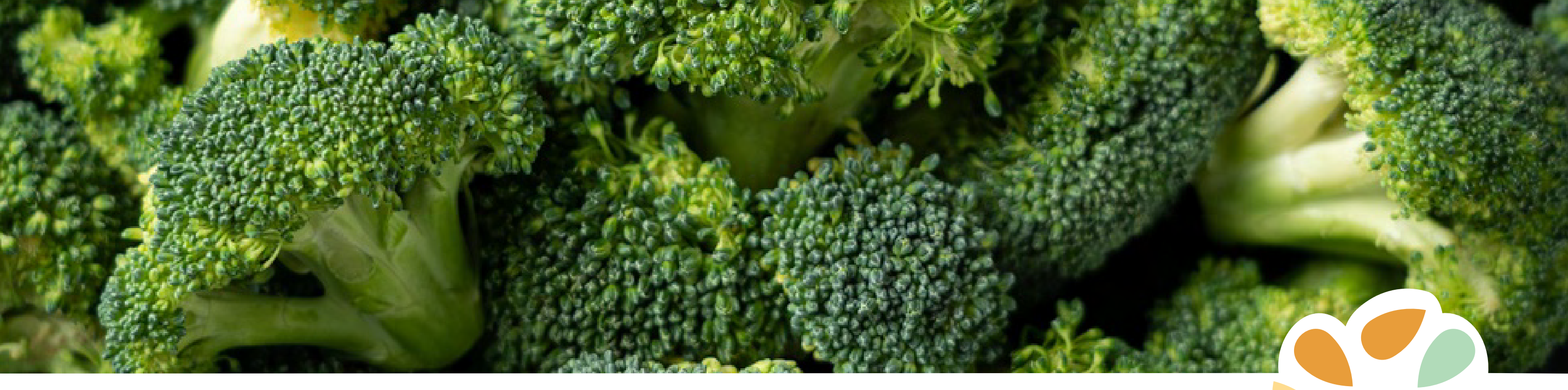


May 22, 2026

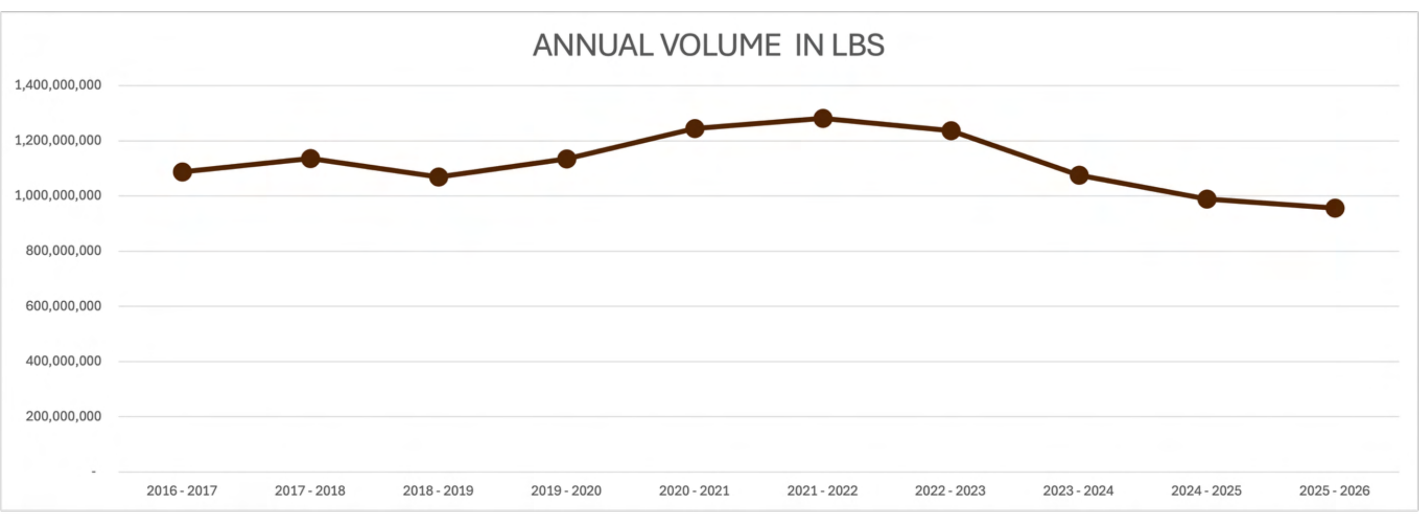
ANNUAL REPORT OF THE BROCCOLI MARKET IN THE UNITED STATES

The broccoli sector has experienced a clear structural contraction over the last decade, establishing a downward trajectory within the U.S. fresh produce market. Driven by a significant decline in domestic output from Central California, this deep volume drop has served as the primary catalyst behind the overall reduction in market supply across the United States.

This document presents the evolution of the broccoli market in the last decade, as well as a more specific focus between the years 2023 to 2026, as well as a count of the main destinations to which the United States exported broccoli in 2025.

To have the most up-to-date information possible, this report covers the period from May 1, 2025, to April 30, 2026

TOTAL ANNUAL VOLUME OF BROCCOLI BETWEEN 2016 AND 2026



