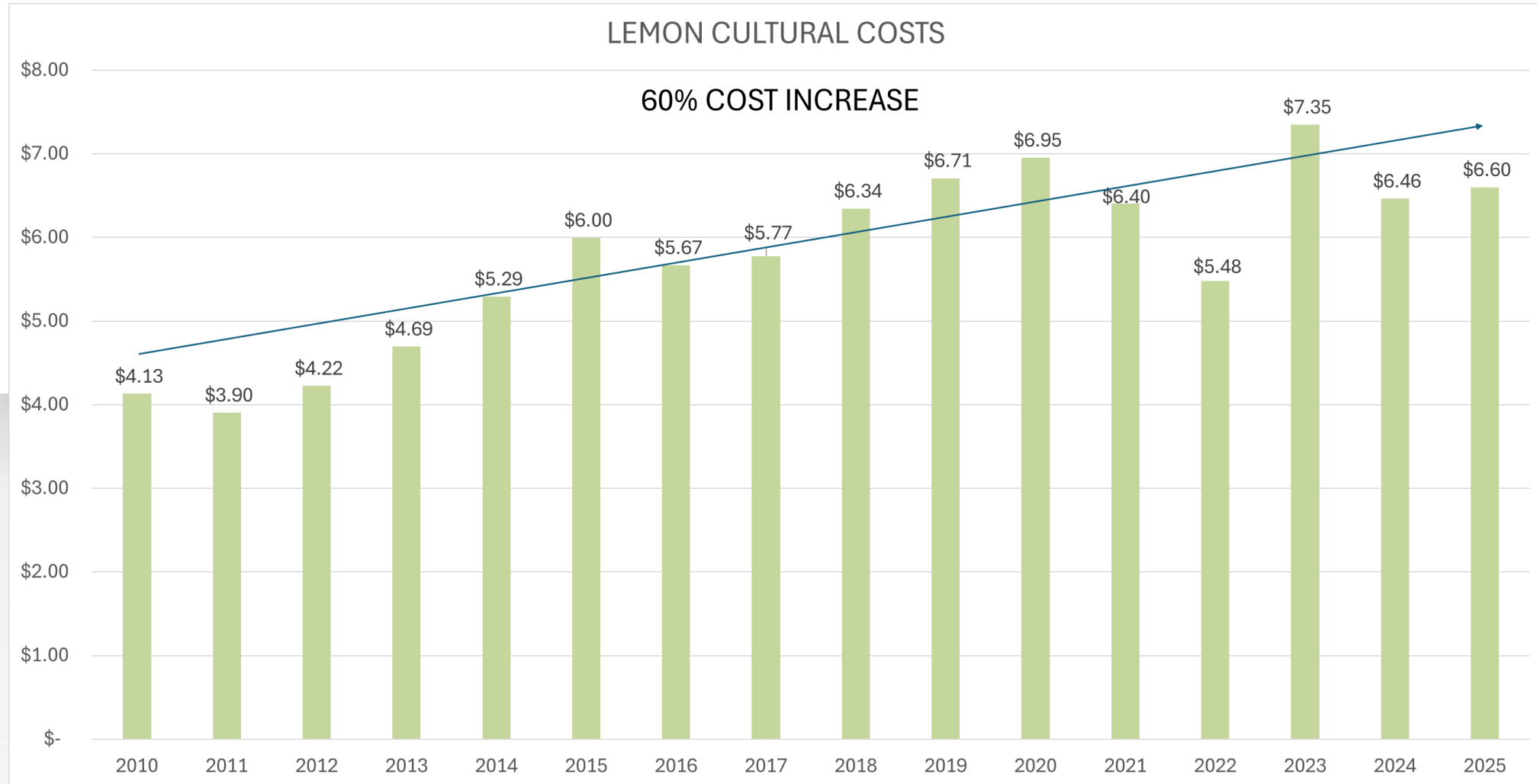
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026	AVERAGE %
AVERAGE FRESH UTILIZATION %	60%	60%	61%	69%	67%	65%	73%	68%	70%	73%	74%	59%	56%	75%	74%	63%	70%	64%	78%	67%



**Fresh Utilization Improvement Driven by Return to Sunkist and Market Opportunities They Provide**

# LIMONEIRA LEMON CULTURAL COST PER CARTON

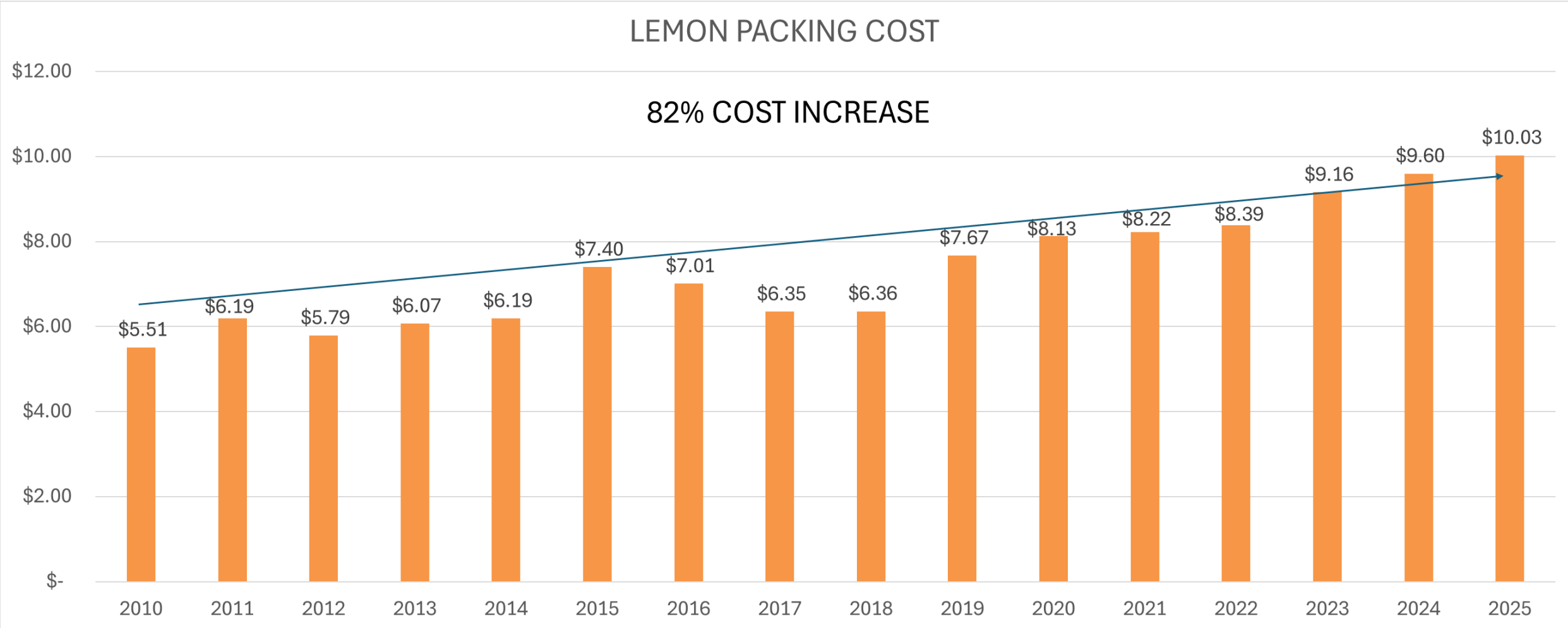
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% INCREASE
Cultural	\$ 4.13	\$ 3.90	\$ 4.22	\$ 4.69	\$ 5.29	\$ 6.00	\$ 5.67	\$ 5.77	\$ 6.34	\$ 6.71	\$ 6.95	\$ 6.40	\$ 5.48	\$ 7.35	\$ 6.46	\$ 6.60	60%



Cost Increase Due to Inflating Input and Labor Costs and Fresh Utilization

# LIMONEIRA LEMON PACKING COST PER CARTON

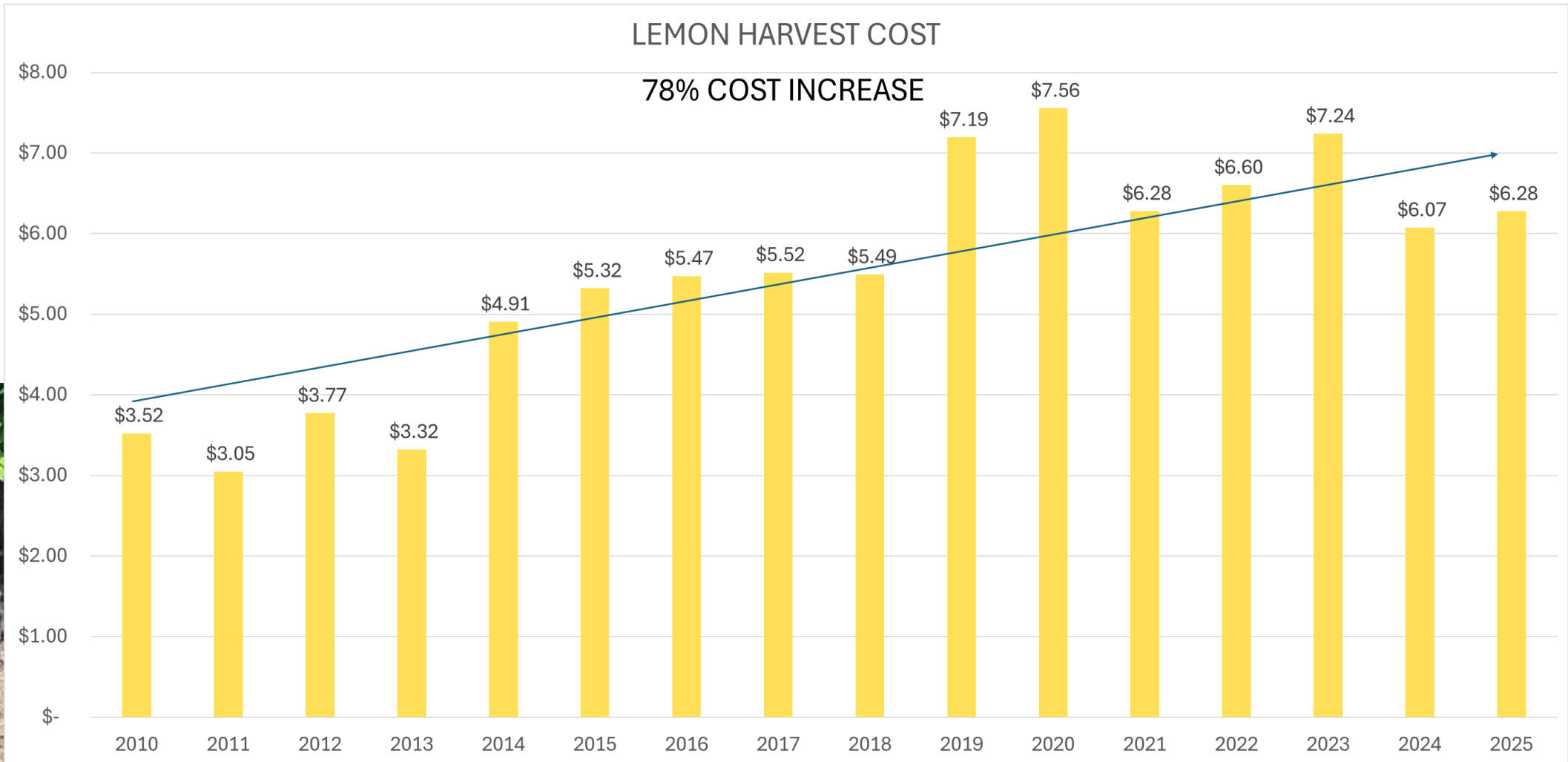
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% INCREASE
Packing	\$ 5.51	\$ 6.19	\$ 5.79	\$ 6.07	\$ 6.19	\$ 7.40	\$ 7.01	\$ 6.35	\$ 6.36	\$ 7.67	\$ 8.13	\$ 8.22	\$ 8.39	\$ 9.16	\$ 9.60	\$ 10.03	82%



