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FRESH trends 2020

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The Packer.com

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Fresh Trends 2020 are available at $50 per copy.
Volume discounts are available.
editor’s note

Fresh Trends points to consumer levers of demand

By Tom Karst

The majority of consumers polled by The Packer believe they are buying more produce than they were 20 years ago. The Packer’s Fresh Trends 2020 research reveals more than two-thirds of consumers said they were buying more fresh produce now than two decades ago. That’s good news for the entire produce business, and particularly for marketers of some fast-rising commodities. Avocados were the commodity that topped the list of items that shoppers said they were buying now that they did not buy previously, followed by asparagus and broccoli.

“More than two-thirds of consumers said they were buying more fresh produce now than two decades ago.”

Value is important to fresh produce shoppers in 2020.

Fresh Trends 2020 found that more than 60% of shoppers said they strategically buy products when they go on sale to help control their food budget. For 49%, buying store brands helps to keep costs down, and 35% say they clip and use coupons. While 26% of consumers said they haven’t changed their eating habits in the past year, 23% said they are buying food that is less expensive and 38% said they eat at home more often to save money.

If value is top of mind, demand for local food is real, Fresh Trends research shows. Keeping dollars local hits home for 60% of shoppers who say they prefer to keep their food dollars in their local community. Fifty-three percent of respondents said they “make a conscious effort” to buy locally grown produce, according to Fresh Trends data.

This year’s report also takes a close look at consumer attitudes about packaging and sustainability.

Fresh Trends finds 31% of shoppers said they almost always bought fresh produce in bulk to avoid unnecessary packaging. Nearly half of those surveyed (47%) said that the environmental effects of packaging crossed their minds sometimes—enough to prompt them to buy in bulk when possible. For 22%, convenience won out—they opted for the ease of packaged produce.

What’s more, 55% of consumers said they would be willing to pay more for fruits and vegetables packed in containers made from recycled materials.

There is an abundance of both broad insights and commodity-specific revelations in Fresh Trends. Take time to find those insights that speak to your operation.

The Packer.com
### Top 20 Fruits & Vegetables

#### Fruits*

<table>
<thead>
<tr>
<th></th>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bananas</td>
<td>59%</td>
</tr>
<tr>
<td>2</td>
<td>Apples</td>
<td>52%</td>
</tr>
<tr>
<td>3</td>
<td>Strawberries</td>
<td>48%</td>
</tr>
<tr>
<td>4</td>
<td>Grapes</td>
<td>47%</td>
</tr>
<tr>
<td>5</td>
<td>Watermelon</td>
<td>46%</td>
</tr>
<tr>
<td>6</td>
<td>Oranges</td>
<td>39%</td>
</tr>
<tr>
<td>7</td>
<td>Lemons</td>
<td>38%</td>
</tr>
<tr>
<td>8</td>
<td>Blueberries</td>
<td>34%</td>
</tr>
<tr>
<td>9</td>
<td>Avocados</td>
<td>31%</td>
</tr>
<tr>
<td>10</td>
<td>Peaches</td>
<td>30%</td>
</tr>
<tr>
<td>11</td>
<td>Cherries</td>
<td>25%</td>
</tr>
<tr>
<td>12</td>
<td>Pineapple</td>
<td>24%</td>
</tr>
<tr>
<td>13</td>
<td>Cantaloupe</td>
<td>24%</td>
</tr>
<tr>
<td>14</td>
<td>Raspberries</td>
<td>22%</td>
</tr>
<tr>
<td>15</td>
<td>Limes</td>
<td>21%</td>
</tr>
<tr>
<td>16</td>
<td>Pears</td>
<td>20%</td>
</tr>
<tr>
<td>17</td>
<td>Blackberries</td>
<td>18%</td>
</tr>
<tr>
<td>18</td>
<td>Plums</td>
<td>16%</td>
</tr>
<tr>
<td>19</td>
<td>Mangoes</td>
<td>15%</td>
</tr>
<tr>
<td>20</td>
<td>Nectarines</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Vegetables*

<table>
<thead>
<tr>
<th></th>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Potatoes</td>
<td>57%</td>
</tr>
<tr>
<td>2</td>
<td>Onions</td>
<td>53%</td>
</tr>
<tr>
<td>3</td>
<td>Tomatoes</td>
<td>53%</td>
</tr>
<tr>
<td>4</td>
<td>Carrots</td>
<td>46%</td>
</tr>
<tr>
<td>5</td>
<td>Salad mix</td>
<td>41%</td>
</tr>
<tr>
<td>6</td>
<td>Bell peppers</td>
<td>40%</td>
</tr>
<tr>
<td>7</td>
<td>Lettuce</td>
<td>39%</td>
</tr>
<tr>
<td>8</td>
<td>Broccoli</td>
<td>39%</td>
</tr>
<tr>
<td>9</td>
<td>Celery</td>
<td>36%</td>
</tr>
<tr>
<td>10</td>
<td>Cucumbers</td>
<td>35%</td>
</tr>
<tr>
<td>11</td>
<td>Mushrooms</td>
<td>35%</td>
</tr>
<tr>
<td>12</td>
<td>Corn</td>
<td>33%</td>
</tr>
<tr>
<td>13</td>
<td>Spinach</td>
<td>31%</td>
</tr>
<tr>
<td>14</td>
<td>Garlic</td>
<td>31%</td>
</tr>
<tr>
<td>15</td>
<td>Green beans</td>
<td>27%</td>
</tr>
<tr>
<td>16</td>
<td>Sweet potatoes</td>
<td>26%</td>
</tr>
<tr>
<td>17</td>
<td>Cabbage</td>
<td>26%</td>
</tr>
<tr>
<td>18</td>
<td>Green onions</td>
<td>25%</td>
</tr>
<tr>
<td>19</td>
<td>Cauliflower</td>
<td>25%</td>
</tr>
<tr>
<td>20</td>
<td>Asparagus</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Percentage notes the portion of survey respondents who have bought this item in the past 12 months.
Hi there.
Wondering how to pronounce our brand name? You’re not the only one. As our founder would say it, it’s his last name after all... ‘Fyffes’ is pronounced just like ‘life’ or ‘wife’. See? Deliciously simple.

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How the average American is driving food sales

By Janice M. Kresin

It used to be that chefs drove the trends in foods—debuting what they saw as the “up and coming” hot items on restaurant plates—and creating demand for lesser-known commodities like kale or kumquats that would eventually translate into more sales in supermarkets. Today the American public has a firsthand role on that foodie stage, as online recipe sites offer rankings and public comments, food blogs popularize various tastes, and Twitter feeds drive interest without consumers having to leave the comfort of their own homes. Fruits and vegetables remain at the forefront of new flavors, bringing continual hope for fresh sales.

As new recipes call for extending people’s palates, those sales are reflected in consumer trends. In this year’s Fresh Trends research, more than two-thirds of respondents to the consumer survey, which asked about more than 50 different commodities, said they were buying more fresh produce now than two decades ago. Avocados were the commodity that topped the list of items that shoppers said they were buying now that they did not buy previously, followed by asparagus and broccoli. All three of these commodities were also popular “new choices” for consumers in Fresh Trends 2019. (For the record, 74% of respondents said they typically buy fresh fruit and 72% said they usually buy fresh vegetables.)

As buying patterns extend outside the supermarket, buying trends are changing as well. Almost one-third of shoppers (32%) said they would purchase fresh produce through an online service like Amazon Fresh or Peapod. Slightly more than a third (36%) of consumers said they could be convinced to change their shopping behavior based on recommendations from friends on their social network—like trying a new type of fruit/vegetable or recipe.

Taking it a step further, Fresh Trends 2020 polled...
consumers as to whether they’d use social media to connect to their supermarket if they would be able to view the quality of fresh produce daily or even hourly—22% said they would be likely to do so. Twenty-six percent said they’d likely connect to their store via a social media platform if the store posted “blasts” like price drops updated periodically (daily, every few days, on weekends, etc.).

**Budgets and Buying Habits**

Enticing consumers to try new produce items means appealing to their taste buds and their wallets. One-third of shoppers said two different things could encourage them to try something new: sampling and sales. Advertising an item and putting it out to try allows the flavors to come alive. Forty percent of respondents to Fresh Trends 2020 said they prefer to buy what’s healthy and do so when they can get a good deal. Thirty-one percent of shoppers trust their friends and family and will try new fruits or vegetables via word of mouth, and 29% said that tasting an item at a restaurant could convince them to buy it at the supermarket.

More than 60% of shoppers said they strategically buy products when they go on sale to help control their food budget. For 49%, buying store brands helps to keep costs down, and 35% say they clip and use coupons. While 26% of consumers said they haven’t changed their eating habits in the past year, 23% said they are buying food that is less expensive and 38% said they eat at home more often to save money.

On average, 41% of families go grocery shopping about once a week; another 26% shop two to three times per month, according to Fresh Trends 2020. After they get their food home, one-fifth said they make a meal with fresh produce five or six times per week, and 21% said they cook with the fresh stuff four times a week. Fewer (18%) use fresh fruits and vegetables in a meal daily.

Keeping dollars local hits home for 60% of shoppers who say they prefer to keep their food dollars in their local community. Fifty-three percent of respondents said they “make a conscious effort” to buy locally grown produce.

**Focusing on Favorites**

Six in 10 of those surveyed said they’re eating more produce than one year ago, and 65% said they are eating more than five years ago. Seventy-five percent said they’re eating more fresh produce as they try to include more nutrients in their diets. As part of that effort, some may be using fruits and vegetables in between meals. More than half of respondents said they were grabbing produce as a snack more now—56% noted more produce purchases as a snack than five years ago, and 51% were snacking on produce more than one year ago.

When focusing in on individual commodities, consumers clearly have their favorites. Fresh Trends tracks the top 20 fruits and vegetables each year, and the same items remain on these lists from last year (no newcomers this time around). Blueberries climbed two spots from No. 10 to No. 8 and the summer favorite cherries came in at No. 11 (up from No. 13). Mangoes dipped from the No. 16 spot to No. 19 over the past year. When it comes to vegetables, salad mix’s popularity jumped from No. 10 to No. 5 in 2020. Mushrooms moved from No. 13 in 2019 up two spots to No. 11 this year. Spinach climbed from No. 15 to No. 13 in 2020. 

The Daily Dish

**Average times per week consumers say they prepare a meal with fresh fruits and/or vegetables**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>18%</td>
</tr>
<tr>
<td>2-3 times a week</td>
<td>26%</td>
</tr>
<tr>
<td>4 times a week</td>
<td>21%</td>
</tr>
<tr>
<td>5-6 times a week</td>
<td>20%</td>
</tr>
<tr>
<td>Once a week</td>
<td>12%</td>
</tr>
<tr>
<td>Never</td>
<td>3%</td>
</tr>
</tbody>
</table>
Focus on the Environment

Shoppers may say one thing, but they often do another

By Janice M. Kresin

Consumers are more environmentally aware these days, as sustainability seems to be the buzzword for the new decade. From water conservation to biodegradable packaging, consumers are weighing in on just how committed to the cause they may be. While many claim to be environmentally responsible, the numbers can paint a different story.

Fresh Trends 2020 started out by asking consumers if they seek out environmentally aware or active companies. Nearly two-thirds of respondents (63%) said they did not look for these outlets. Those who were most likely to key in on environmental responsibility included those with kids living at home and young shoppers age 18-39. Certain ethnic groups—African American consumers, Hispanic shoppers and Asian buyers—were clearly more interested in the environment than other demographic groups. Still, it’s worth considering consumers’ opinions on this hot topic.