Over the last decade, broccoli experienced sustained volume growth until the 2021-2022 season, establishing a solid upward trajectory. However, after that peak period, the market experienced a notable turnaround, and each consecutive year has recorded lower marketed volume than the previous one. This continuous decline ultimately resulted in the 2025-2026 season recording the lowest marketed volume in the last decade, closing out the cycle with a sharp drop of 3.28% compared to the previous year. Furthermore, when taking a broader historical view and comparing the 2015-2016 season directly against the 2025-2026 season, the overall volume drop has reached 12.08%, highlighting a significant structural contraction in the category over the ten-year span.

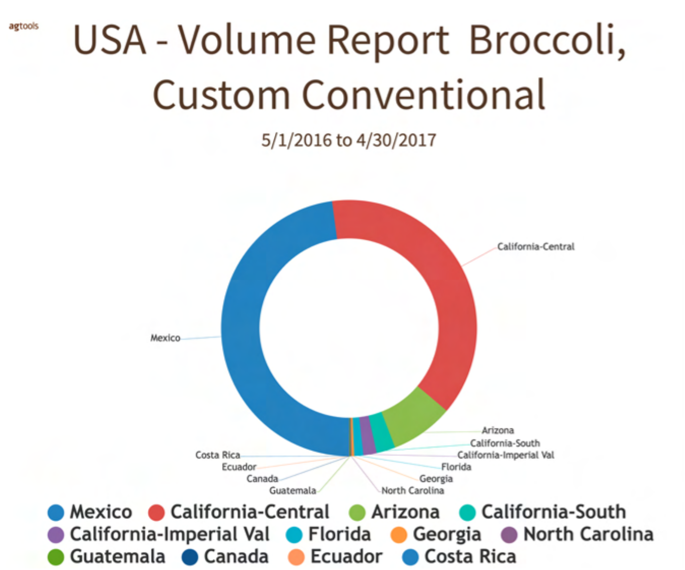
ANNUAL BROCCOLI VOLUME BETWEEN 2016 AND 2025

Period	Volume (Lbs)	Growth (%)
2016 - 2017	1,087,679,655	-3.95%
2017 - 2018	1,136,389,230	4.48%
2018 - 2019	1,069,640,894	-5.87%
2019 - 2020	1,134,734,367	6.09%
2020 - 2021	1,245,382,021	9.75%
2021 - 2022	1,281,933,307	3.04%
2022 - 2023	1,237,297,703	-3.48%
2023 - 2024	1,076,108,490	-13.03%
2024 - 2025	989,315,645	-8.07%
2025 - 2026	956,263,204	-3.28%