Cost Increase Driven by Minimum Wage Increase, Labor Costs, and Fresh Utilization

# LIMONEIRA LEMON HARVEST COST PER CARTON

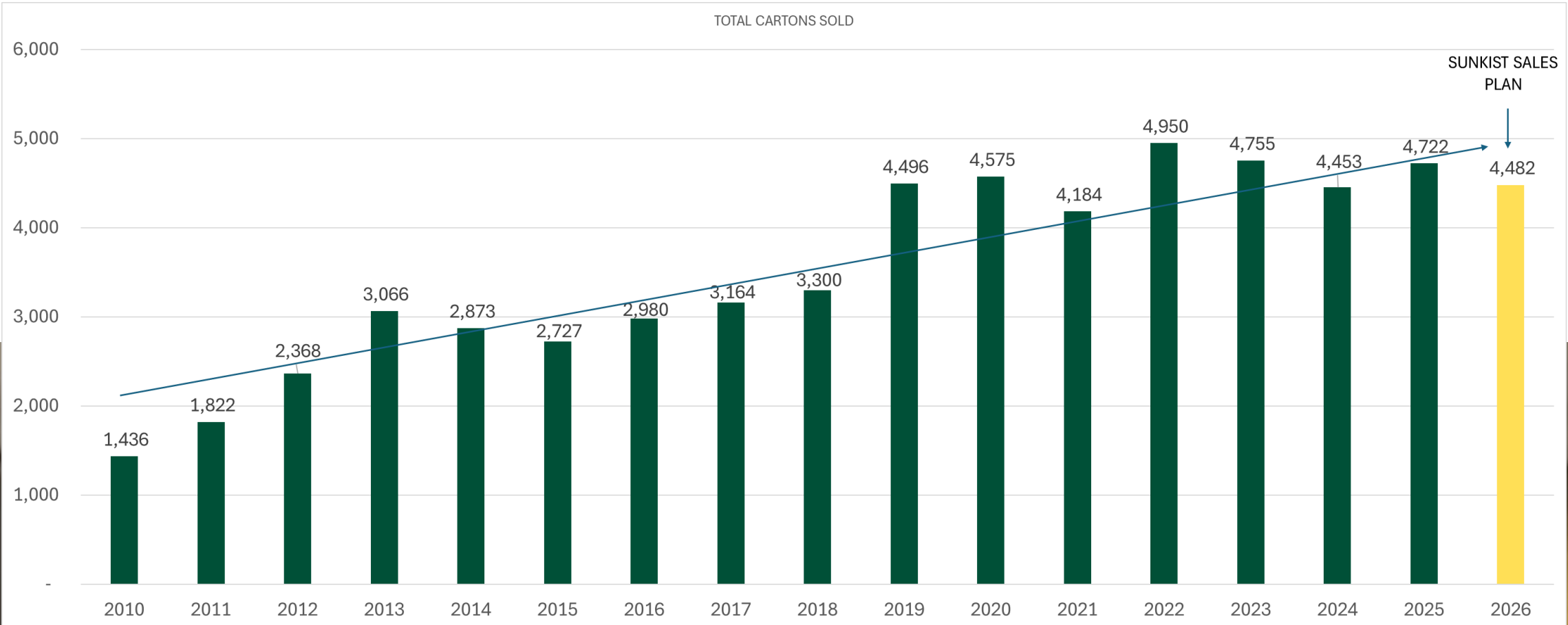
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% INCREASE
Harvest	\$ 3.52	\$ 3.05	\$ 3.77	\$ 3.32	\$ 4.91	\$ 5.32	\$ 5.47	\$ 5.52	\$ 5.49	\$ 7.19	\$ 7.56	\$ 6.28	\$ 6.60	\$ 7.24	\$ 6.07	\$ 6.28	<b>78%</b>



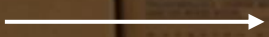
Harvest Cost Increase Driven by Minimum Wage Increases, Labor Cost Increases, and Fresh Utilization

# LIMONEIRA TOTAL LEMON CARTONS SOLD

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
TOTAL CARTONS SOLD	1,436	1,822	2,368	3,066	2,873	2,727	2,980	3,164	3,300	4,496	4,575	4,184	4,950	4,755	4,453	4,722	4,482



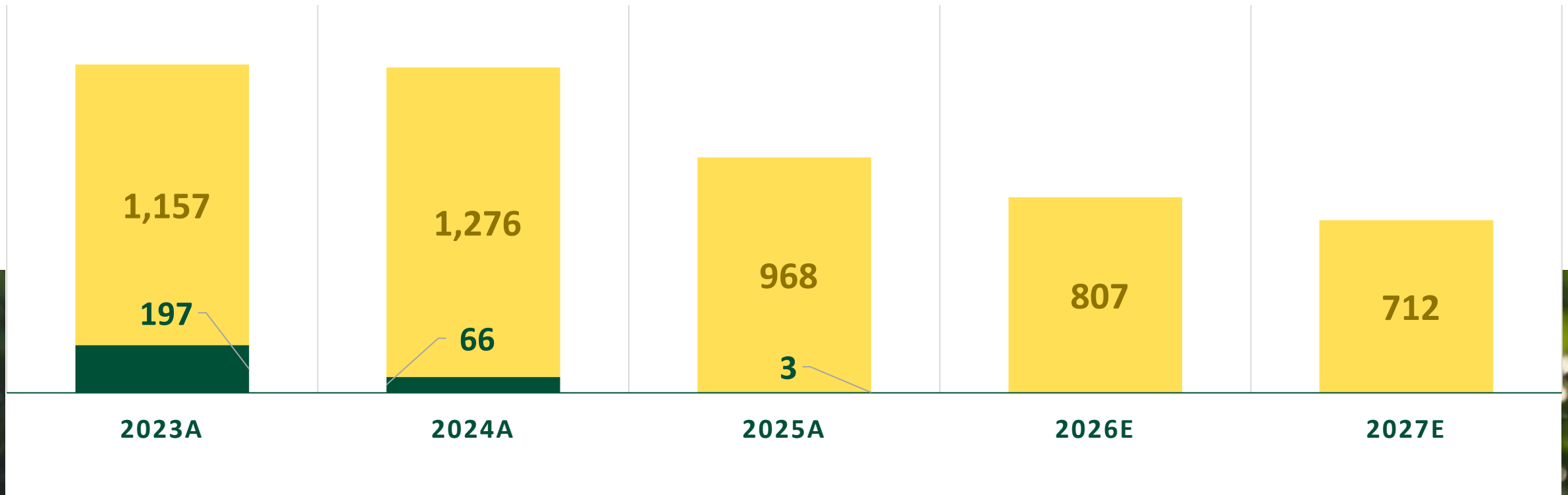
**In 2022**  
 48% Limoneira Produced Lemons  
 52% Grower Produced Lemons



**In 2026**  
 22% Limoneira Produced Lemons  
 78% Grower Partner Produced Lemons

# NUMBER OF PLANTED ACRES & PRODUCING LEMON ACRES

■ Non Bearing    ■ Full Bearing



2027 Average Cartons per acre  
1400=996,800 field cartons

# LIMONEIRA LEMON CARTONS SOLD

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
LIMONEIRA CARTONS SOLD	1,086	1,178	1,224	1,330	1,847	1,750	1,733	1,795	1,799	1,798	1,801	2,023	2,388	2,191	1,248	1,040	990

## LIMONEIRA LEMON CARTONS SOLD

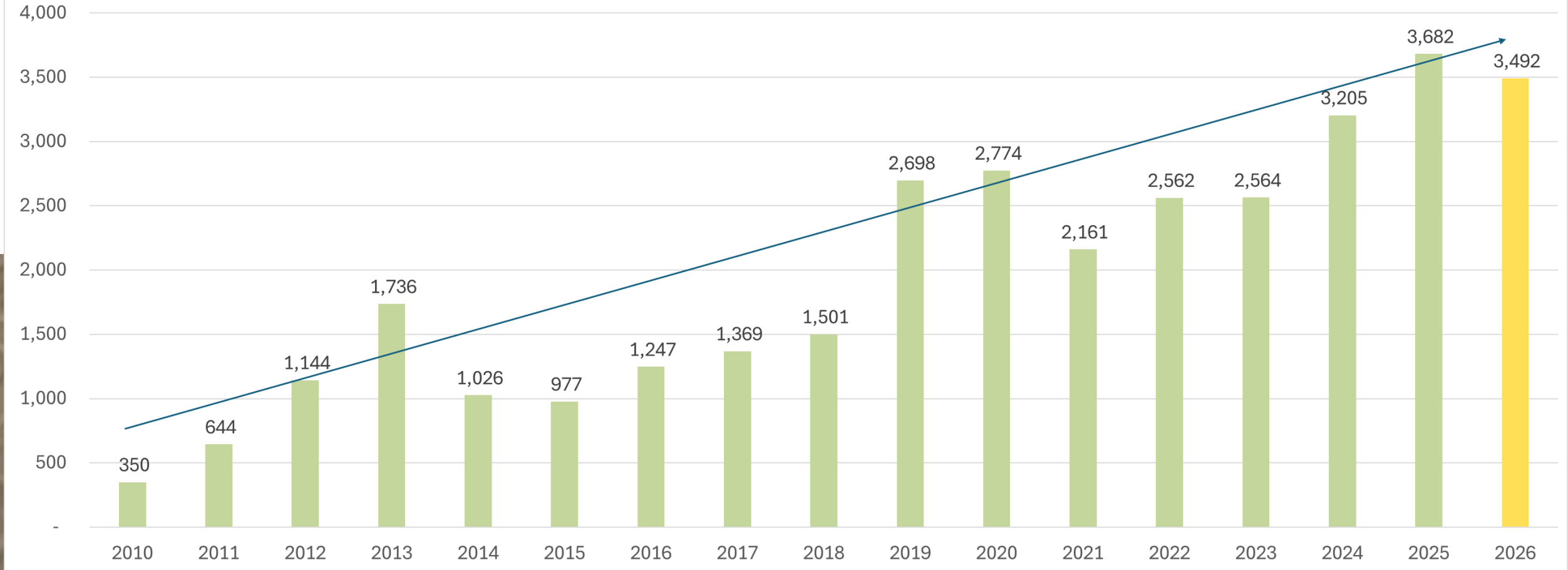


Reduction of Limoneira Lemon Production Due to Acreage Reduction

GROWER PARTNER LEMON CARTONS SOLD

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<b>BUDGET</b> <u>2026</u>
GROWER PARTNER CARTONS SOLD	350	644	1,144	1,736	1,026	977	1,247	1,369	1,501	2,698	2,774	2,161	2,562	2,564	3,205	3,682	3,492