Sustainable Packaging Under Scrutiny

Looking at packaging specifically, 31% of shoppers said they almost always bought fresh produce in bulk to avoid unnecessary packaging. Nearly half of those surveyed (47%) said that the environmental effects of packaging crossed their minds sometimes—enough to prompt them to buy in bulk when possible. For 22%, convenience won out—they opted for the ease of packaged produce.

Shippers and handlers have room to experiment with sustainable packaging, it seems. According to Fresh Trends 2020, 55% of consumers said they would be willing to pay more for fruits and vegetables packed in containers made from recycled materials. In fact, 60% of respondents said they’d be willing to pay up to 25% more for produce in recycled packaging, and another 24% said they would go a step further and pay up to 50% more for such produce packs. Once again, shoppers with kids and those in the youngest age bracket were the most likely to say they’d shell out the money for recycled materials.

When asked their preferences with regard to packaging, 43% of shoppers said they’d prefer to buy fresh produce in cardboard or fiberboard containers (like mushroom trays, for example). One-third of consumers listed clamshells as their pack of choice, while nearly one-quarter of respondents (24%) said they’d take it a step further and opt to bring their own container and fill it by weight to keep up with the sustainability movement.
**Focusing on Food Waste**

Food waste is gaining more attention these days, not only with regard to feeding hungry people who could benefit from unused commodities, but because unmarketable produce ends up in landfills and becomes an even bigger problem. Despite all that, it seems that consumers hold firm to that "picture perfect" image when it comes to produce. When asked if they’d consider using a delivery service like Imperfect Produce (which sells odd-sized or odd-shaped items that are still perfectly edible) in an effort to combat food waste, the majority of survey respondents (57%) said they would not use such a service.

However, that doesn’t mean there aren’t some supporters out there. Some said they would employ such a service realizing that it’s a way to get quality produce at a good price—47% of respondents said this was a likely reason to try it. Others have a heart for sustainability, with 41% of respondents saying they’d be most likely to try a delivery service of odd-shaped produce as a way to help farmers and the environment.

As with many things, consumers know it’s easier to support a movement when someone else is doing the work, according to Fresh Trends 2020. More than six in 10 shoppers (61%) said they would be more willing to shop at a supermarket that they knew did composting of its own to minimize food waste. (Only 28% of respondents said they did their own composting at home.)

Sixty percent said they’d be willing to pay more for produce grown under sustainable conditions (like greenhouse grown)—61% said they’d pay up to 25% more to boost such environmentally friendly efforts.

Packaging efforts are one way that consumers say that the produce industry can promote sustainability. One-quarter of respondents said that biodegradable packaging was a “most important” factor to them when considering sustainability, while 23% said that eliminating packaging altogether would be a top factor. Fifteen percent noted that biodegradable labels on packs of produce (like berries, cherry tomatoes, etc.) were a top priority. Outside of packaging, more than one-fifth of respondents (21%) said that water conservation was a way that the produce industry could help to drive sustainability.

**Consumers Slow to Take Action**

Consumers need to be convinced to join the community-supported agriculture (CSA) movement. Only 14% of those surveyed said they’d be willing to pay a fee for a share of the harvest weekly or monthly via a CSA program; however, some more rural communities may not have such opportunities available.

Something shoppers can do is plan for how they take their produce home. About 30% of consumers said they do their part by taking reusable bags to the supermarket at least 75% of the time they shop. However, nearly the same amount said they never take them. (Of course, with proposed plastic bag bans being enacted by eight states and being debated in others, this environmental issue may change quickly.) Regardless, environmental issues remain on the forefront of media coverage, meaning consumers are taking notice of these many issues, even if they’re not taking action.
Making the Leap

Consumers keep organic movement driving forward

By Janice M. Kresin

NOWING AND DOING ARE TWO DIFFERENT THINGS.

You can know what path you want to take, but the action steps don’t always come as quickly as the knowledge. When it comes to organic produce, the knowledge has been on consumers’ plates for a while now. Moving to action is now here.

Not only are most consumers aware of organic products, but studies show that more than 80% of consumers periodically buy organics. This new wave of what are being called “health-minded consumers” generally are educated adults, often with children in the home, and those that value their health—either by prevention or treatment by natural products whenever possible.

Many consumers consciously try to incorporate organic fruits and vegetables into their meals. Nearly one-third of respondents to Fresh Trends 2020 (31%) estimated that 25-50% of their total fresh produce purchases were organic, and the same number guessed that they purchased one-tenth to one-quarter of their produce as organic. Six percent said they bought at least 75% of their produce as organic.

Cost is the main barrier to making organics a 100% choice all the time. Thirty-five percent of shoppers said they would be willing to pay 10% to 25% more for organic produce, and another 33% said they would pay up to 10% more. Nearly half of consumers (46%) said they would buy organic if price was not a concern.

Organics at the Point of Purchase

Retailers who devote whole sections of their departments to organics seem to be choosing the right strategy. Nearly 70% of shoppers (69%) said they preferred to see organics displayed as their own section within the produce department as opposed to intermixed by commodity.

When asked how they decide whether or not to buy organic fruits and vegetables, packaging ranks as a top reason—88% of those surveyed said that organic product is packaged more conveniently and that helps convince them to buy.

Larger retailers were more likely to be the source for organic shopping this year. One-quarter of consumers said they sought out organics at chain superstores like Walmart or Target, and the same percentage looked for organics at their regional grocer (Safeway, Kroger or Publix).

Fresh Trends 2020 shows that six in 10 shoppers opted for organic produce because of issues like trying to avoid chemicals. Forty-two percent said they chose organic for its nutrient content, and slightly fewer (36%) cited social responsibility as a prime reason for buying.

Papayas were the top item shoppers bought as organic at least some of the time in Fresh Trends 2020, followed by Asian pears and sprouts. Kale and kiwi rounded out the top five. Kale continues to be one of the top items that consumers choose to always buy as organic, with one-fifth of buyers saying they always selected organic.
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For more information:
Debra.May@FDACS.gov
Thomas.Perny@FDACS.gov
SECONDO NLY TO BANANAS, apples are a consumer favorite and the No. 2 fruit in the produce department. Overall, apples were the fourth most popular item in the Fresh Trends survey this year.

There aren’t many healthy foods that are as easy to grab and nutritious as apples, and consumers know it. Nearly nine in 10 respondents to Fresh Trends 2020 (88%) said they selected apples as a snack sometime in the past year (and most people probably did it many times over). Almost a third of shoppers (31%) noted that they used these sweet, crisp fruits as an ingredient, and almost as many (28%) said they served apples to end a meal as a dessert option. They were also popular in salads, side dishes and appetizers.

Five years ago, fuji and gala varieties were fighting for their place at the top of the apple list against the strongly established red delicious variety. In the past few years, the Honeycrisp has slowly inched its way toward the top—this year Honeycrisps are No. 2 after galas. Granny smiths—a great cooking apple—have stayed secure as one of the top three choices for the past three years. Options like braeburn and SweeTango fell off the list this year.

Varieties consumers prefer to purchase

<table>
<thead>
<tr>
<th>Variety</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gala</td>
<td>15%</td>
</tr>
<tr>
<td>Honeycrisp</td>
<td>15%</td>
</tr>
<tr>
<td>Granny smith</td>
<td>15%</td>
</tr>
<tr>
<td>Red delicious</td>
<td>13%</td>
</tr>
<tr>
<td>Fuji</td>
<td>10%</td>
</tr>
<tr>
<td>Golden delicious</td>
<td>7%</td>
</tr>
<tr>
<td>McIntosh</td>
<td>6%</td>
</tr>
<tr>
<td>Pink Lady</td>
<td>4%</td>
</tr>
<tr>
<td>Ambrosia</td>
<td>1%</td>
</tr>
<tr>
<td>Envy</td>
<td>1%</td>
</tr>
<tr>
<td>Jonathan</td>
<td>1%</td>
</tr>
<tr>
<td>Jazz</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Ways consumers use apples

<table>
<thead>
<tr>
<th>Use of Apples</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a snack</td>
<td>88%</td>
</tr>
<tr>
<td>As an ingredient</td>
<td>31%</td>
</tr>
<tr>
<td>As a dessert</td>
<td>28%</td>
</tr>
<tr>
<td>As a salad</td>
<td>15%</td>
</tr>
<tr>
<td>As a side dish</td>
<td>13%</td>
</tr>
<tr>
<td>As an appetizer</td>
<td>8%</td>
</tr>
<tr>
<td>As a main dish</td>
<td>6%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on gender

- Male: 47%  
- Female: 57%

Likelihood of purchase based on presence of children

- Have kids: 47%  
- 1 kid: 45%  
- 2 kids: 52%  
- 3 or more kids: 44%  
- No kids: 55%
The likelihood of an apple purchase increased according to income for the fifth consecutive year. Consumers earning more than $100,000 annually were among the most likely to buy apples, along with Caucasian consumers, shoppers over age 50 and Midwestern consumers.

Empty-nesters were more likely to buy apples than those with kids living at home, a trend now in its third year. Families with two kids were the most likely to buy apples when considering family size. Shoppers age 50 and older comprised the group most likely to buy apples overall.

Last year shoppers in the "other" ethnic group were the most likely to make an apple purchase when it came to ethnic background; this year that group was one of the least likely to buy overall, along with African American consumers and those with three children living at home. Caucasian consumers, on the other hand, were among the most likely to buy the fruit overall.

One in 10 apple buyers said they always selected organic fruit, while 27% said they opted for organics at least some of the time.
**Likelihood of purchase based on region**

- **West**: 55%
- **Midwest**: 56%
- **Northeast**: 51%
- **South**: 50%

**Likelihood of purchase based on ethnicity**

- **White/Caucasian**: 56%
- **Black/African American**: 39%
- **Hispanic**: 48%
- **Asian**: 50%
- **Other**: 44%

**Likelihood of purchase based on age**

- **18-39**: 47%
- **40-49**: 51%
- **50-58**: 57%
- **59+**: 57%

*Considering primary household buyers*

**Types of produce purchased (among those who bought this item)**

- Conventional: 70%
- Organic: 10%
- Both conventional and organic: 16%
- Not sure: 3%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
THIS SMALL STONE FRUIT was one of the least purchased items in this year’s survey. Western shoppers love apricots; they’ve been the top region to buy the fruit for the past three years. These consumers were some of the most likely overall to buy the soft fruit in Fresh Trends 2020.

The likelihood of an apricot purchase increased according to income, with a clear division at the $50,000 annual income mark. Those earning more were nearly twice as likely to buy the fuzzy fruit as those earning less than $50,000.

For the third year in a row, consumers age 59+ were more likely to buy apricots than those younger, although this year shoppers in their forties were equally likely to buy.

Family composition didn’t seem to matter much, as families with and without kids at home were equally likely to buy the small fruit. Those with one child living at home, however, were most likely to buy when considering family size.

Asian consumers were among the most likely to buy apricots overall, a trend that continues from last year. More than one-third (35%) of apricot buyers said they selected organic fruit at least some of the time. Eighteen percent of shoppers said they always bought organic apricots.

6% of customers purchased apricots within the past 12 months.

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>5%</td>
</tr>
<tr>
<td>40-49</td>
<td>7%</td>
</tr>
<tr>
<td>50-58</td>
<td>3%</td>
</tr>
<tr>
<td>59+</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>4%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>4%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>7%</td>
</tr>
<tr>
<td>$100+</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Likelihood of purchase based on ethnicity

- White/Caucasian: 6%
- Black/African American: 1%
- Hispanic: 7%
- Asian: 13%
- Other: 5%

Types of produce purchased (among those who bought this item)

- Conventional: 64%
- Organic: 18%
- Both conventional and organic: 17%
- Not sure: 1%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
THIS SPIKY VEGETABLE tied with Asian pears as the least purchased commodity in Fresh Trends 2020. Following a seven-year trend, the likelihood of an artichoke purchase increased according to income, with shoppers earning $100,000 annually being the most likely to buy.