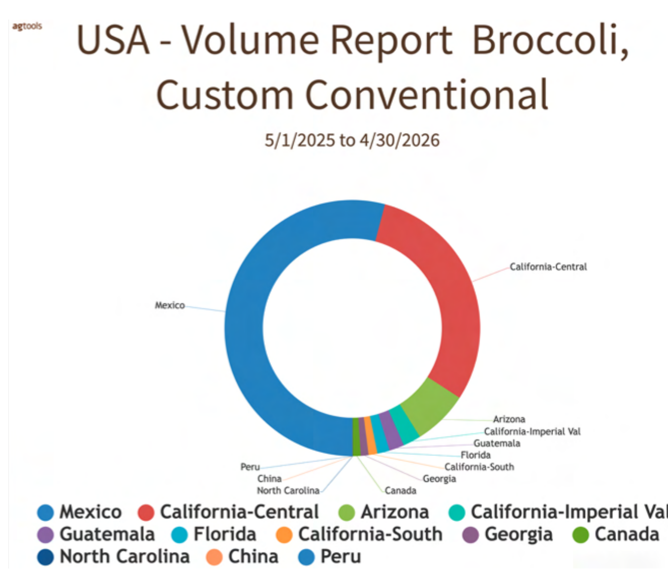
When evaluating the numbers over the last decade, the sharpest volume contraction occurred during the 2023-2024 season, recording a 13.03% drop compared to the previous year. Notably, over the last ten years, only four seasons (2017-2018, 2019-2020, 2020-2021, and 2021-2022) managed to achieve a volume increase compared to the previous year. In contrast, the remaining periods all recorded lower volumes than their preceding cycles, firmly reinforcing the continuous downward trend in the commercialization of this vegetable.

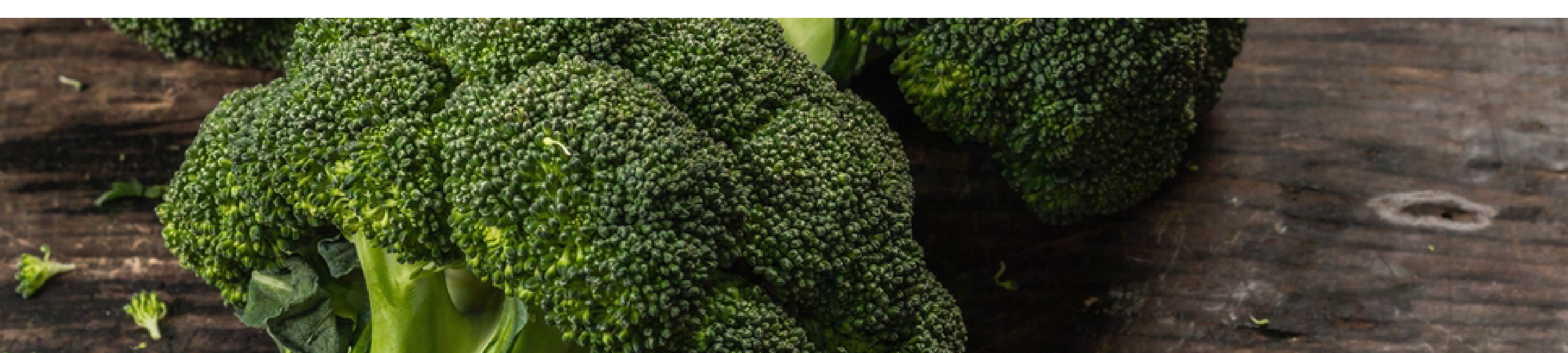
COMPARISON OF MARKET SHARES BY PRODUCING REGION

2016 - 2017



2025 - 2026





When analyzing the shifts in supplying regions over the last decade, the total number of regions providing broccoli to the United States remains unchanged at 12. However, while Ecuador and Costa Rica were active suppliers during the 2016-2017 season, they have ceased exporting broccoli to the U.S. for the 2025-2026 period, being replaced by China and Peru. Meanwhile, the top three producing regions have held perfectly intact without any changes over the last decade