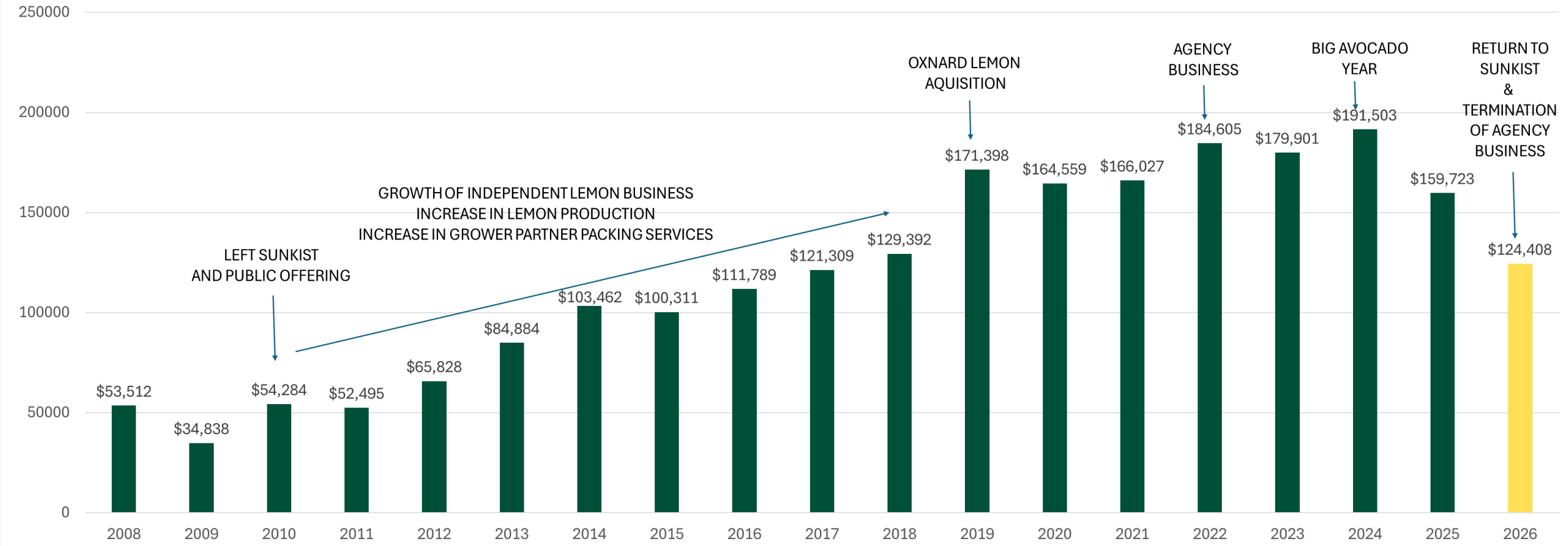
GROWER PARTNER CARTONS SOLD



# LIMONEIRA REVENUE

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
REVENUE	\$53,512	\$34,838	\$54,284	\$52,495	\$65,828	\$84,884	\$103,462	\$100,311	\$111,789	\$121,309	\$129,392	\$171,398	\$164,559	\$166,027	\$184,605	\$179,901	\$191,503	\$159,723	\$124,408

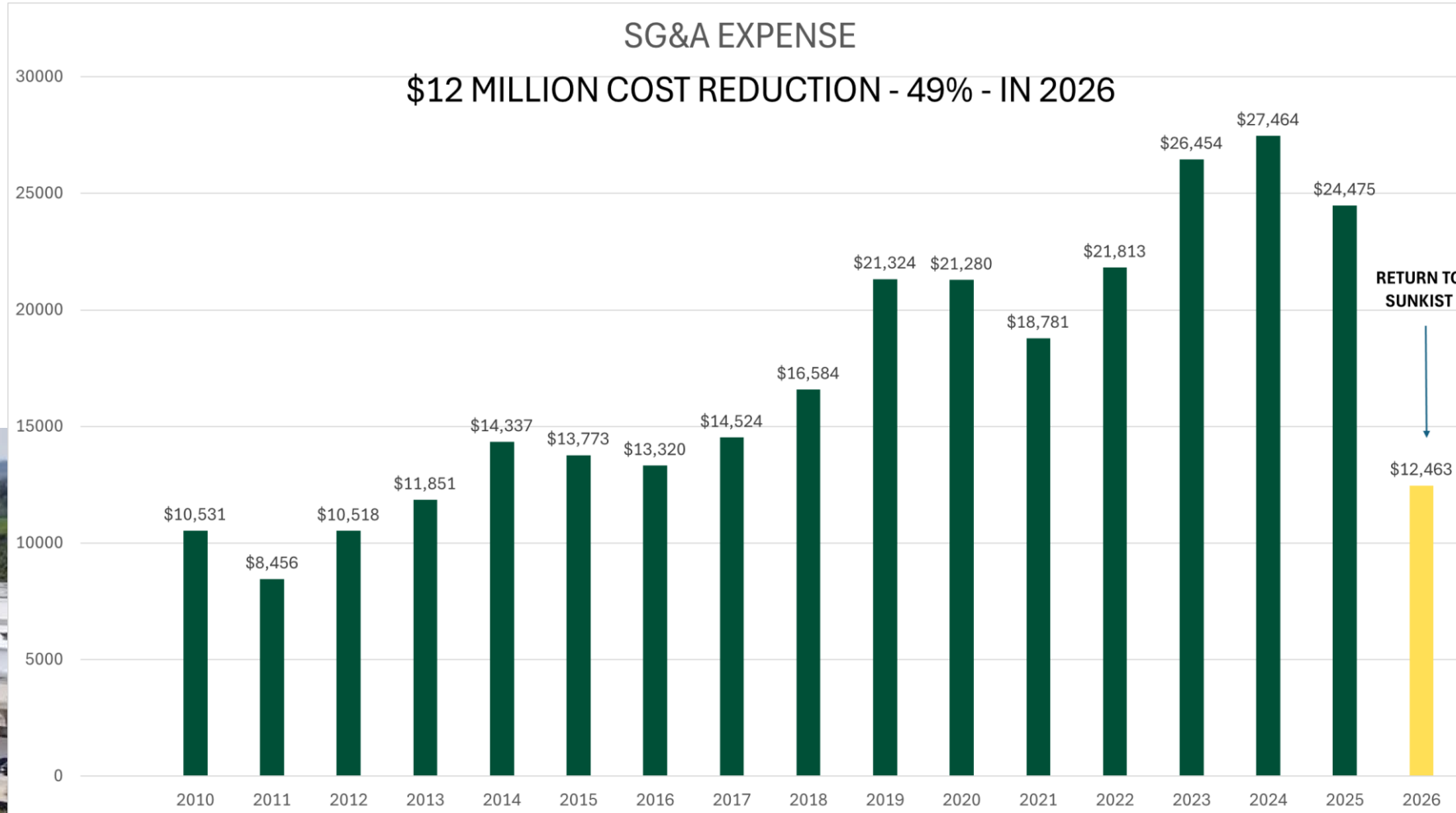
## LIMONEIRA REVENUE



**Limoneira SG&A Expense**

in ,000's

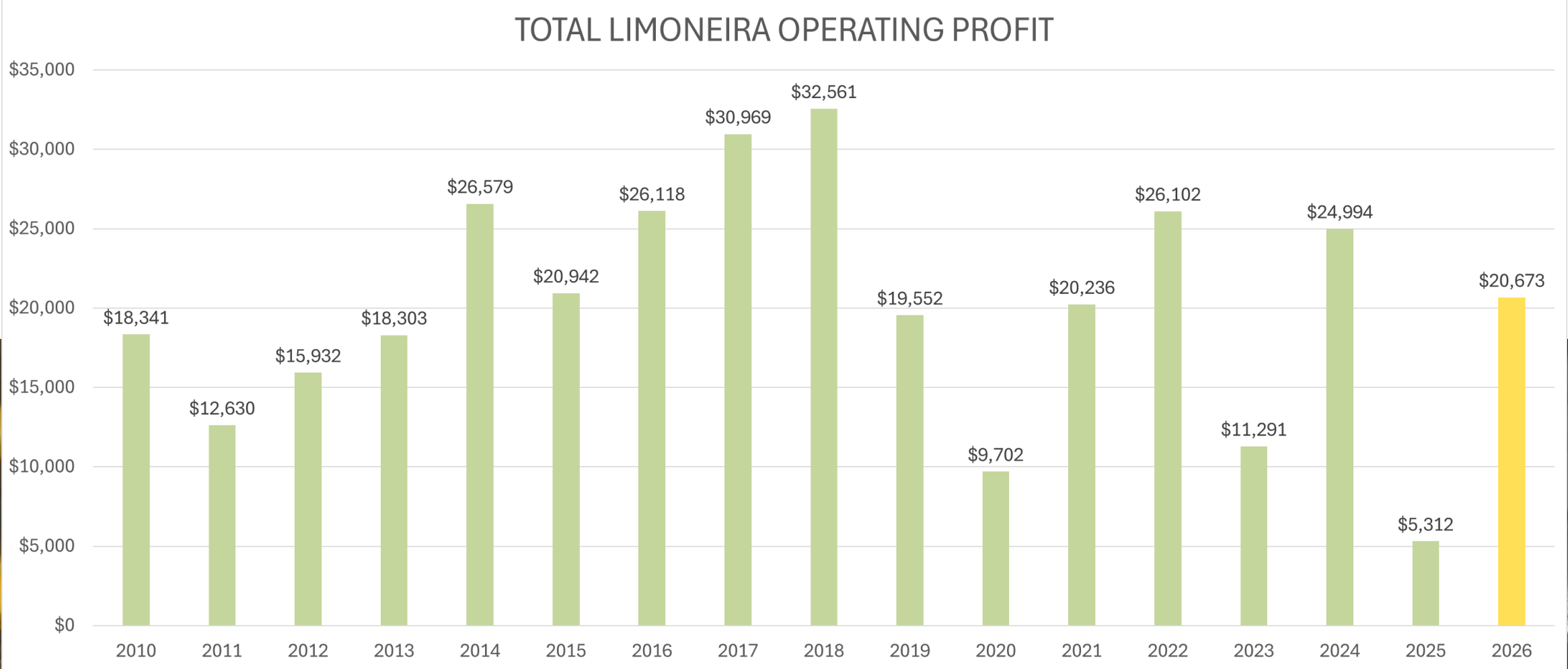
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	<b>BUDGET 2026</b>	
SG&A Expense	\$10,531	\$8,456	\$10,518	\$11,851	\$14,337	\$13,773	\$13,320	\$14,524	\$16,584	\$21,324	\$21,280	\$18,781	\$21,813	\$26,454	\$27,464	\$24,475	\$24,475	\$12,463