Western consumers clearly have an affinity for artichokes, probably because of their proximity to growing regions. Shoppers in the West were twice as likely to buy the vegetable than those in the Midwest or South.

Families with children living at home were more apt to buy artichokes than those without kids. Those with two kids at home comprised the group most likely to buy this spiky veggie overall when considering family size. Shoppers in the “other” ethnic group were among the most likely to buy artichokes overall.

When it came to organic purchases, more than one-third of artichoke buyers (34%) said they selected organic product at least some of the time. Nineteen percent said they always opted for organic artichokes.

5% of customers purchased artichokes within the past 12 months.

Likelihood of purchase based on ethnicity
- White/Caucasian: 5%
- Black/African American: 2%
- Hispanic: 2%
- Asian: 6%
- Other: 10%

Likelihood of purchase based on household income*
- Less than $25: 4%
- $25-49.9: 4%
- $50-99.9: 5%
- $100+ For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Likelihood of purchase based on age*
- 18-39: 4%
- 40-49: 4%
- 50-58: 4%
- 59+: 7%

*Considering primary household buyers

Types of produce purchased (among those who bought this item)
- Conventional: 58%
- Organic: 19%
- Both conventional and organic: 15%
- Not sure: 8%
WE ARE THE
GOLD STANDARD

From variety selection to consumer education, Ocean Mist Farms is the Gold Standard in the Artichoke Category.

TO ADD SOME GOLD TO YOUR PRODUCE DEPARTMENT
CALL OCEAN MIST FARMS
(831) 633-2144
5%

of customers purchased Asian pears within the past 12 months.

STILL ONE OF THE LEAST PURCHASED COMMODITIES

In the Fresh Trends survey, this crunchy fruit appeals to families with kids. In fact, consumers with children living at home were twice as likely to buy Asian pears than those without kids.

Younger shoppers continue to be more likely to embrace Asian pears than older consumers. The likelihood of a purchase decreased according to age, with those age 59+ being the least likely to buy Asian pears overall, along with African Americans and Midwesterners.

Western shoppers were more apt to buy Asian pears than those in other regions. For the third straight year, those living in the Midwest were the least likely to buy when considering region. The likelihood of a purchase increased according to income for the fourth consecutive year.

Far and away, Asian consumers were the top group to buy this fruit. In fact, this group was more than twice as likely to buy Asian pears as those in any other demographic group studied in Fresh Trends 2020. Hispanics came in second with regard to ethnicity.

Interest in organic Asian pears jumped significantly over the past year (although some of the change may be attributed to the small sample size of those buying Asian pears).

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
MORE CONSUMERS ARE PUTTING ASPARAGUS in their carts. The vegetable was the No. 2 item that shoppers said they tried in the past year that they hadn’t eaten previously.

Affluence clearly affects asparagus purchases. Shoppers earning more than $100,000 annually were the most likely overall to buy the slim stalks, and those in the lowest income bracket were among the least likely to buy. The likelihood of an asparagus purchase has increased according to income for a dozen years now.

While Western consumers are typically the most likely to buy asparagus when it comes to region, this year Midwesterners beat them out (although the West was a close second).

Older shoppers were much more likely to buy asparagus than those younger, in fact, those age 59+ were nearly twice as likely to buy the veggie than those age 18-39. Those in the top age bracket were some of the most likely to buy asparagus overall. African Americans were the least likely to buy the veggie overall.

More than one-quarter of families without kids (27%) said they bought the spring vegetable in the past year, while only 18% of those with kids said the same.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Likelihood of Purchase</th>
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<td>$25-49.9</td>
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<tr>
<td>$50-99.9</td>
<td>27%</td>
</tr>
<tr>
<td>$100+</td>
<td>38%</td>
</tr>
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</table>

*Figures in thousands; Annual household income

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likelihood of Purchase</th>
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<tr>
<td>18-39</td>
<td>17%</td>
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<tr>
<td>40-49</td>
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<tr>
<td>50-58</td>
<td>27%</td>
</tr>
<tr>
<td>59+</td>
<td>31%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>27%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>16%</td>
</tr>
<tr>
<td>Asian</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
AVOCADOS HAVE ATTRACTED new crowds in the past year, as the fruit was the No. 1 item that consumers said they tried in the past year that they had not eaten previously.

Many consumers have a hard time resisting avocados’ creamy flesh, which was clearly favored by certain ethnic groups. This marks the sixth straight year that Hispanics have been the most likely to buy avocados, followed by Asian consumers.

Income and ethnic background also make a difference in avocado purchases. 2020 marks the twelfth straight year that the likelihood of a purchase has increased according to income.

Twelve was also the magic number when it came to region. Westerners have been the most likely to buy avocados for a dozen years now, and this year they were the most likely group overall to buy the green fruit. African American shoppers and those with two kids living at home were the least likely to buy avocados.

Older consumers are finally coming around to avocados. For the past few years, shoppers in their 40s have been the most likely to buy, but this year those in their 50s and older have upped their purchases of avocados.

When it came to organics, interest in organic avocados remained fairly consistent with last year. The percentage of organic-only purchases fell a little, while the percentage of periodic organic purchases increased a little. Twenty-eight percent of buyers said they selected organic fruit at least some of the time.

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
Types of produce purchased (among those who bought this item)

- Conventional: 68%
- Organic: 9%
- Both conventional and organic: 18%
- Not sure: 4%

Likelihood of purchase based on age*

- 18-39: 28%
- 40-49: 32%
- 50-58: 34%
- 59+: 35%

*Considering primary household buyers

Likelihood of purchase based on ethnicity

- White/Caucasian: 32%
- Black/African American: 14%
- Hispanic: 42%
- Asian: 40%
- Other: 37%

Likelihood of purchase based on household income*

- Less than $25: 22%
- $25-49.9: 29%
- $50-99.9: 34%
- $100+: 42%

*Figures in thousands; Annual household income

AVOCADO INTEL

LET US HELP YOU DRIVE DOUBLE-DIGIT GROWTH

Backed by data analyzed by our in-house team of experts, our custom-tailored Avocado Intel program will ensure your avocado category is best in its class!

✔ INCREASE PROFITABILITY ✔ REDUCE SHRINK ✔ IMPROVE CONSUMER SATISFACTION

Our Avocado Intel program is made up of merchandising programs and market intelligence to help you get the most out of your avocado category. Through our category reviews, competitive analysis and shopper insights, we can assist you in maximizing your avocado results.

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DOMESTICSALES@MISSIONPRODUCE.COM 805.981.3650 | WORLDSFINESTAVOCADOS.COM @MISSIONAVOCADOS
likedness of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>48%</td>
</tr>
<tr>
<td>40-49</td>
<td>52%</td>
</tr>
<tr>
<td>50-58</td>
<td>72%</td>
</tr>
<tr>
<td>59+</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

EASILY ACCESSIBLE, PORTABLE AND SWEET, bananas continue their reign as the top fruit in the produce department. Consumers surveyed in Fresh Trends 2020 rank it as the most popular item overall (last year potatoes claimed the top spot).

While bananas are a favorite for families with kids (52% said they bought bananas in the past year), they’re also popular with empty nesters, as 63% of those families said they bought the fruit in the past year.

The likelihood of a banana purchase varies widely according to age. Shoppers age 50 and older comprised the group most likely to buy bananas overall this year, while those age 18-39 were among the least likely overall to buy the yellow fruit.

Caucasian consumers were more likely to buy bananas than those of other ethnicities, a trend now in its fourth year. African American shoppers were the least likely overall to buy bananas.

Bananas are popular nationwide, but Westerners seem to be more likely to snap them up in recent years. Midwesterners came in a close second.

Most shoppers choose conventionally grown bananas, but 23% of shoppers said they selected organic fruit at least some of the time. Eight percent always opted for organic bananas.

59% of customers purchased bananas within the past 12 months.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>58%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>57%</td>
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<tr>
<td>$50-99.9</td>
<td>59%</td>
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<tr>
<td>$100+</td>
<td>65%</td>
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</tbody>
</table>

*Figures in thousands; Annual household income
We can't help it—we're fresh fanatics, which means we're also supply chain fanatics. And innovation fanatics. And quality fanatics. Sustainability fanatics. Food safety fanatics. And fanatics about growing your business along with ours.
Likelihood of purchase based on region

- West: 61%
- Midwest: 63%
- Northeast: 58%
- South: 56%

Likelihood of purchase based on ethnicity

- **White/Caucasian**: 64%
- Black/African American: 35%
- Hispanic: 56%
- Asian: 51%
- Other: 56%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
Likelihood of purchase based on presence of children

Have kids . . . . 52%
1 kid . . . . . . 53%
2 kids . . . . . 48%
3 or more kids . . 54%
No kids . . . . 63%

Likelihood of purchase based on gender

54%  63%

We work hard to deliver the freshest, best-tasting organic bananas possible. We harvest to order, ship directly to our state-of-the-art warehouse, then distribute. Our spokesperson appreciates all this hard work. Your customers will, too.

To learn more, visit OrganicsUnlimited.com.
blackberries

BLACKBERRY PURCHASES ARE AFFECTED by income.
For the sixth straight year, shoppers in the highest income bracket were more than twice as likely to buy the dark berries than those earning less than $25,000 annually. In fact, this group was the most likely to buy blackberries overall.

Blackberries are popular in all regions; this year Midwesterners were the most likely to buy, but regional popularity seems to vary from year to year.

The likelihood of a blackberry purchase increased according to age, as was the case last year. Shoppers age 59+ were among the most likely overall to buy blackberries.

Likelihood of purchase based on ethnicity

White/Caucasian ..................... 21%
Black/African American ........... 11%
Hispanic ............................... 12%
Asian .................................. 16%
Other .................................. 17%

blueberries

POPULAR FOR THEIR HEALTH BENEFITS, blueberries continue to attract new crowds. The tiny globes were the second most popular fruit that consumers said they tried last year that they’d not eaten before.

Affluent consumers are more likely to grab blueberries than those who earn less. Multi-year trends show that shoppers in the highest income bracket are nearly twice as likely to buy blueberries as those with the lowest incomes, and this year reflects the same pattern.

34% of customers purchased blueberries within the past 12 months.

18% of customers purchased blackberries within the past 12 months.

Types of produce purchased (among those who bought this item)

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Organic</td>
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</tr>
<tr>
<td>Both conventional and organic</td>
<td>16%</td>
</tr>
<tr>
<td>Not sure</td>
<td>5%</td>
</tr>
<tr>
<td>Conventional</td>
<td>63%</td>
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Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Likelihood</th>
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<tbody>
<tr>
<td>Less than $25</td>
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<td>$50-99.9</td>
<td>39%</td>
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<tr>
<td>$100+</td>
<td>49%</td>
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Likelihood of purchase based on age*

<table>
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<tr>
<th>Age Range</th>
<th>Likelihood</th>
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<tbody>
<tr>
<td>18-39</td>
<td>16%</td>
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<tr>
<td>40-49</td>
<td>19%</td>
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<tr>
<td>50-58</td>
<td>19%</td>
</tr>
<tr>
<td>59+</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

*Considering primary household buyers
Discover what over 20 leading shipping lines already know: the fastest, most efficient course for perishables flows through Port Everglades. We’re Florida’s leading seaport in containerized cargo shipments, including handling nearly HALF of all refrigerated containers statewide. On-port cold storage facilities — and new opportunities for South America-to-South Florida fruit importing — gets produce to market faster, fresher and more efficiently by eliminating 2,000 miles and up to six days of transit time to Florida markets.

