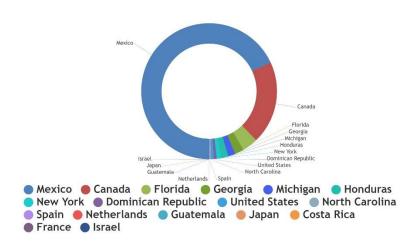
# ANNUAL REPORT OF THE CUCUMBER MARKET IN THE UNITED STATES

After the COVID-19 pandemic, the cucumber market in the United States had a slight growth, but subsequently entered a stage of decline, as in the last 3 years it has had a negative trend.

## MARKET SHARE CHART BY SUPPLIER REGION

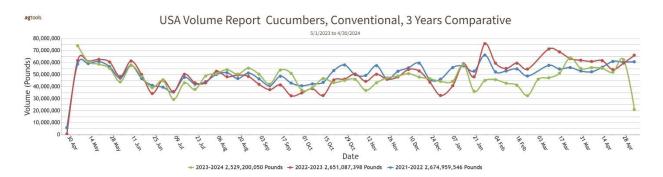
# USA Volume Report Cucumbers, Custom Conventional

5/1/2023 to 4/30/2024



The cucumber market in the United States is of interest to several regions, since in the last twelve months 17 different producing areas have contributed product in their different varieties to this market, however, throughout the year, four regions contribute more than 93% of the needs of this product, leaving only less than 7% for the rest of the regions. These major regions that provide the largest volume are Mexico, Canada, Florida, and Georgia.

#### 3-YEAR COMPARISON OF WEEKLY CUCUMBER VOLUME IN THE U.S. MARKET



This graph shows that in the summer months there is less availability of cucumbers, while from December to May, the volume increases. This is related to the production season of the main regions, since at this time Mexico and Florida have their highest volume.

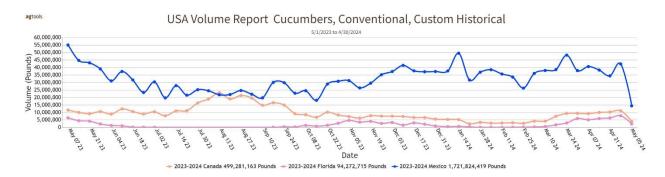
When analyzing each of the seasons, it is observed that in 2021-2022 a total volume of 2.674 billion lbs. was reached, highlighting an increase in volume from October to April. For the 2022-2023 season, the annual total fell slightly to 2.651 billion lbs., which represented less than 1%. The behavior of the weekly volume was very similar to that of the previous year, so the differential was due to small weekly differences. In the 2023-2024 season, a greater drop is observed, reaching 2.529 billion lbs., almost 5% less volume, than in the graph it can be seen that this differential originated in the months of January to March 2024.

#### **GROWTH BY SUPPLIER REGION**

| GROWTH COMPARATIVE OF CUCUMBERS BETWEEN MAY 1ST 2023 THRU APRIL 30TH 2024 |               |        |               |       |               |        |
|---|---------------|--------|---------------|-------|---------------|--------|
| REGION  | 2024-2023     | PART % | VAR LBS       | VAR%  | 2023-2022     | PART % |
| Mexico  | 1,721,824,419 | 68.1%  | (141,458,156) | -7.6% | 1,863,282,575 | 70.3%  |
| Canada  | 499,281,163   | 19.7%  | 18,933,230    | 3.9%  | 480,347,933   | 18.1%  |
| Florida   | 94,272,715    | 3.7%   | (9,244,442)   | -8.9% | 103,517,157   | 3.9%   |
| Georgia   | 54,615,110    | 2.2%   | (3,845,215)   | -6.6% | 58,460,325    | 2.2%   |
| Michigan  | 44,088,731    | 1.7%   | (4,569,634)   | -9.4% | 48,658,365    | 1.8%   |
| Honduras  | 43,581,369    | 1.7%   | 630,655       | 1.5%  | 42,950,714    | 1.6%   |
| Rest of the regions   | 71,536,543    | 2.8%   | 17,666,214    | 32.8% | 53,870,329    | 2.0%   |
| TOTAL (Lbs)   | 2,529,200,050 | 100.0% | (121,887,348) | -4.6% | 2,651,087,398 | 100.0% |