**SG&A Cost Growth Driven by Independent Sales and Marketing**  
**SG&A Cost Decrease in 2026 Driven by Our Return to Sunkist**

LIMONEIRA TOTAL OPERATING PROFIT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
TOTAL LIMONEIRA OPERATING PROFIT	\$18,341	\$12,630	\$15,932	\$18,303	\$26,579	\$20,942	\$26,118	\$30,969	\$32,561	\$19,552	\$9,702	\$20,236	\$26,102	\$11,291	\$24,994	\$5,312	\$20,673



Operating Profit Improvement Driven by Improved Profitability in Lemon Production, Lemon Packing, and Reduction of SG&A

# LIMONEIRA LEMON OPERATING PROFIT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026
TOTAL LEMON OP	\$6,622	\$4,370	\$6,805	\$7,541	\$18,899	\$15,795	\$17,212	\$22,956	\$24,113	\$12,974	\$3,841	\$11,190	\$11,292	\$2,181	\$6,479	\$944	\$13,392

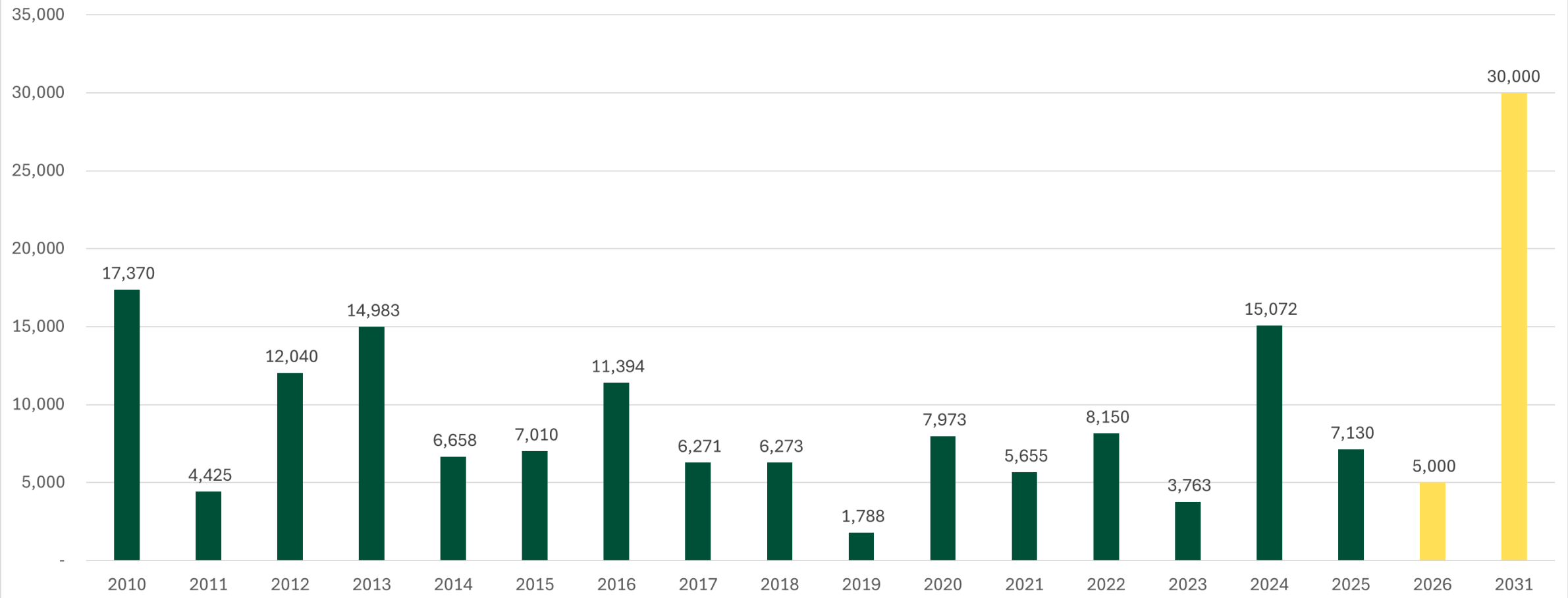


Lemon Operating Profit Improvement Driven by Improved Profitability in Lemon Production and Lemon Packing

LIMONEIRA AVOCADO POUNDS SOLD

BEARING ACRES																	750	735	750	865	2,000	
																					<b>BUDGET</b>	<b>FRCST</b>
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>				<b>2026</b>	<b>2031</b>	
TOTAL AVOCADO LBS SOLD (000's)	17,370	4,425	12,040	14,983	6,658	7,010	11,394	6,271	6,273	1,788	7,973	5,655	8,150	3,763	15,072	7,130				5,000	30,000	

TOTAL AVOCADO LBS SOLD (000's)

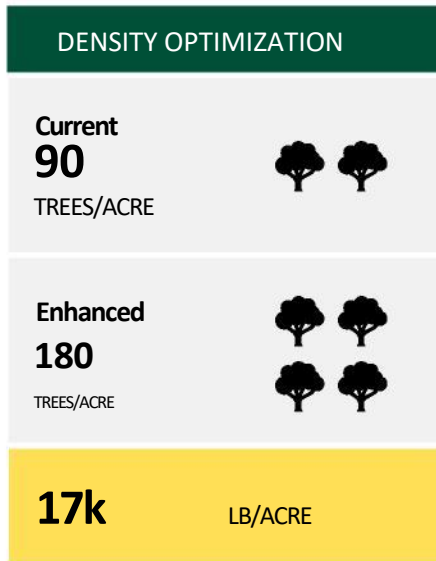


Strategic Growth of Avocados

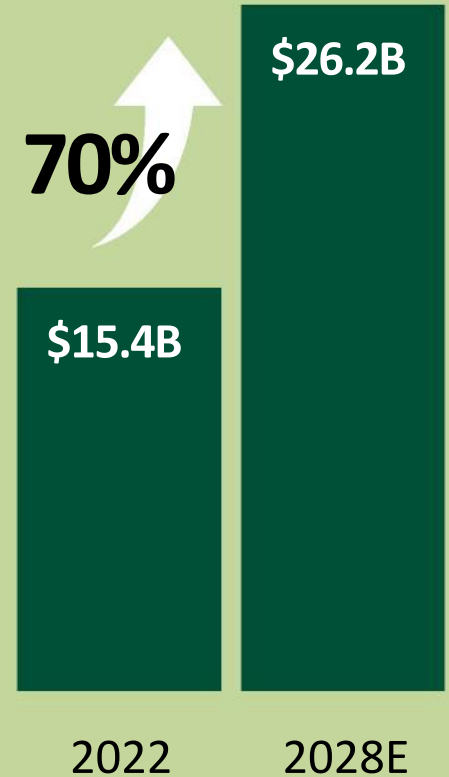
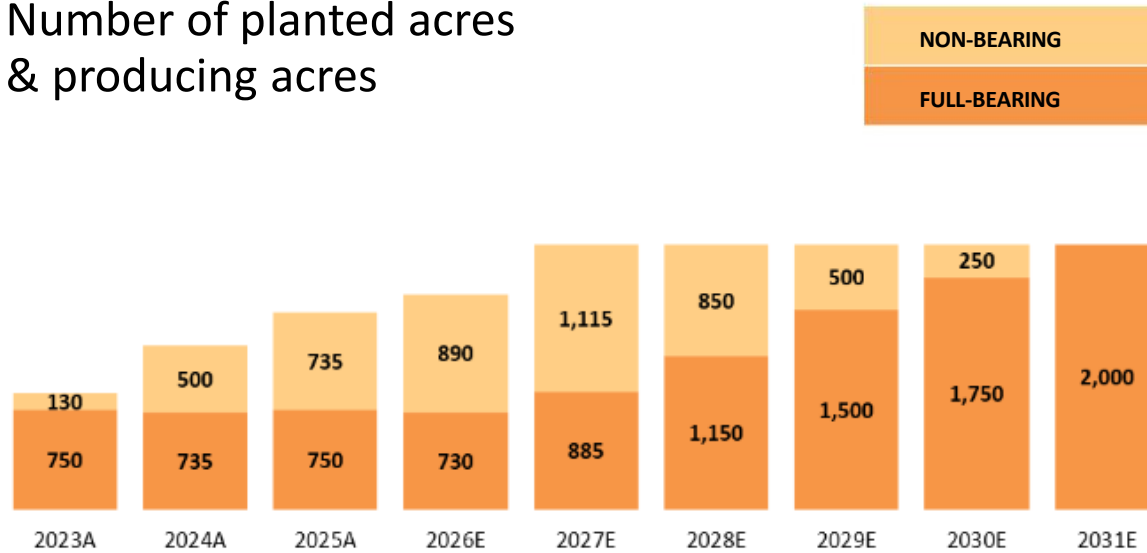
# SCALING TO BECOME ONE OF CALIFORNIA'S LARGEST AVOCADO GROWERS