Put the power of Florida’s leading perishables port to work for you. Visit us at porteverglades.net or call 800-421-0188.
ONE OF THE MOST POPULAR VEGETABLES in Fresh Trends, broccoli continues to draw in new consumers. The vegetable was the third most popular item that shoppers said they tried last year that they had not eaten previously.

The likelihood of a broccoli purchase increased according to income and age, as was the case last year. Shoppers age 50 and older were among the most likely to buy the cruciferous vegetable overall this year (along with those in the top income bracket). In the meantime, consumers age 18-39 were among the least likely to buy broccoli overall.

39% of customers purchased broccoli within the past 12 months

AFRINCE HELPS TO INFLUENCE Brussels sprout purchases. For the seventh straight year, the likelihood of a purchase has increased according to income. In fact, shoppers in the top income bracket—those most likely to buy overall—were more than two-and-a-half times more likely to buy Brussels sprouts than those in the lowest income bracket—those least likely to buy overall.

These cruciferous vegetables appeal to consumers across the board, but those in the “other” ethnic group were more likely to buy them this year. African Americans and Hispanic shoppers were among the least likely overall to buy Brussels sprouts.

Families without kids gravitated toward Brussels sprouts more—19% said they made a purchase in the past year—than those without kids, of which 14% said the same. Consumers with one child at home were most likely to make a purchase.

Older consumers are more likely to buy Brussels sprouts than younger shoppers. In fact, those age 59+ were among the most likely overall to make a purchase—a trend that continues from last year.

17% of customers purchased Brussels sprouts within the past 12 months

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income</th>
<th>Likelihood of Purchase</th>
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</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>33%</td>
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<tr>
<td>$25-49.9</td>
<td>35%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>41%</td>
</tr>
<tr>
<td>$100+</td>
<td>48%</td>
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*Figures in thousands; Annual household income

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Likelihood of Purchase</th>
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<tbody>
<tr>
<td>18-39</td>
<td>14%</td>
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<tr>
<td>40-49</td>
<td>14%</td>
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<tr>
<td>50-58</td>
<td>16%</td>
</tr>
<tr>
<td>59+</td>
<td>24%</td>
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*Considering primary household buyers

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood of Purchase</th>
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</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>19%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
</tr>
<tr>
<td>Asian</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>39%</td>
</tr>
</tbody>
</table>
FOR THE FIRST TIME IN YEARS, shoppers in the lowest income bracket were more likely to buy cabbage than those earning more than $100,000 annually.

Older consumers seek out cabbage. For the ninth straight year, consumers age 50 and older were among the most likely overall to buy the vegetable, while those age 18-39 were the least likely to buy overall.

Families without kids were more likely to buy cabbage, at 26%, than those with kids living at home, at 24%. When considering family size, shoppers with two kids at home were the most likely to look for the cruciferous vegetable.

Specific ethnicities crave cabbage. Asian consumers and those in the “other” ethnic category were some of the most likely groups overall to buy the vegetable, while Hispanic shoppers were among the least likely to buy overall. This year shoppers in the Northeast were less likely to buy cabbage than those in other regions; in fact, they were one of the least likely overall to buy the hearty vegetable.

While most shoppers bought conventionally grown cabbage, one-tenth said they always grabbed organic product. Twenty-two percent said they opted for organic cabbage at least some of the time.

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood</th>
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<tbody>
<tr>
<td>White/Caucasian</td>
<td>25%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>27%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>19%</td>
</tr>
<tr>
<td>Asian</td>
<td>31%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
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</table>

Likelihood of purchase based on household income

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<tr>
<th>Income Interval</th>
<th>Likelihood</th>
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<tbody>
<tr>
<td>Less than $25</td>
<td>25%</td>
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<tr>
<td>$25-49.9</td>
<td>27%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>26%</td>
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<tr>
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Likelihood of purchase based on age

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</tr>
<tr>
<td>50-58</td>
<td>31%</td>
</tr>
<tr>
<td>59+</td>
<td>33%</td>
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For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
CANTALOPE SALES ARE DRIVEN by age. 2020 marks the seventh year that shoppers age 59+ were the most likely overall to buy the melon, but this year consumer in their 50s also joined that group. Shoppers age 50 and older were nearly twice as likely to buy cantaloupe as younger consumers.

For the fourth year in a row, families without kids were more likely to buy cantaloupe than those with kids. Consumers with one child at home were the most likely to buy when considering family size.

The orange-fleshed melon was popular in all regions, but this year Midwesterners were more likely to buy than those elsewhere. Caucasian shoppers were the most likely ethnic group to buy cantaloupe for the third straight year (and also among the most likely to buy the fruit overall). African Americans and those in the “other” ethnic group were the least likely to buy.

Shoppers in the top income bracket were more likely than others to buy cantaloupe. The likelihood of a purchase increased according to income for the third consecutive year.

Interest in organic cantaloupe remained relatively even with last year. Sixteen percent of buyers said they purchased organic melons at least some of the time; 8% always bought organic.

**Likelihood of purchase based on ethnicity**

- White/Caucasian .................. 28%
- Black/African American .......... 12%
- Hispanic ............................ 20%
- Asian .................................. 21%
- Other ................................. 7%

**Types of produce purchased (among those who bought this item)**

- Conventional ................................. 77%
- Both conventional and organic 8%
- Organic .................................. 8%
- Not sure ................................. 7%

**Likelihood of purchase based on household income***

- Less than $25 .................. 20%
- $25-49.9 .................. 24%
- $50-99.9 .................. 25%
- $100+ .................. 28%

**Likelihood of purchase based on age***

- 18-39 .................. 15%
- 40-49 .................. 18%
- 50-58 .................. 30%
- 59+ .................. 35%

*Figures in thousands; Annual household income

For more Fresh Trends data online, including interactive features, visit: [ThePacker.com/Fresh-Trends-Data](http://ThePacker.com/Fresh-Trends-Data)
ALWAYS A TOP 5 CONTENDER, carrots came in as the third most popular vegetable in the Fresh Trends survey (thanks, in part, to a tie for second place between onions and tomatoes). This orange root vegetable appeals to people of all ages, cultures and locales, though income and age both play a role in carrot purchases; the likelihood of a carrot purchase increased with both factors. Shoppers earning more than $100,000 annually were more likely to buy the root vegetable than those earning less, and, in fact, they were some of the most likely overall to buy carrots.

There’s a clear delineation when it comes to age and carrot purchases, and it falls at age 50. Shoppers in their fifties were some of the most likely to buy carrots and they comprised the demographic group most likely to buy carrots overall, a trend now in its seventh year.

While often profiled as a kid-friendly commodity, carrots are very popular with empty-nesters. For the seventh straight year, families without kids were more likely to grab carrots, at 51%, than those with children living at home, at 36%.

Following a six-year trend, Caucasian consumers were more likely to buy carrots than those of other ethnicities. African American shoppers were the least likely overall to buy the root vegetable.

Likelihood of purchase based on ethnicity

- White/Caucasian .................. 51%
- Black/African American ....... 21%
- Hispanic .......................... 39%
- Hispanic .......................... 39%
- Asian ................................ 40%
- Other ................................ 46%

Likelihood of purchase based on household income*

- Less than $25: 35%
- $25-49.9: 43%
- $50-99.9: 50%
- $100+: 53%

Likelihood of purchase based on age*

- 18-39: 34%
- 40-49: 38%
- 50-58: 58%
- 59+: 57%

Types of produce purchased (among those who bought this item)

- Conventional: 69%
- Organic: 12%
- Both conventional and organic: 15%
- Not sure: 4%

*Figures in thousands; Annual household income

*Considering primary household buyers
THE LIKELIHOOD OF A CAULIFLOWER PURCHASE increased according to income for the seventh consecutive year, and income seemed to mark both ends of the spectrum. Shoppers in the top income bracket ranked as the most likely to buy the cruciferous vegetable overall, while those in the bottom income bracket were among the least likely to buy.

Families without kids were more likely to buy cauliflower, at 27%, than those with kids, at 21%. Consumers with two kids living at home were among the least likely overall to buy the crunchy vegetable.

The popularity of cauliflower has been all over the map in recent years; this year Midwestern consumers were the most likely to buy when considering region, and in fact, they were among the most likely overall to make a cauliflower purchase.

African Americans were by far the least likely to buy cauliflower. Caucasians were the most apt to buy the white florets when considering ethnicity, a trend that continues from last year.

Slightly more than one-fifth of cauliflower buyers (21%) said they picked up organic product at least some of the time. Nine percent said they always bought organic cauliflower.
FOR THE FIFTH STRAIGHT YEAR, the likelihood of a celery purchase increased according to age. In fact, shoppers age 59+ comprised the group most likely overall to buy the vegetable, while those age 18-39 comprised the group least likely to buy.

Income also plays a role, with more affluent shoppers being more apt to make a celery purchase than those earning less.

Following a five-year trend, Caucasian consumers were the most likely to buy celery when considering ethnic background. This group is much more likely to opt for the crunchy vegetable than those of other ethnicities.

Eight percent of celery buyers said they always bought organic celery. When it came to periodic purchases, 21% said they grabbed organic celery at least some of the time, up from 16% who said the same last year.

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>41%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>27%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>23%</td>
</tr>
<tr>
<td>Asian</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>27%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on region

- Northeast: 35%
- Midwest: 38%
- South: 34%
- West: 38%

Likelihood of purchase based on household income*

- Less than $25: 32%
- $25-49.9: 34%
- $50-99.9: 36%
- $100+: 44%

Likelihood of purchase based on age*

- 18-39: 22%
- 40-49: 29%
- 50-58: 43%
- 59+: 52%

*Figures in thousands; Annual household income

*Considering primary household buyers

Photo Credit: iStock & Farm Journal
INCOME AND AGE ARE TWO OF THE PRIME FACTORS that affect cherry purchases. The likelihood of a purchase increased according to income for the eleventh straight year, and shoppers earning more than $100,000 annually comprised the group most likely to buy cherries overall. Shoppers age 50 and older were close behind as one of the top groups likely to buy cherries.

Over the past few years, Northeastern shoppers have been the most likely to buy cherries when it came to region; this year Midwesterners took the top spot (with Northeasterners a close second).

Shoppers in the “other” ethnic group were the most likely to buy cherries, a trend that continues from last year. For the past three years, African American consumers have been the least likely to buy this red fruit when considering ethnicity.

Fifteen percent of cherry buyers said they always selected organic fruit, a number up four percentage points from last year. Another 23% said they purchased organic cherries at least some of the time.

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>19%</td>
</tr>
<tr>
<td>40-49</td>
<td>17%</td>
</tr>
<tr>
<td>50-58</td>
<td>30%</td>
</tr>
<tr>
<td>59+</td>
<td>32%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Likelihood of purchase based on ethnicity

- White/Caucasian .................. 26%
- Black/African American .......... 16%
- Hispanic .......................... 26%
- Asian .................................. 19%
- Other ................................. 29%

World’s Sweetest Tree Ripened Cherries

VARIETALS
JULY—SEPT 2020:
Bing, Rainier, Regina, Lapin, Skeena, Sweetheart

Sales:
info@HRCherryCompany.com
541-386-2183
800-709-4722
HRCherryCompany.com

For more Fresh Trends data online, including interactive features, visit:
ThePacker.com/Fresh-Trends-Data
THE LIKELIHOOD OF A CORN PURCHASE increased according to income and age, with shoppers age 59+ and those in the top income bracket being the most likely to buy sweet corn overall.