GROWTH COMPARATIVE OF TOP 5 REGIONS OF BROCCOLI IN 10 YEARS

Region	2016-2017	% Share	2025-2026	% Share	Growth (Lbs)	Growth (%)
Mexico	520,741,733	47.88%	517,469,742	54.11%	(3,271,991)	-0.63%
California - Central	416,577,680	38.30%	287,287,361	30.04%	(129,290,319)	-31.04%
Arizona	86,507,180	7.95%	66,749,388	6.98%	(19,757,792)	-22.84%
California - Imperial Valley	18,365,886	1.69%	21,561,578	2.25%	3,195,692	17.40%
Guatemala	1,230,694	0.10%	18,194,895	1.90%	16,964,201	1378%
Rest of the Regions	44,256,482	4.08%	45,000,240	4.72%	743,758	1.68%
Total	1,087,679,655	100%	956,263,204	100%	(131,416,451)	-12.08%

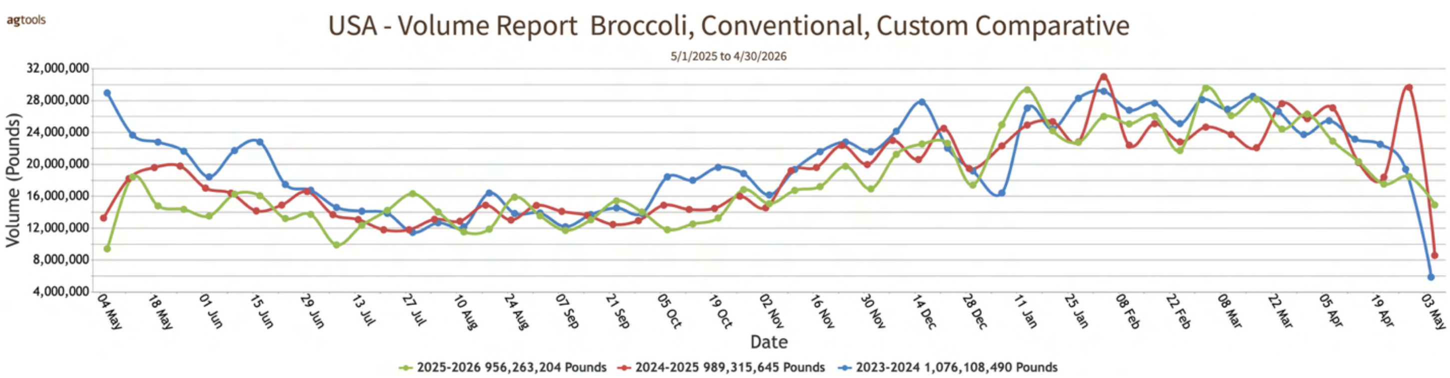
In terms of market share over the last decade, Mexico continues to dominate the market participation despite experiencing a 0.63% volume drop. Meanwhile, California Central, despite maintaining its position as the top 2 region, has experienced a severe volume contraction of 31.04%. In contrast, California Imperial and Guatemala stand out as the only regions within the top 5 to register volume growth over the last ten years, expanding by 17.40% and 1378%, respectively.

GROWTH OF THE MAIN REGIONS IN 2025-2026

Location	Volume (Lb)	Difference (Lb)	Variance	Var%
Mexico	517,469,742	13,512,372	more than same period 2024 - 2025	2.68
California-Central	287,287,361	46,025,312	less than same period 2024 - 2025	-13.81
Arizona	66,749,388	18,596,512	less than same period 2024 - 2025	-21.79
California-Imperial Val	21,561,578	11,953,576	more than same period 2024 - 2025	124.41
Guatemala	18,194,895	1,750,257	more than same period 2024 - 2025	10.64
Florida	14,871,604	3,278,300	less than same period 2024 - 2025	-18.06
California-South	10,631,250	2,159,600	more than same period 2024 - 2025	25.49
Georgia	9,451,528	3,988,227	more than same period 2024 - 2025	73.00
Canada	9,381,295	4,650,815	more than same period 2024 - 2025	98.32
North Carolina	466,308	2,789,591	less than same period 2024 - 2025	-85.68
China	194,275	194,275	more than same period 2024 - 2025	100.00
Peru	3,980	3,980	more than same period 2024 - 2025	100.00
TOTAL VOLUME	956,263,204	32,476,613	less than same period 2024-2025	-3.28%

Analyzing the last twelve months reveals that among the top three regions, only Mexico recorded a volume expansion, posting a 2.68% increase compared to the previous year. In contrast, Central California and Arizona experienced dramatic supply downturns, with contractions of 13.81% and 21.79%, respectively. Meanwhile, California's Imperial Valley registered a massive surge of 124.41%; however, this remarkable momentum was insufficient to offset the steep declines in the other major areas. Consequently, the total market suffered a 3.28% contraction.