US avocado consumption value <sup>(1)</sup>

- + Currently **3.5B lb.** or 10 lb. per capita
- + Growing at **+10%** annually



Number of planted acres & producing acres



**2031 Target**



pounds of production

**34M = \$45M**

revenue

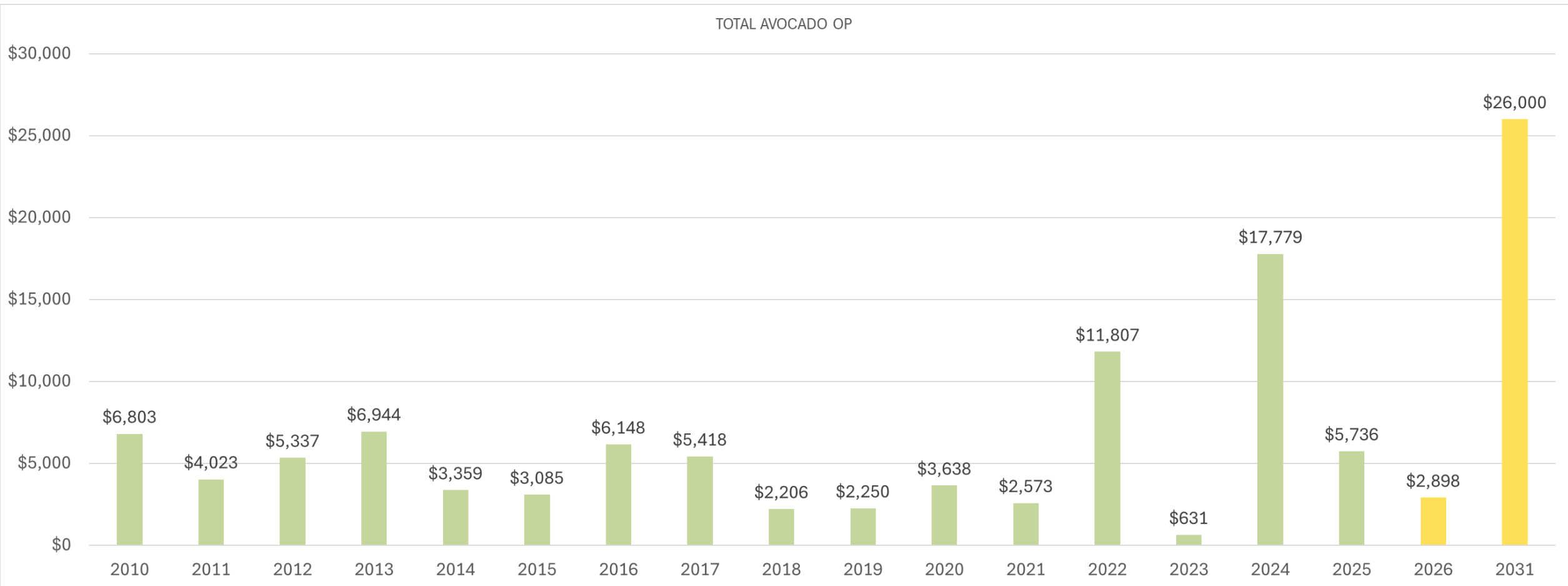
**\$30M**

adjusted EBITDA

\*Source: L.E.K. Market Study Management

LIMONEIRA AVOCADO OPERATING PROFIT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	BUDGET 2026	FRCST 2031
TOTAL AVOCADO OP	\$6,803	\$4,023	\$5,337	\$6,944	\$3,359	\$3,085	\$6,148	\$5,418	\$2,206	\$2,250	\$3,638	\$2,573	\$11,807	\$631	\$17,779	\$5,736	\$2,898	\$26,000



2031 Forecast = 30 Million Pounds @ \$1.20/Pound

A scenic landscape featuring rolling green hills and mountains in the background, with a valley of lush green vineyards in the foreground. The sky is a clear, bright blue. The text is overlaid on this background.

LIMONEIRA®  
SINCE 1893

# Unlocking Premium Value

GROWING AGRICULTURE COUPON +  
TRANSFORMATIONAL LAND VALUE CREATION

MARCH 2026



# LIMONEIRA IS UNLOCKING SIGNIFICANT SHAREHOLDER VALUE

by leveraging decades of agricultural expertise and premium land stewardship to optimize land and water assets for both immediate cash generation and long-term land use conversion

# TWO-PART VALUE CREATION STRATEGY

## Growing Agriculture Coupon

Current Income



**Expanding avocado production**

2,000 acres by 2027



**Lemon packing growth**

Return to Sunkist



**Organic recycling**

Agromin partnership

1

## Transformative Land & Water Value Creation

30-Year Pipeline



- \$1.7M** from water pumping rights sold
- \$5.2M** from following program (through 2026)
- \$40M** from assets identified for sale (through 2026)
  - Windfall & Argentinian assets
- \$30-\$50M** from water monetization (through 2030)
  - Santa Paula Basin & Colorado River
- \$155M** from Harvest at Limoneira (through 2030)
- \$100-\$150M** from Limco Del Mar (2030)
- \$3B+** potential from 3,000 developable acres (2040+)

2

Agricultural  
land

**7,000**

TOTAL ACRES

Near-term land  
use conversion

**220**

TOTAL ACRES

**PREMIUM  
REAL ESTATE  
ASSET  
PORTFOLIO**

---



Net Asset Value

**\$540M**

TO

**\$595M**

Currently entitled  
development land

**550**

TOTAL ACRES

Long-term  
developable land

**3,000**

TOTAL ACRES

Santa Paula Basin

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**8,500**

ACRE FEET OF ADJUDICATED  
WATER OWNERSHIP

---

**1,500**

ACRE FEET OF CONSERVED  
MONETIZABLE RIGHTS

**\$30-\$70K**

VALUED ACRE FEET

**PREMIUM  
WATER ASSET  
PORTFOLIO**

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Net Asset Value

**\$60M**

TO

**\$75M**

Colorado River

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**11,500**

ACRE FEET OF CLASS 3  
PUMPING RIGHTS

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**7,280**

ACRE FEET OF CONSERVED  
MONETIZABLE RIGHTS

**MONETIZATION**

BY FOLLOWING OR OUTRIGHT SALE

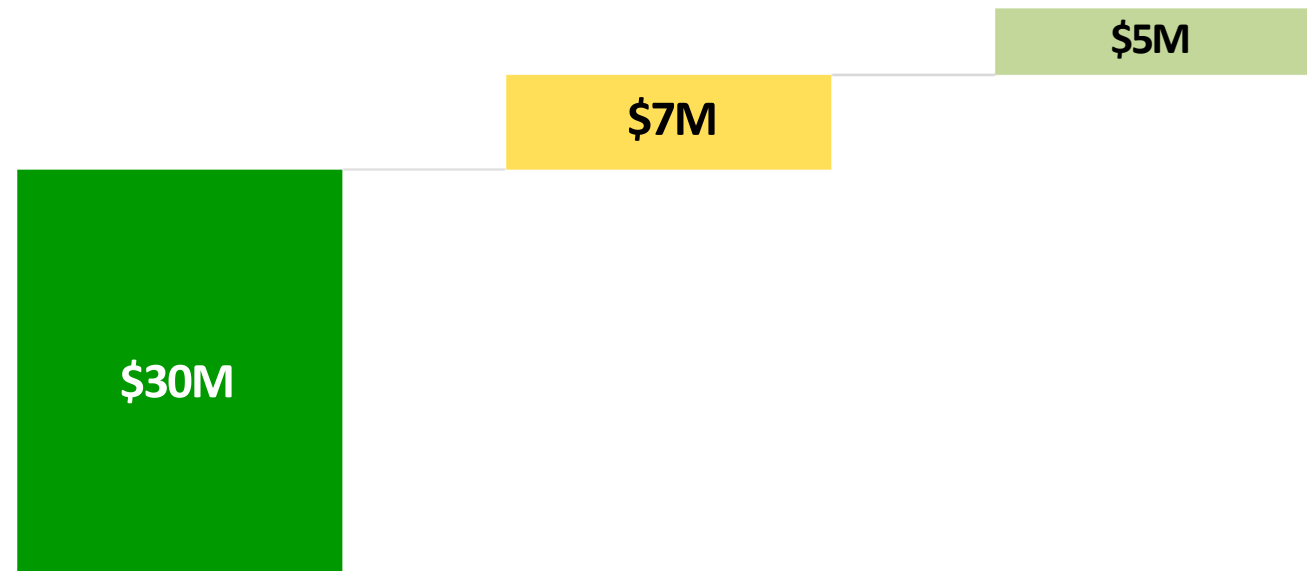
# FAIR MARKET VALUE GREATER THAN NET BOOK VALUE

AS OF OCTOBER 2025	ACRES	FMV <sup>1</sup>		NET BOOK VALUE
Real estate development assets HARVEST   LIMCO DEL MAR	770	\$176M	>	\$100M
Agricultural assets LAND   BUILDINGS   ORCHARDS   WATER	7,000	\$435M – \$490M	>	\$147M
Less estimated current net debt		(\$71M)	>	(\$71M)
<b>NET ASSET VALUE</b> *Pre-tax		\$540M–\$595M		\$176M
<b>NET ASSET VALUE PER SHARE</b> *Based on 17,834,000 diluted shares outstanding		\$30.28–\$33.36		\$9.87

A young avocado tree is the central focus, supported by a wooden stake and secured with green tape. The tree has dark green, glossy leaves and is planted in a field of similar trees. The ground is dry and brown, and the sky is clear blue. The text "GROWING AGRICULTURE COUPON" is overlaid in white, bold, sans-serif font across the middle of the image. A small yellow horizontal line is positioned below the text, centered under the word "AGRICULTURE".