Caucasian consumers have a particular love of corn—this is the sixth consecutive year they’ve comprised the group most likely to buy when looking at ethnicity. Asian consumers consistently rank among some of the least likely to buy corn overall.

This year households without kids were more likely to buy sweet corn, at 36%, than those with kids, at 25%. In analyzing family size, those with one child at home were the most likely to commande corn.

Perhaps not surprisingly, consumers in the “corn belt” of the Midwest were more likely to buy sweet corn than those in other regions.

Interest in organic corn remained unchanged from last year, with 18% of buyers saying they purchased organic product at least some of the time. Seven percent said they always bought organic sweet corn.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>24%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>34%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>34%</td>
</tr>
<tr>
<td>$100+</td>
<td>44%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>25%</td>
</tr>
<tr>
<td>40-49</td>
<td>27%</td>
</tr>
<tr>
<td>50-58</td>
<td>39%</td>
</tr>
<tr>
<td>59+</td>
<td>45%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
INTEREST IN THIS TRADITIONALLY SEASONAL FAVORITE is largely driven by income, with consumers who earn $50,000 or more being the most likely to buy cranberries. In fact, this group is twice as likely to make a purchase than those in the lowest income bracket.

This is the ninth consecutive year that the likelihood of a cranberry purchase has increased according to income.

Families with kids were more likely to buy cranberries than those without; those with two children living at home were the most likely overall to buy cranberries.

FOLLOWING A MULTI-YEAR TRENDS, the likelihood of a cucumber purchase increased according to income and age. Shoppers age 50+ were quite a bit more likely to select this salad vegetable than younger consumers, as was the case last year.

While field grown cucumbers win out as the most popular variety choice with 38% of consumers, an even higher percentage—44%—said they had no preference at all when it came to cucumber varieties.

In Fresh Trends 2019, families with kids were slightly more likely to buy cucumbers; this year families without kids clearly were more apt to buy the vegetable. Consumers with one child living at home were the most likely to add this veggie to their repertoire.

Caucasian consumers and Asian shoppers favored cucumbers more than those of other ethnicities.

Varieties consumers prefer to purchase

- No preference: 44%
- Field grown: 38%
- Hothouse or greenhouse grown: 18%

*Figures in thousands; Annual household income*
TWENTY-FIVE PERCENT of Fresh Trends 2020 respondents* reported buying dates in the past 12 months, with 15% saying they also purchased value-added products such as chopped dates or date rolls. Shoppers age 18-39 were by far the most likely to make a purchase, and twice as likely as those 40 and younger. Medjool dates were the most popular variety, although nearly a quarter of those surveyed said they didn’t know what variety they had purchased.

25% of customers purchased dates within the past 12 months.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>16%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>24%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>39%</td>
</tr>
<tr>
<td>$100+</td>
<td>21%</td>
</tr>
</tbody>
</table>

Varieties consumers prefer to purchase

<table>
<thead>
<tr>
<th>Variety</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medjool</td>
<td>51.46%</td>
</tr>
<tr>
<td>Deglet noor</td>
<td>30.99%</td>
</tr>
<tr>
<td>Other</td>
<td>14.04%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>22.22%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

*683 shoppers were questioned about date and nut purchases separately from the main Fresh Trends 2020 survey.

www.SunDateUSA.com
SALES: (760) 391-5400
AFFLUENT SHOPPERS ARE MORE LIKELY to buy eggplant than those who earn less. In fact, shoppers earning more than $100,000 annually were twice as likely to buy the purple veggie than those in the lowest income bracket, as was the case the past two years. Asian consumers heavily favor eggplant; in fact, those shoppers are two or more times more likely to grab eggplant than those in any other ethnic group. Asian shoppers were the most likely to buy eggplant overall, as a matter of fact.

For a dozen years now, shoppers in the Northeast have comprised the region most likely to buy eggplant. This year was no different. The likelihood of an eggplant purchase increased steadily according to income and age.

Thirteen percent of eggplant buyers said they always purchased organic product, as was the case last year. Twenty-eight percent said they selected organic eggplant at least some of the time, up from 26% who said so last year.

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>10%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>14%</td>
</tr>
<tr>
<td>Asian</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>8%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>9%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>11%</td>
</tr>
<tr>
<td>$100+</td>
<td>16%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>9%</td>
</tr>
<tr>
<td>40-49</td>
<td>10%</td>
</tr>
<tr>
<td>50-58</td>
<td>11%</td>
</tr>
<tr>
<td>59+</td>
<td>12%</td>
</tr>
</tbody>
</table>

Types of produce purchased (among those who bought this item)

- Conventional: 65%
- Organic: 13%
- Both conventional and organic: 15%
- Not sure: 7%

*Figures in thousands; Annual household income

*Considering primary household buyers

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
FOLLOWING A WELL-ESTABLISHED TREND, the likelihood of a garlic purchase increased according to income. Consumers in the top income bracket comprised one of the most likely groups to buy garlic overall and those in the lowest income bracket were among the least likely overall to buy this year.

Shoppers in prime garlic-growing country—the West—were the most likely to buy garlic overall (in addition to Asian shoppers), a trend now in its ninth year.

Garlic is popular among consumers of all ages, but those age 50 and older were more apt to buy the pungent vegetable than younger shoppers. Asian and Hispanic shoppers continue to comprise the ethnic groups most likely to buy.

One-third of consumers without kids living at home bought garlic in the past year, while only 27% of families with kids did the same. The likelihood of a purchase increased according to number of children in the home.

More than one-fifth (21%) of garlic buyers said they opted for organic garlic at least some of the time. Nine percent said they always selected organic product.

### Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>28%</td>
</tr>
<tr>
<td>40-49</td>
<td>28%</td>
</tr>
<tr>
<td>50-58</td>
<td>32%</td>
</tr>
<tr>
<td>59+</td>
<td>35%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

### Types of produce purchased (among those who bought this item)

![Produce Types Diagram](Image)

- Conventional: 74%
- Organic: 9%
- Both conventional and organic: 11%
- Not sure: 5%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
THE LIKELIHOOD OF A GRAPEFRUIT PURCHASE INCREASED according to income for the seventh consecutive year in Fresh Trends 2020. Consumers earning more than $100,000 annually—the group most likely overall to buy grapefruit—were twice as likely to buy the citrus fruit than those in the lowest income bracket—one of the least likely to buy.

Despite its tart taste profile, grapefruit is more popular in households with kids than in families without kids. Families with two or more children living at home were the most likely to buy grapefruit when considering family size.

Shoppers age 59+ were quite a bit more likely to buy grapefruit than those younger than them.

Thirteen percent of grapefruit buyers said they always selected organic fruit. More than one-quarter of buyers (26%) said they bought organic grapefruit at least some of the time, a number up from 19% who said so last year.

Likelihood of purchase based on ethnicity
White/Caucasian ........................................ 13%
Black/African American ............................11%
Hispanic.................................................... 11%
Asian...................................................... 19%
Other ...................................................... 7%

Likelihood of purchase based on age*
18-39 ....................................................... 12%
40-49 ....................................................... 11%
50-58 ....................................................... 11%
59+ .......................................................... 16%

* Considering primary household buyers

Likelihood of purchase based on gender
14%................................................................... Male
12%................................................................... Female

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
GRAPES WERE THE FOURTH MOST POPULAR FRUIT in Fresh Trends 2020. Seedless grapes have been the variety of choice for years, and consumers this year were more likely to favor green and red seedless grapes, with fewer opting for blue/black varieties. (A very small percentage of shoppers says they prefer seeded grapes, and 8% noted no preference at all when it came to variety.)

Age plays a role in grape purchases; in fact, purchasing patterns seem to be defined right at age 50. Consumers in their fifties and older were the most likely overall to buy grapes, while those in their forties were the least likely overall to buy grapes this year.

Varieties consumers prefer to purchase
- Green seedless .......... 44%
- Red seedless ............ 34%
- Blue/black seedless ...... 9%
- Green with seeds .......... 3%
- Red with seeds ........... 2%
- Blue/black with seeds .... 2%

Ways consumers use grapes
- As a snack 88%
- As a dessert 18%
- As a salad 13%
- As a side dish 13%
- As an ingredient in a recipe 12%
- As an appetizer 10%

The likelihood of a green bean purchase increased according to income for the eleventh straight year, with consumers who earned more than $100,000 annually being among the most likely to buy the beans overall.

Consumers age 50 and older were quite a bit more likely to buy green beans than younger shoppers; in fact, this group was the most likely overall to make a green bean purchase (along with Midwestern shoppers and those in the highest income bracket).

Families without kids were a bit more likely to buy the vegetable, at 28%, than those with kids living at home, at 25%, but the likelihood of a purchase increased according to the number of children in the home.

For the third straight year, Caucasian consumers comprised the ethnic group most likely to buy green beans. Asian consumers had taken the top spot for the previous three-year period.

Types of produce purchased (among those who bought this item)

Organic 10%
Both conventional and organic 12%
Not sure 7%
Conventional 71%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
AGE PLAYS A PART in green onion purchases, and age 50 seems to be the deciding factor. Shoppers age 50 and older were more likely to buy the vegetable—in fact, they were one of the most likely groups to buy overall—than those younger. Consumers in their 40s were among the least likely to buy green onions overall, along with those in the lowest income bracket and African American shoppers.

The likelihood of a green onion purchase increased according to income for the fourth consecutive year, with those in the top income bracket being among the most likely to buy the mildly pungent vegetable overall.

Consumers without kids were a bit more likely to buy green onions, at 26%, than those with kids living at home, at 23%, but the likelihood of a purchase increased according to the number of children in the home.

Slightly more than one-quarter of green onion buyers (26%) said they selected organic product at least some of the time, up from 20% who said so last year. Twelve percent said they opted for organic at least some of the time.

Likelihood of purchase based on gender

- Male: 23%
- Female: 27%

Likelihood of purchase based on household income*

- Less than $25: 19%
- $25-49.9: 25%
- $50-99.9: 27%
- $100+: 28%

*Figures in thousands; Annual household income

Likelihood of purchase based on age*

- 18-39: 22%
- 40-49: 19%
- 50-58: 29%
- 59+: 29%

*Considering primary household buyers

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Photo Credit: iStock & Farm Journal
Fresh Ingredients Make All the Difference

Boskovich has been the Category Leader in Cilantro for decades. We were the first to grow it and today we have a history that assures you of the freshest quality and consistent supply. At Boskovich Farms we believe, when you start with the best, everything else just falls into place.

Celebrating 100 years and still growing!
FOR THE EIGHTH STRAIGHT YEAR, the likelihood of a honeydew purchase increased according to income, with shoppers earning more than $100,000 annually being among the most likely to buy the green-fleshed melon overall.

Shoppers age 50 and older seek out honeydew more than younger consumers, but those age 59+ were the most likely group overall to make a honeydew purchase (followed by those in the Northeast and those in the top income bracket). On the flip side, consumers in their 40s were the least likely to buy honeydew overall.

Last year shoppers in the West comprised the region most likely to buy honeydew; this year shoppers in the Northeast were the most likely to make a purchase.

Fifteen percent of honeydew buyers said they always opted for organic melons; 27% said they purchased organic honeydew at least some of the time (21% said so last year).

ORGANIC KALE IS WILDLY POPULAR among consumers. One-fifth of kale buyers said they always bought the organic greens. This year growth in periodic organic kale purchases skyrocketed—with 43% of buyers saying they purchased organic kale at least some of the time—up from 26% who said so in Fresh Trends 2019. Consumers in their 40s and those living in the West were the most likely to make a periodic organic kale purchase.

Kale continues to be a favorite of Asian shoppers; Fresh Trends 2020 marks the fourth straight year that Asian consumers have comprised the top ethnic group for kale purchases.