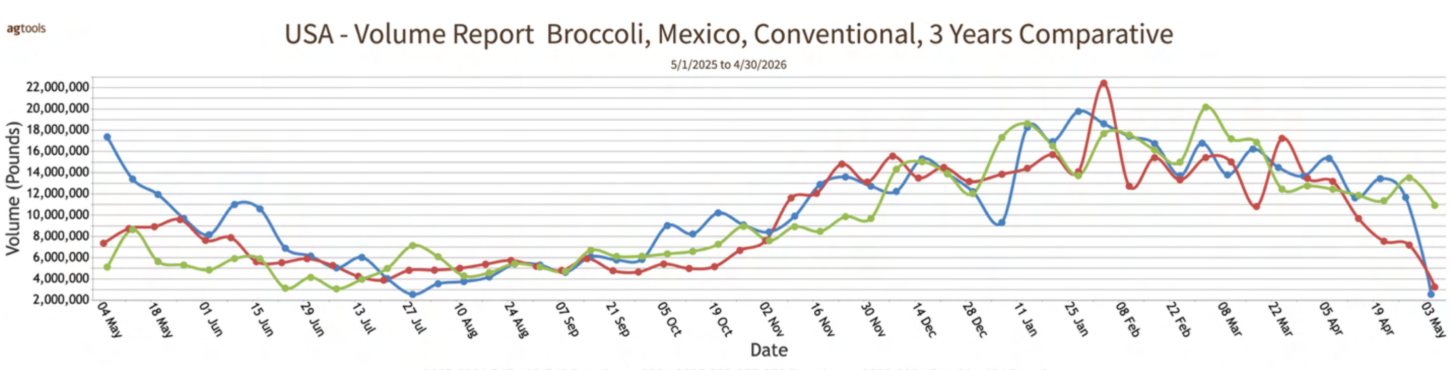
3-YEAR COMPARISON OF WEEKLY VOLUME OF THE TOTAL BROCCOLI MARKET



Analyzing the market over the last three years, as previously noted, the 2025-2026 period experienced a sharp contraction in volume. Furthermore, a clear year-over-year downward trend is evident, with volume steadily decreasing with each passing season, ultimately positioning this current cycle as the lowest volume recorded across the entire decade.

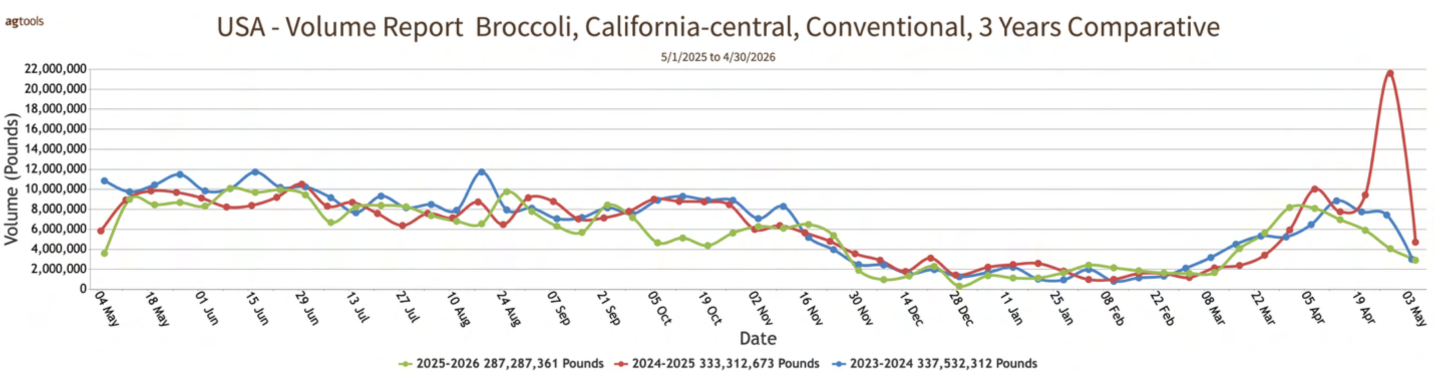
Additionally, weekly tracking reveals that virtually every single week recorded lower volume compared to previous years. These supply contractions were most pronounced during the windows stretching from May to mid-June 2025, and from mid-November to early December 2025.