# GROWING AGRICULTURE COUPON

# EXPECT INCREMENTAL ADJUSTED EBITDA GROWTH OF \$42M BY 2031



**Avocado Expansion**  
New avocado plantings



**Lemon Packing Growth**  
Sunkist partnership

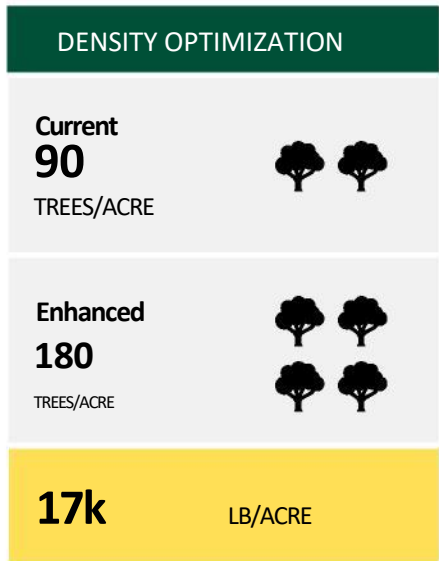


**Organic Recycling**  
Agromin partnership

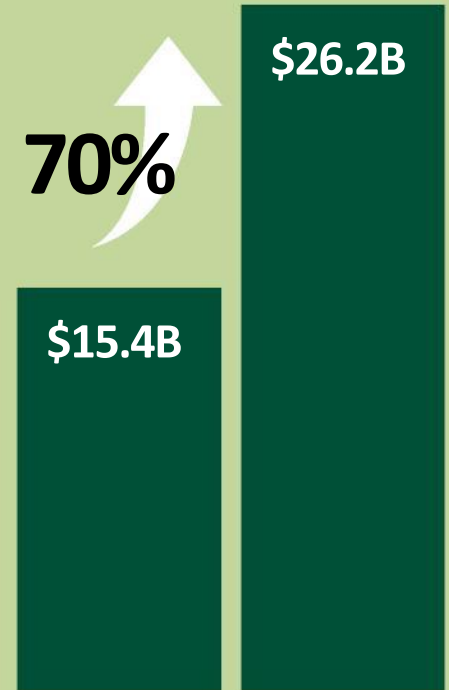
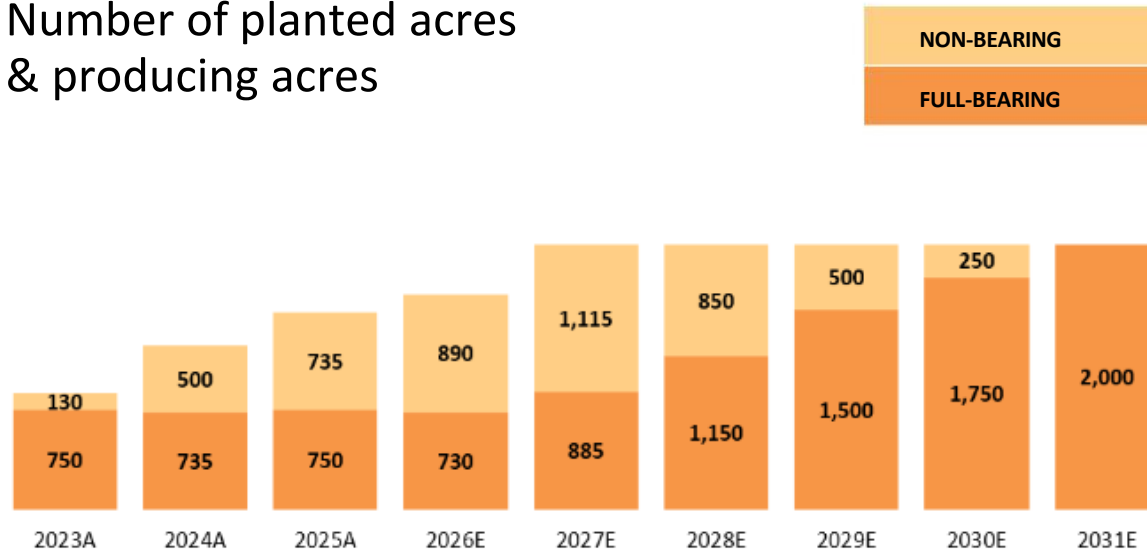
# SCALING TO BECOME CALIFORNIA'S LARGEST AVOCADO GROWER

US avocado consumption value <sup>(1)</sup>

- + Currently **3.5B lb.** or 10 lb. per capita
- + Growing at **+10%** annually



Number of planted acres & producing acres



**2031 Target**



pounds of production

**34M = \$45M**

revenue

**\$30M**

adjusted EBITDA

Source: L.E.K. Market Study Management

# STREAMLINED CITRUS STRATEGY



Limoneira's **sales and marketing personnel** and **brokerage business transfers** to Sunkist in **first quarter of FY26**

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**Optimizes supply chain** through shared storage, washing and packing facilities

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Delivers **enhanced value-added services** for customers

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Access to **more customers** will drive **increased fresh sales, increased fresh tree utilization** and **greater revenue**

## LIMONEIRA®

### BENEFITS

**\$10M** in selling, general and administrative savings for **2026**

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**Optimized supply chain** significantly **reduces costs**

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Significantly **lowers sales & marketing costs**

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**Improved farm gate profitability** for lemon production

# ORGANIC RECYCLING: STRATEGIC PARTNERSHIP DRIVING VALUE



LIMONEIRA<sup>®</sup>  
SINCE 1893



Agromin develops strategic partnerships with agriculture to design, build, and operate organics compost centers to help communities meet mandates set by the State of CA to reduce greenhouse emissions at landfills.

Agromin develops a sustainable collaboration of companies to divert organics from landfills and produce organic rich compost to create healthy solids while reducing greenhouse gas emissions, decarbonize agriculture and drawing down carbon from the atmosphere.

## LIMONEIRA<sup>®</sup>

### BENEFITS

**\$8k/acre annual rents**  
or \$560,000 annually with 2.5% CPI

**89-acre foot water supply**  
agreement

**+\$50M EBITDA contribution**  
first 10 years (rents + JV earnings)

**Mulch / compost available** for  
direct agriculture application

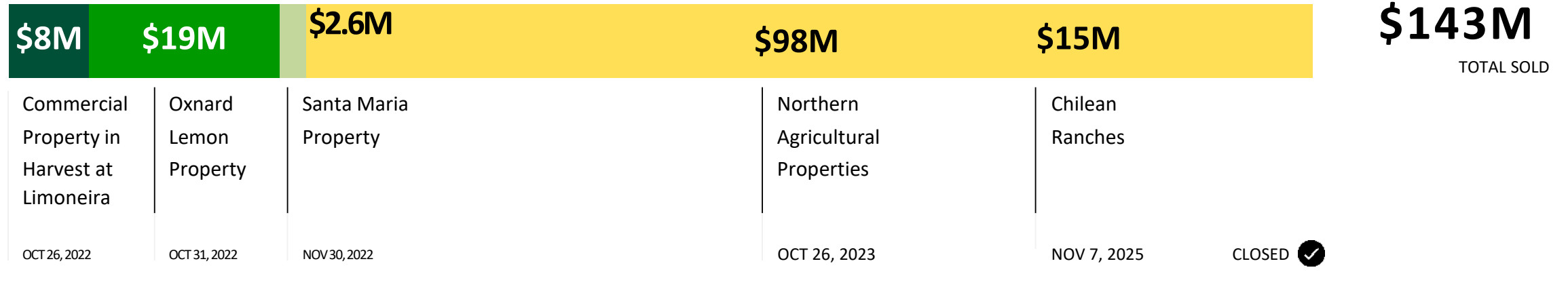
**New platform** for future scalable  
growth




**TRANSFORMATIVE LAND &  
WATER VALUE CREATION**

CASH PROCEEDS

# LAND MONETIZATION PROGRESS



 Identified near-term asset sales

**\$183M PIPELINE**

TRANSFORMATIVE LAND & WATER VALUE CREATION

# 30-YEAR DEVELOPMENT PIPELINE

## Near-term

**Assets identified for sale**

THROUGH 2026

**Water value creation & monetization**

THROUGH 2030

**Harvest at Limoneira**

THROUGH 2030

**Limco Del Mar entitlement**

THROUGH 2030

## Medium-term

**Limco Del Mar development**

2030-2040

## Longer-term

**Potential entitlement of  
3,000 developable acres**

2040+

# 30-YEAR DEVELOPMENT PIPELINE



TOTAL IDENTIFIED VALUE CREATION NEAR AND MEDIUM-TERM  
**\$425M-\$495M**

→ 2017 – 2030  
HARVEST AT  
LIMONEIRA

# PROVEN EXECUTION

## Real Estate Entitlement & Development

550 ENTITLED ACRES

### TRACK RECORD



1,261 units  
closed to date



Partnerships with national homebuilders  
LENNAR, KB HOME, etc.



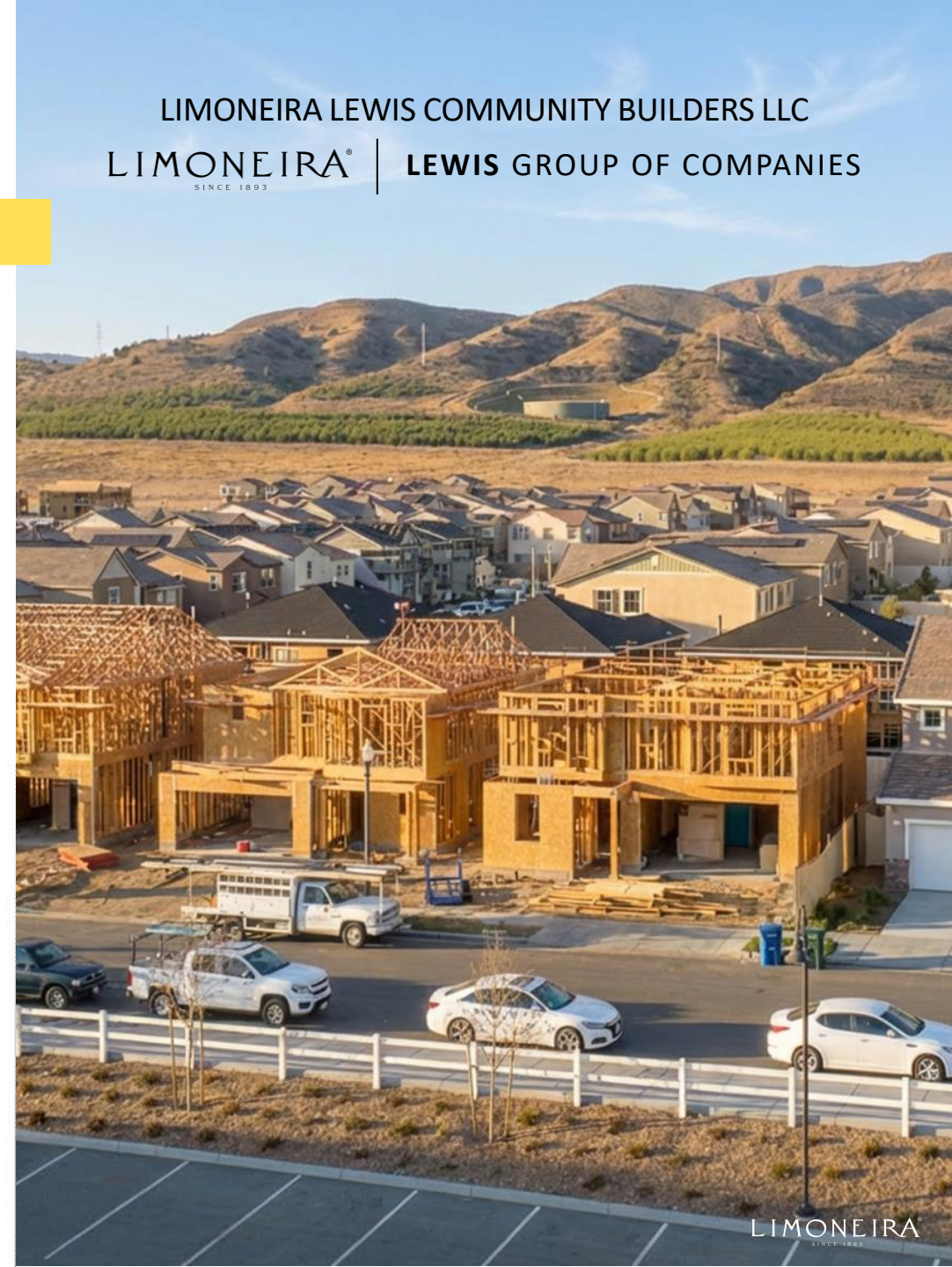
\$53M received  
\$155M remaining

### CASH FLOW PROFILE

DOLLARS IN MILLIONS



LIMONEIRA LEWIS COMMUNITY BUILDERS LLC  
LIMONEIRA<sup>®</sup> | LEWIS GROUP OF COMPANIES  
SINCE 1893



2017 – 2030  
HARVEST AT  
LIMONEIRA

→ 2030 – 2040  
LIMCO  
DEL MAR

# NEXT PHASE VALUE CREATION

## PROGRESS TO DATE



Development  
intent announced



Creation  
of specific plan underway



Entitlement  
team assembled

## VALUE CREATION TIMELINE



\$200M – \$250M  
estimated  
total value over  
10 years

220 ACRES IN ENTITLEMENT PROCESS

LMNR OWNS MAJORITY INTEREST (55%)