Younger shoppers are still warming up to the idea of kale. Consumers younger than 40 were much less likely to buy kale than those 40 and older.
**Ways consumers use kiwifruit**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a snack</td>
<td>66%</td>
</tr>
<tr>
<td>As a dessert</td>
<td>18%</td>
</tr>
<tr>
<td>As a salad</td>
<td>16%</td>
</tr>
<tr>
<td>As a side dish</td>
<td>14%</td>
</tr>
<tr>
<td>As an ingredient in a recipe</td>
<td>13%</td>
</tr>
<tr>
<td>As an appetizer</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Varieties consumers prefer to purchase**

- **Green kiwifruit ..61%**
- Golden kiwifruit .......20%
- No preference ...........17%

**Likelihood of purchase based on household income***

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>7%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>10%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>11%</td>
</tr>
<tr>
<td>$100+</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

**KIDS LOVE KIWIFRUIT**, and that is reflected in the fact that families with kids were more likely to buy the fuzzy fruit than those without kids. The likelihood of a purchase increased according to the number of children in the household, and consumers with three kids at home were among the most likely to buy kiwi overall. Probably because of the family factor, shoppers age 58 and younger were the most likely to buy kiwi when considering age—purchases fell sharply for consumers age 59+.

The traditional green-fleshed kiwifruit is the most popular, with 61% of shoppers saying they preferred this variety. The golden kiwi is a top choice for 20% of shoppers (17% said they had no preference at all).

This fruit is a hearty and sweet snack, and two-thirds of kiwi buyers used the fruit in this way. It also makes a healthy dessert—18% served it this way. Kiwi was also popular as a salad (16% said so) and a side dish (14% used it this way).

The likelihood of a kiwi purchase increased according to income for the fourth consecutive year. Hispanic and Asian shoppers were the most likely ethnic groups to buy kiwi, and in fact, they were the most likely to buy the fruit overall this year.

More than one-third of kiwi buyers (34%) said they selected organic fruit at least some of the time, up from 22% who said the same last year. One-fifth of kiwi buyers said they always bought organic fruit.

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
FOR A DOZEN YEARS, the likelihood of a lemon purchase has increased according to income. Consumers earning $100,000 or more annually were among the most likely to buy the citrus fruit overall. Lemons are a favorite of Hispanic consumers, with half of this group saying they bought lemons in the past year, which is significant since only 35% of the general population said the same. Asian shoppers were among the least likely to buy the yellow fruit.

While families without kids were more likely to buy lemons than those with kids, the likelihood of a lemon purchase increased according to the number of children in the household. Shoppers in the South and West were more apt to buy the sour fruit than those in other regions.

When it came to organic purchases, 8% of lemon buyers said they always selected organic fruit. Twenty-two percent said they opted for organic lemons at least some of the time.

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>31%</td>
</tr>
<tr>
<td>40-49</td>
<td>36%</td>
</tr>
<tr>
<td>50-58</td>
<td>36%</td>
</tr>
<tr>
<td>59+</td>
<td>38%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on ethnicity

- White/Caucasian: 34%
- Black/African American: 29%
- Hispanic: 50%
- Asian: 26%
- Other: 37%

Likelihood of purchase based on presence of children

- Have kids: 30%
- 1 kid: 30%
- 2 kids: 28%
- 3 or more kids: 32%
- No kids: 37%

*Figures in thousands; Annual household income

*Considering primary household buyers

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>27%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>35%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>37%</td>
</tr>
<tr>
<td>$100+</td>
<td>39%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on presence of children

- Have kids: 30%
- 1 kid: 30%
- 2 kids: 28%
- 3 or more kids: 32%
- No kids: 37%
Types of produce purchased (among those who bought this item)

- Organic: 8%
- Both conventional and organic: 14%
- Conventional: 73%
- Not sure: 5%

Likelihood of purchase based on gender

- Male: 33%
- Female: 36%

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---

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To share the fruits of our labor, contact us at sales@sunkistgrowers.com, 661-290-8800, or visit sunkist.com.
BULK LETTUCE WAS THE SIXTH MOST POPULAR vegetable in Fresh Trends 2020, and its close cousin—salad mix—was fourth on the list this year. It’s clear leafy greens are popular across many fronts.

Shoppers crave the crisp leaves of romaine lettuce most of all—it was the top variety of choice for the sixth straight year. Iceberg came in a strong second, and far fewer folks chose leaf lettuce.

In Fresh Trends 2019, interest in lettuce declined as age increased, but this year the opposite was true. Shoppers age 50 and older were more likely to buy the leafy vegetable than younger consumers.

Ways consumers use lettuce

<table>
<thead>
<tr>
<th>Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a salad</td>
<td>83%</td>
</tr>
<tr>
<td>As an ingredient in a recipe</td>
<td>26%</td>
</tr>
<tr>
<td>As a side dish</td>
<td>21%</td>
</tr>
<tr>
<td>As a main dish</td>
<td>12%</td>
</tr>
<tr>
<td>As an appetizer</td>
<td>9%</td>
</tr>
<tr>
<td>As a snack</td>
<td>9%</td>
</tr>
</tbody>
</table>

Varieties consumers prefer to purchase

- Romaine: 39%
- Iceberg: 37%
- Leaf: 12%
- Boston/bib: 3%
- No preference: 9%

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

THIS GREEN CITRUS FRUIT IS POPULAR with certain crowds, and Hispanic shoppers lead the pack. More than one-third (34%) of Hispanic consumers purchased limes in the past year.

Lime purchases have experienced a dozen years of increasing according to income. Shoppers in the top income bracket were twice as likely to buy limes as those earning less than $25,000 annually—a trend that continues from last year. In fact, consumers earning more than $100,000 were among the most likely to buy limes overall (after Hispanic shoppers).

For the fifth year in a row, Western consumers were more likely to buy limes than those in other regions. Midwestern shoppers comprised the region least likely to buy.

Shoppers over 50 were more likely to buy limes than younger shoppers. The same was true last year, but for 2020 the line clearly seems to fall at age 50.
This tropical fruit has some dedicated followers. Families with kids were more likely to buy mangoes than those without kids, particularly those with two or more children living at home. In fact, that group was one of the most likely to buy mangoes overall.

Hispanic shoppers and Asian consumers have been among the most likely to buy mangoes for the past six years. They were the most likely segments of the population to buy mangoes overall in Fresh Trends 2020.

Probably because of access to the fruit, Western shoppers have been the top regional purchasers of mangoes for the past five years. Nearly one-third of mango buyers said they selected organic fruit at least some of the time, up from 24% who said so last year. Organic-only purchases remained the same, with 13% of buyers saying they always bought organic mangoes in both 2019 and 2020. Ê

### Likelihood of purchase based on ethnicity

- White/Caucasian: 12%
- Black/African American: 16%
- Hispanic: 28%
- Asian: 29%
- Other: 7%

### Likelihood of purchase based on household income

- Less than $25: 10%
- $25-49.9: 15%
- $50-99.9: 18%
- $100+: 15%

### Likelihood of purchase based on age

- 18-39: 18%
- 40-49: 15%
- 50-58: 12%
- 59+: 13%

*Figures in thousands; Annual household income

*Considering primary household buyers

---

Photos: Stock & Farm Journal
Likelihood of purchase based on gender

14%  16%

Likelihood of purchase based on presence of children

Have kids. . . . . 19%
1 kid . . . . . . . . 16%
2 kids . . . . . 21%
3 or more kids. . 21%
No kids . . . . . 13%

Mango messaging that sells!

• Bin displays and seasonal headers
• Eye-catching graphics
• 40% lift in sales volume

TALK TO YOUR ACCOUNT MANAGERS ABOUT AVAILABILITY!

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Photos: Stock & Farm Journal
THE WIDE VARIETY OF TYPES of mushrooms makes the fungi an easy go-to choice for many dishes, even as a stand-alone choice. The traditional white/button mushroom is favored by most consumers, with 44% of shoppers saying they liked that variety best. Nearly a quarter of buyers said they preferred portabellas, but almost as many (21%) said they had no preference at all when it came to variety.

Because of the varied types, sizes and flavor profiles of mushrooms, their use in recipes is a must. Three-quarters of buyers said they fixed dishes with mushrooms as part of the ingredients. The fungi was also popular in side dishes and as part of a salad, according to Fresh Trends 2020. Shoppers also like the convenience of prepared mushrooms—77% of buyers said they had purchased sliced mushrooms in the past year.

The likelihood of a mushroom purchase increased according to age for the third consecutive year, with shoppers age 50 and older being more likely to buy than younger consumers.

For the seventh consecutive year, the likelihood of a mushroom purchase increased according to income. Consumers earning more than $100,000 annually were the most likely overall to buy mushrooms, followed by those age 59+ and those living in the West.

Western consumers have been the most likely to purchase mushrooms when it comes to region for five of the past six years.

While most consumers purchased conventionally grown mushrooms, 22% of buyers said they opted for organic fungi at least some of the time. Seven percent said they always bought organic mushrooms.

Purchased sliced mushrooms in the past year
Yes ....................... 77%
No ......................... 20%
Not sure .................. 2%

Likelihood of purchase based on household income*
Less than $25 27%
$25-49.9 32%
$50-99.9 38%
$100+ 44%

Likelihood of purchase based on age*
18-39 26%
40-49 33%
50-58 39%
59+ 43%

*Figures in thousands; Annual household income

Varieties consumers prefer to purchase
White button .......... 44%
Crimini/small brown ... 10%
No preference .......... 21%

Ways consumers use mushrooms
As an ingredient in a recipe 75%
As a side dish 37%
As a salad 30%
As a main dish 15%
As an appetizer 14%
As a snack 8%
**Mushrooms**

Types of produce purchased (among those who bought this item)

- Conventional 74%
- Both conventional and organic 15%
- Organic 7%
- Not sure 4%

**Likelihood of purchase based on ethnicity**

- White/Caucasian 37%
- Black/African American 23%
- Hispanic 31%
- Asian 33%
- Other 37%

**Likelihood of purchase based on gender**

- 31% for men
- 37% for women

**Affluence and Ethnicity** seem to make a difference when considering specialty mushrooms—varieties like enoki, morel, oyster, shiitake and portabella.

Income clearly defines specialty mushroom purchases. *Fresh Trends 2020* marks the eleventh year that the likelihood of a purchase has increased according to income.

Consumers in the top income bracket were three times more likely to buy these specialty items than those earning less than $25,000 annually.

African American shoppers were the least likely overall to buy specialty mushrooms, a trend now in its fourth year. Those in the “other” category were the most likely to buy the vegetable with regard to ethnicity; in fact, they were three times more likely to buy than African Americans.

Quite a few consumers opt for organic specialty mushrooms. More than one-third of buyers (35%) said they chose organic shrooms at least some of the time (last year 23% said so).

**Fresh Trends 2020**

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OLDERSHOPPERS HAVE BEEN more apt to buy nectarines for several years than those younger. In fact, buyers age 59 and older have been among the most likely to buy the stone fruit overall during the past three years. Western shoppers—who have been most likely to buy the past three years—maintained that trend, with Northeasterners close on their heels. In fact, these two segments of the population were some of the most likely overall to buy nectarines along with those age 59+ and Hispanic consumers.

Hispanic and Asian shoppers were the most likely groups to buy this smooth-skinned stone fruit when it came to ethnicity, while African American and “other” consumers were less likely to buy.

The likelihood of a nectarine purchase generally increased according to income, with purchases being the most likely for those earning $25,000 or more annually.

### Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Likely to Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>10%</td>
</tr>
<tr>
<td>40-49</td>
<td>16%</td>
</tr>
<tr>
<td>50-58</td>
<td>12%</td>
</tr>
<tr>
<td>59+</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

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**NUTS ARE A CONSUMER FAVORITE,** with 77% of Fresh Trends 2020 respondents* saying they made a purchase (excluding peanuts) within the past 12 months. Although shoppers in all income brackets reported buying nuts, those making $50,000 to $99,000 a year were the most likely to make a purchase. Men and women were almost as likely to make a purchase. Almonds were the most popular variety among consumers, with cashews a close second. Pecans were the third most popular variety.

### Varieties consumers prefer to purchase

- **Almonds** .............. 74.52%
- **Cashews** .......... 70.72%
- Hazelnuts.......... 20.72%
- Pecans ............... 49.81%
- Pistachios ............ 49.43%
- Walnuts, black ...... 14.07%
- Walnuts, English 32.70%
- Other .................. 10.65%

## Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>15%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>27%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>28%</td>
</tr>
<tr>
<td>$100+</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

*683 shoppers were questioned about date and nut purchases separately from the main Fresh Trends 2020 survey.*
CALIFORNIA GROWN...
FAMILY OWNED

NON-GMO PISTACHIOS

Nichols Farms is a 4th generation family farm. We care for people & we care for the land - that’s the recipe for our delicious, artisan pistachios.

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nicholsfarms.com
Adding flavor is the name of the game for onions, and this vegetable finds its way into a variety of households in the name of flavor. In fact, onions tied with tomatoes as the No. 2 vegetable on the Fresh Trends 2020 survey after potatoes. Onions also tied for the third-most-popular spot on the survey (after bananas and potatoes).

Age matters when it comes to onions. For the third consecutive year, consumers age 59+ comprised the group most likely to buy the pungent vegetable overall. Shoppers over 50 were more likely than most to select the bulbs; meanwhile, consumers age 18-39 were among the least likely overall to buy onions.

Families without children were among the most likely overall to buy onions, although the likelihood of a purchase in families with kids increased according to the number of children in the household.

The likelihood of an onion purchase generally increased according to income.

Northeastern consumers were less likely to buy onions than their counterparts in other regions. This marks the third straight year that Caucasian consumers were more likely to buy onions than those of other ethnicities.

Nearly eight in 10 onion buyers (77%) bought conventionally grown onions, but eighteen percent said they opted for organic onions at least some of the time. Seven percent said they always bought organic product.

---

Likelihood of purchase based on ethnicity

- White/Caucasian: 57%
- Black/African American: 41%
- Hispanic: 50%
- Asian: 47%
- Other: 46%

Likelihood of purchase based on household income*

- Less than $25: 47%
- $25-49.9: 55%
- $50-99.9: 54%
- $100+: 57%

*Figures in thousands; Annual household income

---

Likelihood of purchase based on region

- West: 56%
- Midwest: 54%
- South: 54%
- Northeast: 48%
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“The sweet taste of Vidalia® will keep you coming back for more.”
CHEF SHANNEN TUNE
Chopped Winner

⭐⭐⭐⭐⭐
“Vidalia® is my life’s work and I could not be more proud! How sweet it is!”
JOHN SHUMAN
President & CEO of Shuman Farms
Our fresh Vidalia onions are sweet and mild. This versatility means they’re perfect for a variety of preparations.

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**Likelihood of purchase based on presence of children**

- Have kids: 42%
- 1 kid: 38%
- 2 kids: 46%
- 3 or more kids: 50%
- No kids: 59%

**Likelihood of purchase based on age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>40%</td>
</tr>
<tr>
<td>40-49</td>
<td>47%</td>
</tr>
<tr>
<td>50-58</td>
<td>63%</td>
</tr>
<tr>
<td>59+</td>
<td>68%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

**Features, visit:**
ThePacker.com/Fresh-Trends-Data

CALL (559)750-6434

Corporate Headquarters • 1582 Moffett St. Suite C, Salinas, CA 93905 (831) 755-1430 • coastlinefamilyfarms.com
39% of customers purchased oranges within the past 12 months

BRIGHT COLOR AND FLAVOR lend themselves well to oranges, which continually rank near the top of the list of most popular fruits. This year oranges were the fifth most popular fruit. (They were twelfth most popular overall.) Fresh Trends 2020 marks the tenth year that the likelihood of an orange purchase increased according to income.

Oranges are popular in all parts of the country, but this year shoppers in the West and Midwest were more apt to buy the fruit than those in other regions.

Families without kids were a bit more likely to buy oranges, at 41%, than those with kids, at 31%.

However, families with three or more kids were some of the most likely overall to buy this citrus fruit (after Asian shoppers).

Tracing the fruit along ethnic lines reveals that half of all Asian shoppers bought oranges—making them the most likely group overall to make an orange purchase. But another ethnic group—African Americans—were the least likely to buy overall. Clearly some segments of the population favor oranges over others.

Shoppers age 40 and up were more likely to make an orange purchase than younger consumers.

Nearly one-fifth of orange buyers (19%) chose organic fruit at least some of the time.

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<table>
<thead>
<tr>
<th>Likelihood of purchase based on ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian ........................................ 39%</td>
</tr>
<tr>
<td>Black/African American ........................... 30%</td>
</tr>
<tr>
<td>Hispanic ......................................................... 44%</td>
</tr>
<tr>
<td>Asian .................................................. 50%</td>
</tr>
<tr>
<td>Other ............................................................... 39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Likelihood of purchase based on household income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25 .................................................. 35%</td>
</tr>
<tr>
<td>$25-49.9 ............................................................. 39%</td>
</tr>
<tr>
<td>$50-99.9 ............................................................ 38%</td>
</tr>
<tr>
<td>$100+ ................................................................. 45%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

<table>
<thead>
<tr>
<th>Likelihood of purchase based on presence of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have kids. . . . . . . . . . . . . . . . . . . . . 36%</td>
</tr>
<tr>
<td>1 kid . . . . . . . . . . . . . . . . . . . . . . 31%</td>
</tr>
<tr>
<td>2 kids . . . . . . . . . . . . . . . . . . . . . . 36%</td>
</tr>
<tr>
<td>3 or more kids. . . . . . . 49%</td>
</tr>
<tr>
<td>No kids . . . . . . . . . . . . . . . . . . . . . . 41%</td>
</tr>
</tbody>
</table>
Oranges

by Sunkist

Year after year, crop after crop, we devote ourselves to making sure each and every Navel orange is sweet, seedless, and seriously juicy. Because “good enough” isn’t good enough on our groves.

To share the fruits of our labor, contact us at sales@sunkistgrowers.com, 661-290-8800, or visit sunkist.com.
THIS TROPICAL FRUIT APPEALS to affluent and young shoppers. Affluent consumers were more likely to pick up papayas than those earning less—the delineating line seemed to fall at about $50,000 (annual income).

Younger shoppers also love papayas. In fact, consumers younger than 50 have been more likely to buy the tropical fruit than older shoppers for years; this year shoppers younger than 40 were the top age group to buy the sweet fruit.

Although papayas are one of the least purchased commodities in the Fresh Trends survey, those who buy the fruit are really keyed into organic product. This year half of all papaya buyers said they purchased organic fruit at least some of the time—double the number who said the same last year. Nearly three in 10 (29%) said they always grabbed organic papaya.

Papayas have a dedicated following in families with kids. In fact, this group was nearly twice as likely to pick papayas this year as those without kids living in the home. Families with two children in the household were among the most likely to buy papayas overall.

Asian consumers seek out papayas; they’ve been one of the most likely purchasers of papayas for seven years now. This year they were the group most likely to buy the tropical fruit overall.

### Likelihood of purchase based on household income*

- Less than $25: 3%
- $25-49.9: 6%
- $50-99.9: 8%
- $100+: 8%

*Figures in thousands; Annual household income

### Likelihood of purchase based on age*

- 18-39: 8%
- 40-49: 5%
- 50-58: 5%
- 59+: 6%

*Considering primary household buyers

### Likelihood of purchase based on ethnicity

- White/Caucasian: 5%
- Black/African American: 5%
- Hispanic: 11%
- Asian: 17%
- Other: 0%

### Types of produce purchased (among those who bought this item)

- Conventional: 49%
- Organic: 29%
- Both conventional and organic: 21%
- Not sure: 1%
THE LIKELIHOOD OF A PEACH PURCHASE INCREASED according to income and age for the third straight year.

Older shoppers were quite a bit more likely to buy peaches than their younger counterparts, with those age 59 and older being the most likely to buy the fruit overall.

Peaches are popular among all ethnicities. This year those in the “other” category were more apt to buy peaches than those of other ethnic backgrounds, but last year it was Asians who took the lead, and in Fresh Trends 2018 Hispanics claimed the top spot in regard to ethnicity.

One-third of families without kids bought peaches, while only 26% of those with kids living at home said the same. This year those with three or more children were the least likely overall to buy the fuzzy fruit. Shoppers in the West were more likely to buy the stone fruit than those in other regions, as was the case last year.

One-tenth of peach buyers said they always bought organic fruit. Twenty-two percent said they opted for organic at least some of the time, up from 19% who said so last year.

**Likelihood of purchase based on household income**

- **Less than $25**: 24%
- **$25-49.9**: 28%
- **$50-99.9**: 32%
- **$100+**: 39%

**Likelihood of purchase based on ethnicity**

- White/Caucasian: 32%
- Black/African American: 21%
- Hispanic: 29%
- Asian: 24%
- Other: 34%

**Likelihood of purchase based on age**

- 18-39: 24%
- 40-49: 24%
- 50-58: 29%
- 59+: 42%

*Figures in thousands; Annual household income*

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pears

20%
of customers purchased pears within the past 12 months

Ways consumers use pears

<table>
<thead>
<tr>
<th>Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a snack</td>
<td>74%</td>
</tr>
<tr>
<td>As a dessert</td>
<td>26%</td>
</tr>
<tr>
<td>As an ingredient in a recipe</td>
<td>19%</td>
</tr>
<tr>
<td>As a salad</td>
<td>16%</td>
</tr>
<tr>
<td>As a side dish</td>
<td>13%</td>
</tr>
<tr>
<td>As an appetizer</td>
<td>9%</td>
</tr>
</tbody>
</table>

SWEET AND PORTABLE, pears make a great snack. Nearly three-quarters of pear buyers said the fruit worked well as a snack food, while more than a quarter noted pears’ use in desserts. Pears were also popular in recipes (19% said so), as part of a salad (according to 16%) and as a side dish option (13% noted).

Pear buyers continue to rank bartletts as the variety they like best, but more people said they liked anjous this year—preference for that variety climbed five percentage points from Fresh Trends 2019. Asian pears and bosc continue to have small but steady followings.

The likelihood of a pear purchase increased according to income for the third straight year. Shoppers in the top income bracket were among the most likely overall to buy pears, while those earning less than $25,000 annually were the least likely to buy overall.

Those age 59+ were among the most likely to buy the sweet fruit.

peppers

COLORFUL AND VERSATILE, BELL PEPPERS continue to rank among the top vegetables in Fresh Trends. This year the bright-hued vegetable ranked No. 5.

The likelihood of a pepper purchase increased according to income for the third year in a row. In fact, shoppers in the top income bracket were among the most likely to buy bell peppers overall—exactly half of this group said they’d bought peppers in the past year.

Age really affects pepper purchases. For the third consecutive year, the youngest shoppers—those age 18-39—were among the least likely overall to buy bell peppers. However, shoppers age 50 and older were some of the most likely to make a pepper purchase.

Peppers are popular in all regions. Over the past three years, each region has claimed the top spot—this year the West won out.