3-YEAR COMPARISON OF MEXICO BROCCOLI WEEKLY VOLUME IN THE U.S. MARKET



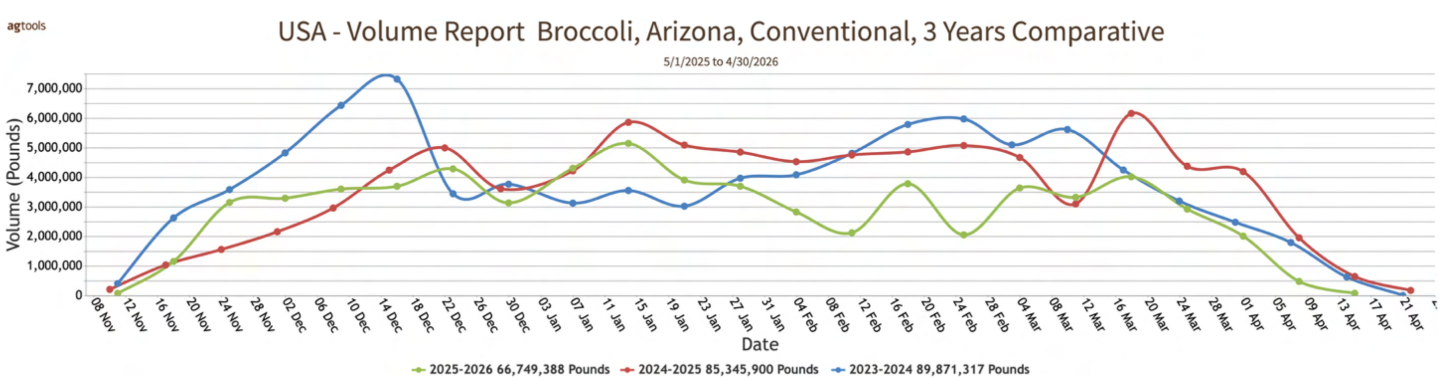
Analyzing Mexico, the top supplying region for broccoli in the U.S. market, we observe a volume increase compared to the previous year, as previously noted. However, this volume remains far below the levels achieved during the 2023-2024 season, positioning the 2025-2026 cycle as the second-lowest volume year of the last seven years, outperforming only the 2024-2025 season.
These supply contractions were most pronounced during the windows stretching from May to mid-July 2025, and from mid-November to early December 2025.

3-YEAR COMPARISON OF CALIFORNIA CENTRAL BROCCOLI WEEKLY VOLUME IN THE U.S. MARKET



Analyzing Central California, we observe the previously mentioned drop of 13.81% compared to last year. However, in sharp contrast to the total market volume, which has maintained a consecutive decline over the last five years.
When analyzing the volume on a weekly basis, the decline was primarily concentrated during the months of October 2025 and April 2026.