2017 – 2030  
HARVEST AT  
LIMONEIRA

2030 – 2040  
LIMCO  
DEL MAR

→ 2040+  
3,000 DEVELOPABLE  
ACRES

# LONG-TERM LAND BANK

## ASSET OVERVIEW

Productive avocado and lemon ranches  
with significant water rights



## VALUE CREATION HORIZON



Development timeline  
2040+

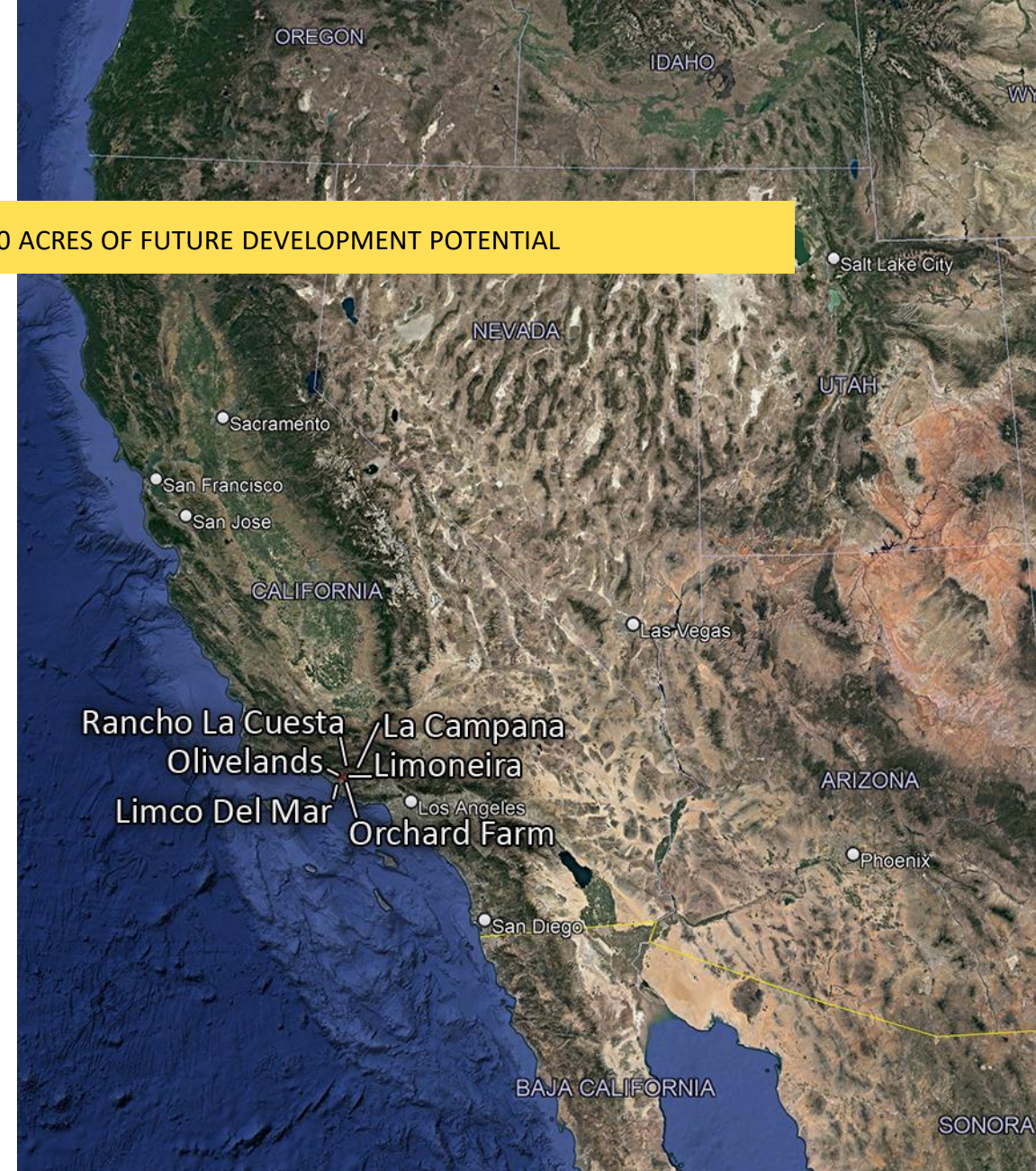


Potential value  
**\$3B+**  
**opportunity**



Provides decades of  
**future value**  
**creation**

3,000 ACRES OF FUTURE DEVELOPMENT POTENTIAL



# WATER VALUE CREATION OPPORTUNITIES

## Yuma, Arizona



Anticipate

**Approximately \$30M**

of additional monetization **in 2027**

---

Next following program could potentially be a

**25-year deal**

that must be in place **by end of 2026** (all 1,300 acres)

## Santa Paula Basin



Anticipate

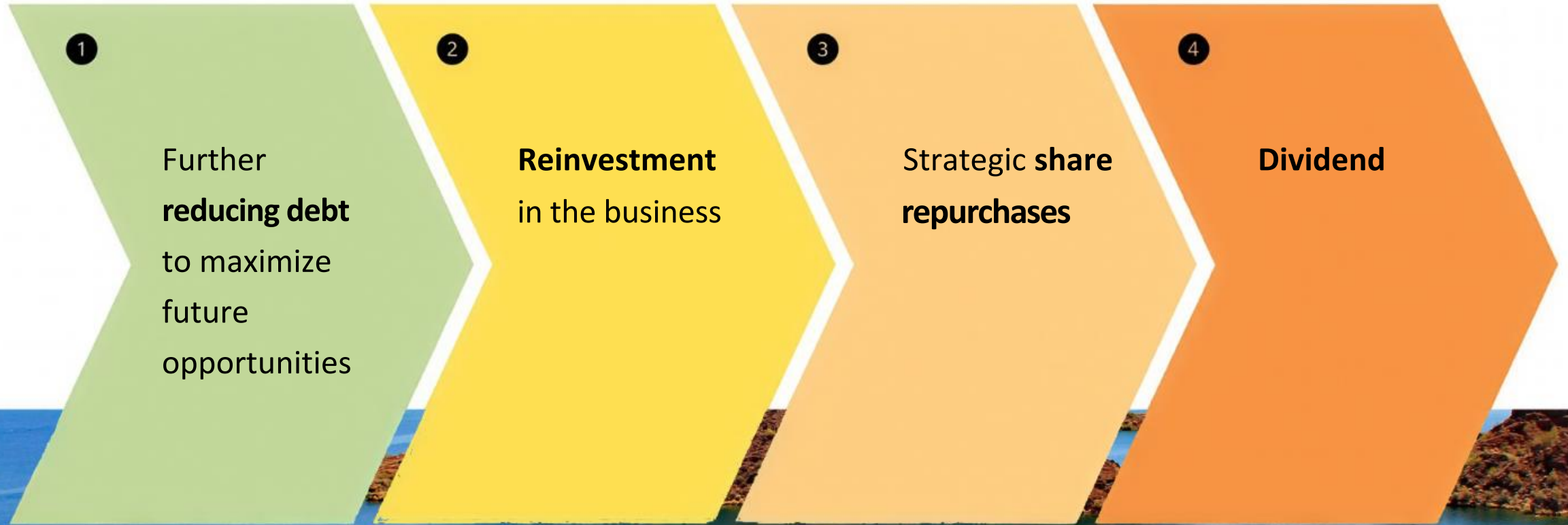
**Approximately \$20M**

of additional monetization **in 2026 - 2030**

An aerial photograph of a vast agricultural landscape. In the foreground, there are rows of young plants in a field, possibly a vineyard or orchard, with a dirt road curving through them. The middle ground shows a mix of green fields, some with solar panels, and a cluster of industrial or farm buildings. In the background, a range of brown, rugged mountains stretches across the horizon under a clear blue sky. The text 'CAPITAL ALLOCATION' is centered in the middle of the image in a white, bold, sans-serif font. A small yellow horizontal line is positioned below the text, centered over the green fields.

# CAPITAL ALLOCATION

# DISCIPLINED CAPITAL ALLOCATION PRIORITIES



# INVESTMENT SUMMARY

Growing agriculture coupon  
+ transformative land and water  
value creation

## GROWING AGRICULTURE COUPON

**\$42M** incremental Adjusted EBITDA growth by 2031

Scaling to California's **largest  
avocado grower**  
(2,000 acres by 2027)

**Strategic partnerships** with Agromin and  
Sunkist enhancing operational efficiency

## TRANSFORMATIVE LAND & WATER VALUE CREATION PIPELINE

**\$425-\$495M+** identified near and medium-term value creation through 2040

**Assets** identified  
for sale  
through 2026

**Water** value creation  
& monetization  
through 2027

**Harvest** at  
Limoneira  
through 2030

**Limco Del Mar**  
entitlement &  
development  
2030-2040

**\$3B+** potential from 3,000-acre land bank (2040+)

**Limoneira offers investors a rare opportunity** of stable agricultural cash flows and significant land development optionality, backed by irreplaceable assets in one of the world's most desirable markets