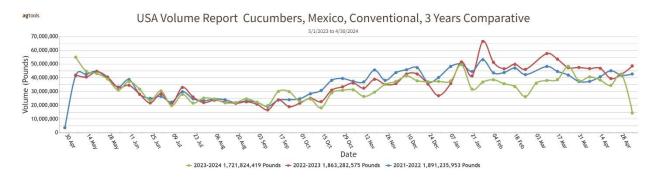
When analyzing the behavior of the main supplier regions, we find that Mexico, being the most important region, decreased its production 7.6% and fell its market share from 70.3% to 68.1%. Canada is the second most important region in terms of volume and showed a growth of 3.9%, growing its market share by an additional 1.6%. It is worth mentioning that this region is the only one of the top 4 that had a positive performance. Florida, which ranks third, also had a negative 8.9% performance. Georgia and Michigan are two other regions that had lower volumes, so even though the rest of the regions showed growth, due to their small market share, their result had no impact on the season total, which closed with a negative 4.6%.

## COMPARISON OF 3 CUCUMBER VOLUME REGIONS IN THE UNITED STATES



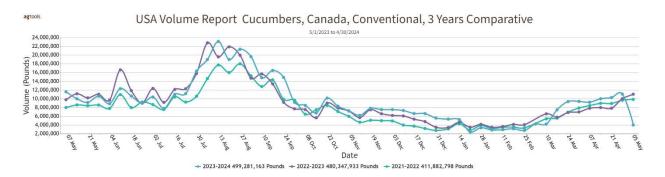
When analyzing the seasons of each of the main regions, we find that Mexico and Canada contribute product throughout the year. Mexico has its strongest season between October and June. In the rest of the months, the volume drops, but the supply is not interrupted. Canada does not interrupt the supply either, but its peak season occurs between March and November. On the other hand, there is Florida, which starts its season in September and runs until June. It can be seen how Canada's production complements Mexico's volume reduction, while Florida's production comes at a time when Mexico has its highest production.

#### 3-YEAR VOLUME COMPARISON OF CUCUMBER FROM MEXICO IN THE UNITED STATES



When reviewing the performance of the Mexico region in isolation over the last three years, it is more evident that the time of least volume is in the summer months, while the peak of production appears at the beginning of each year. The production of the years 2021-2022 had a similar behavior to that of the 2022-2023 season, although the latter had a decrease in the months of September to January, when it managed to reverse the trend, however, that season a slight decrease of 1.5% was recorded. For the 2023-2024 season, there was less volume from September to April, resulting in a decrease of 7.6%.

#### 3-YEAR VOLUME COMPARISON OF CUCUMBER FROM CANADA IN THE UNITED STATES



The Canadian region is the one that has had the best performance of the three main ones, as it has registered real growth in the last three years, since in 2021-2022 its production reached 411 million lbs. For the 2022-2023 season, it achieved significant growth at the time of greatest production, reaching 480 million lbs., which represented a growth of 16%. For this last season, it continued with good production and reached 499 million lbs., almost 4% more, thus consolidating its growth and market share.

#### 3-YEAR PRICE COMPARISON OF CUCUMBER FROM MEXICO IN THE TEXAS MARKET



Regarding the prices of the Mexican product in the Texas market, it is observed that the months with the lowest price are May to July, and then enter into a dynamic of instability that when the month of November arrives, the season of higher prices begins, as demonstrated by the price level that was reached at the beginning of the year 2024, which recorded the highest prices in the last 3 years in this market.

In summary, the cucumber market in the United States is in a slight negative trend, with the main producing region also showing that trend, which is being capitalized on by Canada, which has obtained good growth in the last two years. The rest of the regions such as Florida, Georgia, and Michigan have also reduced their volume, thus contributing to the negative result of the total market.