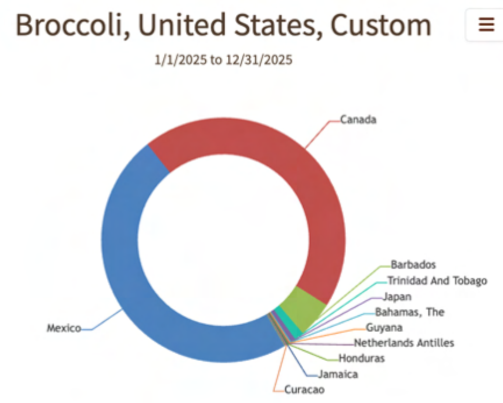
3-YEAR COMPARISON OF ARIZONA BROCCOLI WEEKLY VOLUME IN THE U.S. MARKET



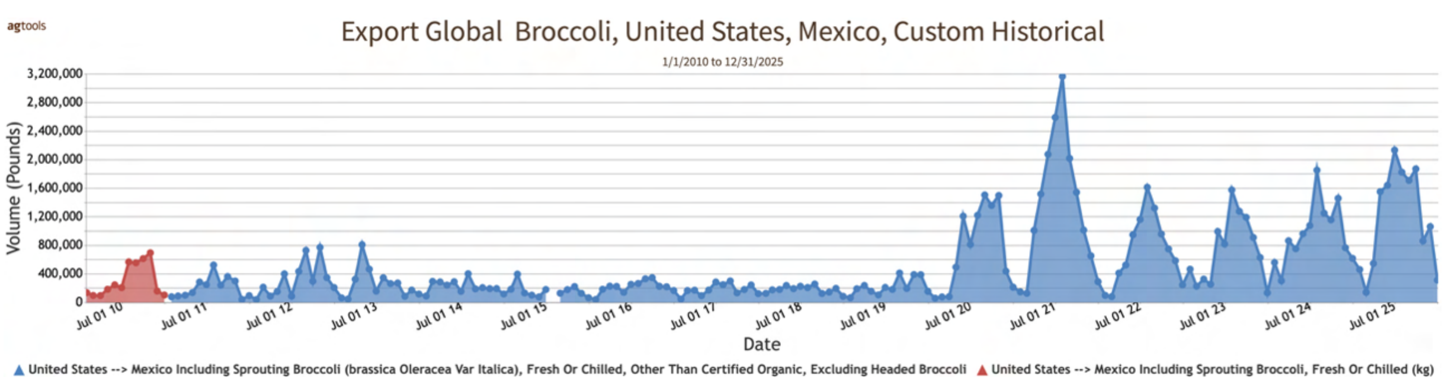
On the other hand, Arizona registered a far more dramatic volume contraction, posting a 21.79% drop compared to the previous year. Unlike other sourcing regions, Arizona's volume contraction was dramatically sustained across every single week, though the downturn intensified most severely during the months of December 2025 and February 2026.

MAJOR INTERNATIONAL DESTINATIONS FOR U.S. BROCCOLI SHIPMENTS (2025)

Country	Total Volume Price (USD)	Total Volume (Lb)
Mexico	$6,428,574.00	14,105,116.87
Canada	$11,278,490.00	13,196,282.12
Barbados	$1,073,966.00	1,432,498.14
Trinidad And Tobago	$674,538.00	370,171.13
Japan	$78,992.00	179,747.08
Bahamas, The	$68,876.00	50,199.20
Guyana	$88,090.00	46,100.81
Netherlands Antilles	$47,327.00	40,046.92
Honduras	$36,240.00	39,405.38
Jamaica	$52,981.00	32,485.08



When analyzing the top 10 destinations for U.S. broccoli exports in 2025, Mexico stands out as the absolute leader, accounting for 47% of total exports with a volume exceeding 14 million pounds. Canada and Barbados complement the top three, recording 13.19 million and 1.4 million pounds exported to these destinations, respectively.



Focusing exclusively on exports to Mexico, the historical data shows that the absolute peak was achieved in 2021. Since then, export volumes have stabilized, remaining consistently well above the levels recorded during the late 2010s.

In conclusion, the U.S. broccoli sector continues a decade-long structural contraction, with the 2025-2026 season recording the lowest market volume of the decade. While Mexico remains the top supplier and posted a modest 2.68% increase, its volume remains near historically low levels, and a massive 124.41% surge in the Imperial Valley was entirely offset by dramatic, double-digit collapses in Central California and Arizona.