# MANAGEMENT



# SENIOR MANAGEMENT





Q & A

LIMONEIRA®  
SINCE 1893

**Sunkist**  
FARMER OWNED SINCE 1893

# Limoneira Annual Meeting

March 25, 2026



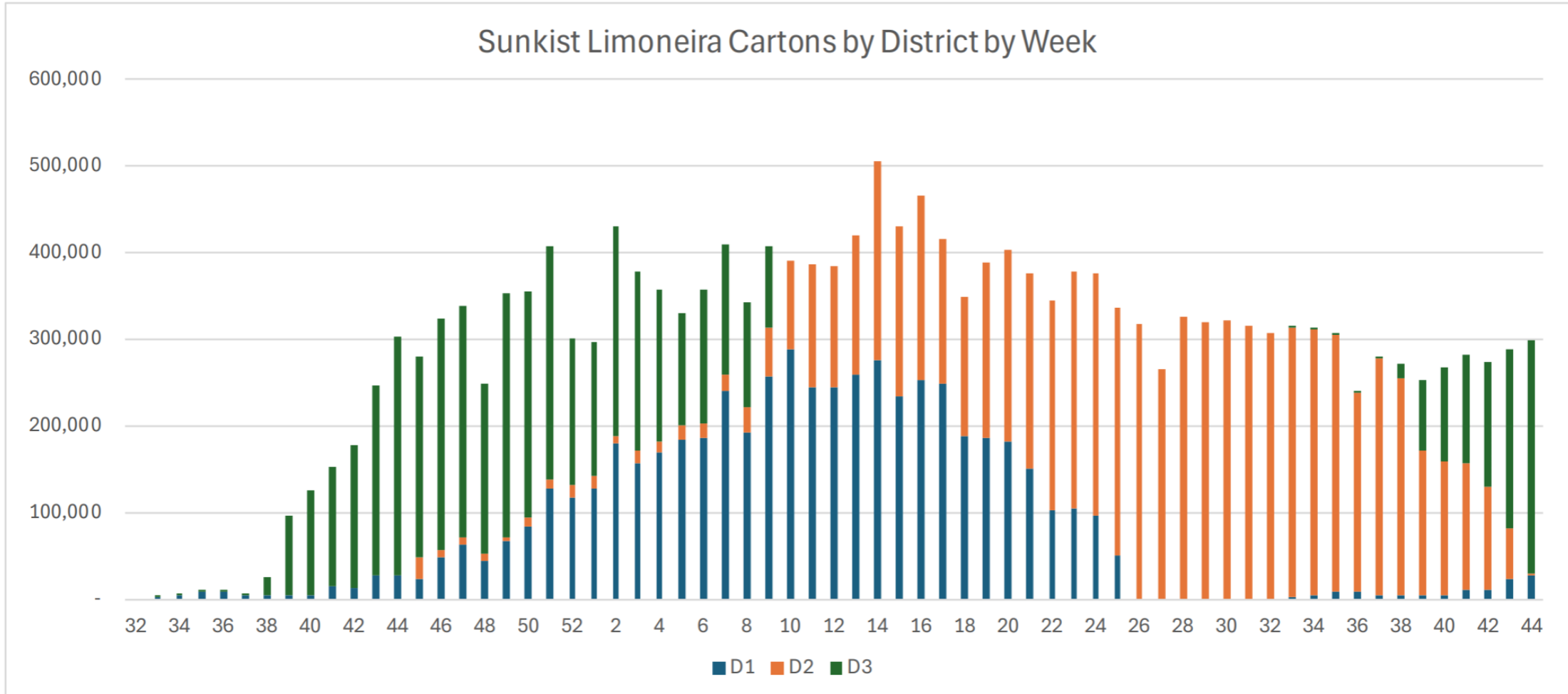
# OBJECTIVES V OUTCOMES

- Stronger together
- Take advantage of significant customer relationships
- Strengthen influence in lemon category overall
- Multi variety offering for Limoneira
- Customer retention goal 75% v actual 83%
- Continued focus area is dominance in export markets
- Team is integrating well

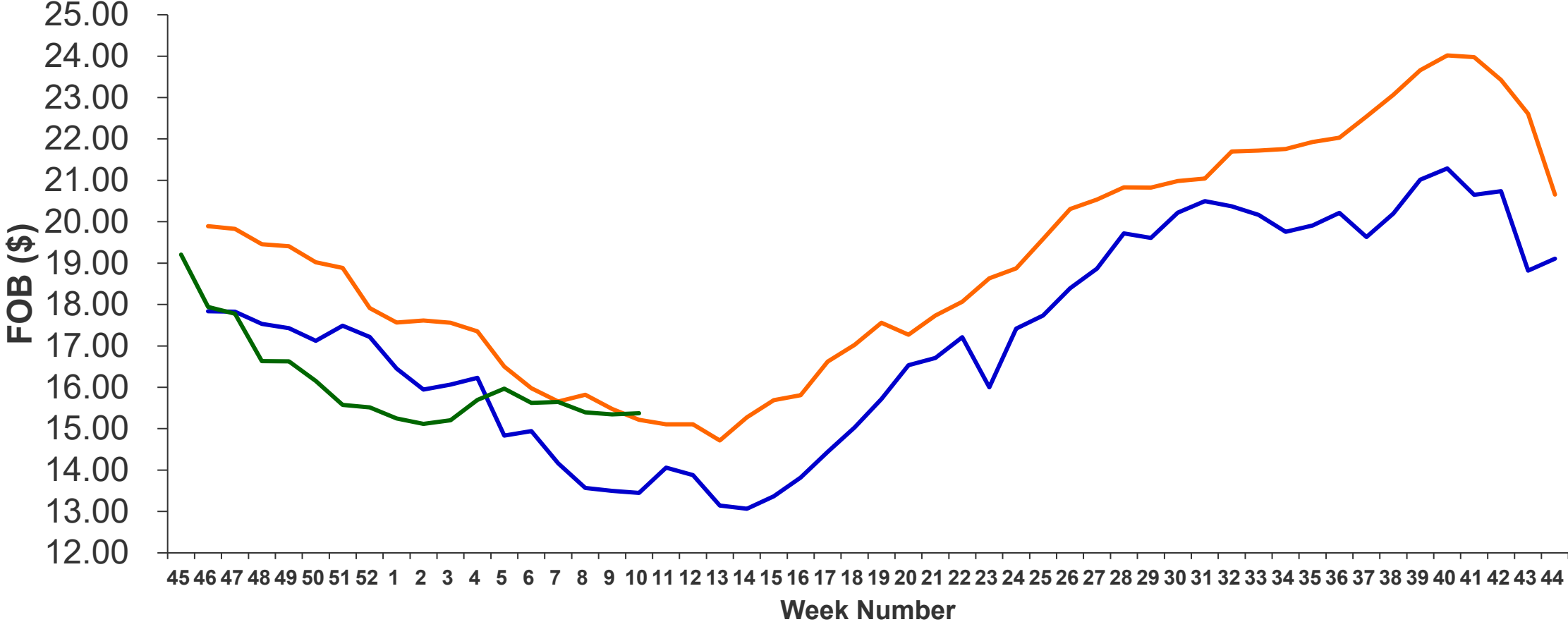


# SHARE FOR JOINT APPROACH

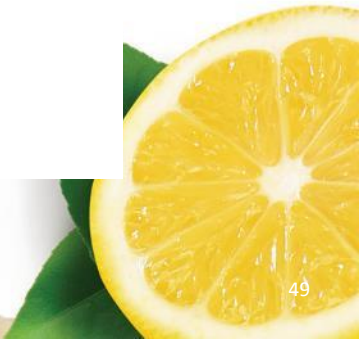
SK Share of Market	
All	52%
District 1	34%
District 2	56%
District 3	70%



# DOMESTIC FOB



— 25 LM — 25 SK — 26 SK



# WHAT'S HAPPENING?

- Industry leading utilization
- Servicing premium customers with growth potential
- Fewer pricers in District 2 summer season
- Less import pressure expected this summer
- More District 2 industry collaboration



# **NORTH STAR**

Long term sustainable  
returns for lemon growers  
in all district



January 6, 2026

**Thank you**

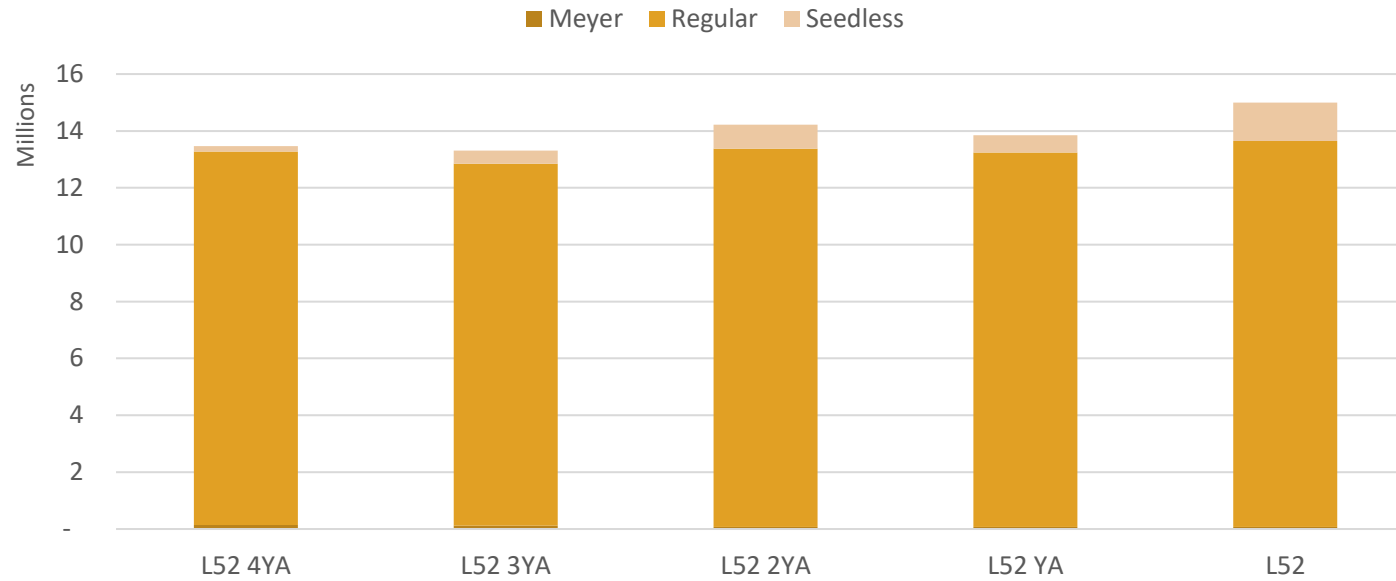
**Sunkist**  
FARMER OWNED SINCE 1893



# Appendix

# LEMON TRENDS @ RETAIL

Total U.S. Retail Volume (40lb carton)



- Latest 52-weeks Lemon volume +8% at U.S. Retail
  - Regular Lemons +3%
    - Avg Retail \$1.89/lbs
  - Seedless Lemons +122% (around half growth in Costco)
    - Avg Retail \$2.40/lbs
    - Seedless Lemon share 3.5% of US sold lemons (9% retail)
    - Successful SK program with Sam's Club

# LEMON SHOPPERS @ COSTCO

Asked 200 Costco Lemon shoppers why they purchased Seedless Lemons

- **73%** thought they were Regular Lemons or don't remember
- **44%** of shoppers have no preference in purchase of Lemons
- **18%** preferred regular but only seedless available
- **83%** would buy regular if seedless weren't available
- This is only the people that purchased. Some likely would have decided not to purchase based on the 18% but this isn't a known number.



# LEMON PROMOTIONS

- Brand Social Collaborations
  - Splenda – Lemon Rolls
  - Smash Kitchen – Olive Oil shot w/ Lemons
- Add-to-List & Add-to-Cart Lent campaigns
- Sysco Learning Library
- Lemon PR & Influencer campaign
  - HK, CN, JP & KR
- Online recipe contest – KR