40%
of customers purchased peppers within the past 12 months

Types of produce purchased (among those who bought this item)

- Conventional: 75%
- Organic: 7%
- Both conventional and organic: 14%
- Not sure: 5%

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Specialty peppers

Shoppers looking to spice up their cooking often turn to specialty peppers. Affluent shoppers in particular were more likely to buy these special varieties (including cayenne, poblano, jalapeño, Anaheim and habanero) than those earning less, a trend that’s now in its fourth year. In fact, consumers in the highest income bracket were more than twice as likely to buy the spicy peppers as those earning less than $25,000 annually.

Demographic background plays a key role in specialty pepper purchases, with some of the most striking variances happening with regard to ethnicity. Shoppers in the “other” ethnic group were the most likely to buy the vegetable overall, while Asian and African American consumers were the least likely to buy the peppers overall.

Following a similar trend to last year, shoppers in the West and Midwest were more apt to seek out specialty peppers than those in the South and Northeast.

Twelve percent of buyers said they always selected organic specialty peppers, while 24% said they bought organic some of the time (last year only 19% said the same).

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>15%</td>
</tr>
<tr>
<td>40-49</td>
<td>11%</td>
</tr>
<tr>
<td>50-58</td>
<td>15%</td>
</tr>
<tr>
<td>59+</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Types of produce purchased (among those who bought this item)

- Conventional: 66%
- Organic: 12%
- Both conventional and organic: 12%
- Not sure: 10%

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>8%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>12%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>17%</td>
</tr>
<tr>
<td>$100+</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Likelihood of purchase based on ethnicity

- White/Caucasian: 16%
- Black/African American: 6%
- Hispanic: 12%
- Asian: 6%
- Other: 22%
THIS SWEET TROPICAL FRUIT attracts families with kids. One-quarter of those with kids living at home said they bought pineapple, compared to 23% without kids who said the same. The likelihood of a pineapple purchase increased according to the number of children in the home.

This spiky fruit is popular in every region and with every age group. This year Northeasterners were more likely to buy pineapple than those in other regions.

Income plays a role in pineapple purchases. The likelihood of a purchase increased according to income, with consumers in the lowest income bracket being the least likely to buy the fruit overall and those in the top income bracket being among the most likely to buy.

Hispanic shoppers are more likely to buy the yellow-fleshed fruit than those from other ethnic backgrounds—in fact, they have taken the top spot for three years in a row now. African American consumers were the least likely to buy pineapple overall, along with those in the lowest income bracket.

Nearly one-quarter of pineapple buyers said they opted for organic fruit at least some of the time; 11% said they always bought organic pineapple.

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>24%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>19%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>31%</td>
</tr>
<tr>
<td>Asian</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>22%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>19%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>22%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>26%</td>
</tr>
<tr>
<td>$100+</td>
<td>30%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>25%</td>
</tr>
<tr>
<td>40-49</td>
<td>24%</td>
</tr>
<tr>
<td>50-58</td>
<td>24%</td>
</tr>
<tr>
<td>59+</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
**Plums**

16% of customers purchased plums within the past 12 months

Types of produce purchased (among those who bought this item)

- **Organic**: 10%
- **Both conventional and organic**: 12%
- **Not sure**: 6%
- **Conventional**: 72%

**Likelihood of purchase based on age***

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>11%</td>
</tr>
<tr>
<td>40-49</td>
<td>15%</td>
</tr>
<tr>
<td>50-58</td>
<td>15%</td>
</tr>
<tr>
<td>59+</td>
<td>22%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

**Pomegranates**

6% of customers purchased pomegranates within the past 12 months

**Likelihood of purchase based on household income***

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>4%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>6%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>6%</td>
</tr>
<tr>
<td>$100+</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

**Although it is among the least-purchased** items in the Fresh Trends survey, this sweet fruit appeals to families with kids. Families with two or more kids living at home were among the most likely to buy pomegranates overall. Consumers with children were a bit more likely to buy than those without kids living at home.

Hispanic shoppers were almost twice as likely to buy pomegranates than those of other ethnic backgrounds. Over the past five years, Hispanic and Asian shoppers have gone back and forth vying for the top spot; Caucasian and black/African American shoppers tend to be the least likely to buy when it comes to ethnicity.

For the fourth straight year, shoppers in their 40s (and younger) were more likely to buy the red fruit than older shoppers.

**Income continues to** affect plum purchases. The likelihood of a plum purchase generally increased according to income, with shoppers in the lowest income bracket being half as likely to buy the stone fruit than those earning more than $100,000 annually.

Shoppers age 59 and older were twice as likely to buy the fruit than those younger than age 40. Preference for plums seems to increase at age 40 and continue for those older consumers.

Continuing a four-year trend, shoppers in the “other” ethnic group were the most likely to buy plums when considering ethnicity, with one-fifth of those shoppers saying they made a plum purchase last year. Region and the presence of children in the home didn’t have much effect on plum purchases this year. Consumers in the top income bracket and those age 59 and older were the most likely overall to buy plums.
POTATOES MAINTAINED THEIR SPOT as the No. 1 vegetable this year, and they were the second most popular commodity overall of those studied in Fresh Trends 2020.

A decade of survey results show that older shoppers seek out potatoes more than younger consumers; in fact, nearly three-quarters of shoppers age 59 and older said they purchased the tubers in the past year. Consumers older than age 50 comprised the most likely group to buy potatoes overall.

Potatoes’ versatility makes them the real star. More than three-quarters of potato buyers said they used them as a side dish—baked potatoes, mashed spuds, fries, hash browns—and nearly half of all users said they used the tubers as an ingredient in a recipe. Sometimes this veggie takes over the plate, with three in 10 shoppers saying they made potatoes a main dish.

One-third of potato buyers said that russets were their potatoes of choice, as was the case last year. Red-skinned spuds were the second most popular, followed by whites and Yukon gold potatoes.

Consumers without kids at home were more apt to buy potatoes, at 61%, than those with kids, at 48%—it’s possible some of

<table>
<thead>
<tr>
<th>Ways consumers use potatoes</th>
<th>77%</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a side dish</td>
<td>77%</td>
</tr>
<tr>
<td>As an ingredient in a recipe</td>
<td>49%</td>
</tr>
<tr>
<td>As a main dish</td>
<td>30%</td>
</tr>
<tr>
<td>As a salad</td>
<td>15%</td>
</tr>
<tr>
<td>As a salad</td>
<td>11%</td>
</tr>
<tr>
<td>As a snack</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Varieties consumers prefer to purchase</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Russet .................. 33%</td>
<td></td>
</tr>
<tr>
<td>Red ....................... 19%</td>
<td></td>
</tr>
<tr>
<td>White ........................ 15%</td>
<td></td>
</tr>
<tr>
<td>Yukon gold ..................... 10%</td>
<td></td>
</tr>
<tr>
<td>Fingerling ............................. 2%</td>
<td></td>
</tr>
<tr>
<td>Purple ............................. 2%</td>
<td></td>
</tr>
<tr>
<td>No preference ....................................... 17%</td>
<td></td>
</tr>
</tbody>
</table>

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>44%</td>
</tr>
<tr>
<td>40-49</td>
<td>47%</td>
</tr>
<tr>
<td>50-58</td>
<td>65%</td>
</tr>
<tr>
<td>59+</td>
<td>73%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Klondike Rose adds a new twist to your traditional recipes. It’s creamy golden texture and buttery flavor is sure to please.

Klondike Rose
The Healthy Potato Company
800-767-6104

Potandon Produce
The Healthy Potato Company
800-767-6104

To see more varieties, visit www.klondikebrands.com

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this trend could be related to age. Caucasians favor this starchy vegetable more than those of other ethnicities; they were among the most likely to buy potatoes overall, while those in the “other” category and African American shoppers were the least likely to buy.

Likely because of proximity to growing regions, Midwestern shoppers were more likely to buy spuds than their counterparts in other regions—those in the Northeast were least likely to buy when considering locale. Although affordable for all income levels, shoppers earning more than $25,000 annually were more likely to buy potatoes than those earning less.

Most shoppers purchase conventionally grown potatoes. However, 18% of buyers said they purchased organic spuds at least some of the time; 6% said they always bought organic potatoes.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>54%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>57%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>57%</td>
</tr>
<tr>
<td>$100+</td>
<td>58%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Likelihood of purchase based on region

<table>
<thead>
<tr>
<th>Region</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>56%</td>
</tr>
<tr>
<td>Midwest</td>
<td>61%</td>
</tr>
<tr>
<td>Northeast</td>
<td>49%</td>
</tr>
<tr>
<td>South</td>
<td>59%</td>
</tr>
</tbody>
</table>

Types of produce purchased (among those who bought this item)

- **Organic**: 6%
- **Conventional**: 78%
- **Both conventional and organic**: 12%
- **Not sure**: 5%

Likelihood of purchase based on ethnicity

- **White/Caucasian**: 62%
- **Black/African American**: 40%
- **Hispanic**: 46%
- **Asian**: 46%
- **Other**: 39%

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To drive retail sales, Potatoes USA partnered with Kantar insights to conduct a Path to Purchase study to learn where and how consumers decide to purchase fresh potatoes. This study was highly detailed on the different types of retailers and shoppers with insights tailored to meet the diverse needs of fresh retail environments, like yours.

Study insights include:

- Purchase drivers, including pre-shop and in-store
- Online shoppers
- Shopper journeys by retail type
- Shopping by potato type

84% Know they are buying potatoes before they go shopping

TOTAL STORE

DEMOGRAPHICS:

- Millennials
- Boomers
- Gen X and Gen Z

Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

AREAS BEING PURCHASED:

- 26% Urban
- 26% Rural
- 47% Suburban

SHOPPING ACTIVITIES

PRE-SHOP ACTIVITIES:

Display on Previous Visits 25%
Recipes 13%
TV 11%
Flyer Ad 9%
Social Media 8%
Promotion 8%
Smartphone 8%

IN-STORE ACTIVITIES:

Display 29%
Price 18%
Package Size 17%
Promotion 13%
Special Display 12%

Get tailored study insights at PotatoRetailer.com
FOR THE THIRD YEAR IN A ROW, the likelihood of a radish purchase increased according to income and age. Shoppers age 59 and older comprised the group most likely overall to buy radishes, followed by those earning more than $100,000 annually. Both the oldest and most affluent groups were more than twice as likely to buy radishes than those in the lowest end of those groups—in fact, shoppers in the lowest income and age groups were the least likely to buy radishes overall.

A four-year trend shows that Caucasian consumers generally favor radishes more than those of other ethnicities, although this year shoppers in the “other” category were more apt to buy the root vegetable when it came to ethnicity.

This spicy vegetable appeals more to families without kids and more to males than female shoppers.

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>9%</td>
</tr>
<tr>
<td>40-49</td>
<td>12%</td>
</tr>
<tr>
<td>50-58</td>
<td>13%</td>
</tr>
<tr>
<td>59+</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

RASPBERRYS ARE DRIVEN by income. Consumers in the highest income bracket—the group most likely to buy the berries overall—were more than twice as likely to buy the berries than those in the lowest income bracket—the group least likely to buy overall. This marks the ninth year that the likelihood of a raspberry purchase has increased according to income.

In addition to affluent shoppers, Caucasian consumers, those age 59 and older, and those living in the Midwest were among the most likely to buy raspberries.

Marketing to African American consumers seems like a smart move. For the past five years, this ethnic group has been the least likely to buy the berries, a trend that continues this year. Black shoppers are consistently among the least likely to buy the fruit year after year.

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>8%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>13%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>17%</td>
</tr>
<tr>
<td>$100+</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Types of produce purchased (among those who bought this item)

- Conventional: 66%
- Organic: 14%
- Both conventional and organic: 17%
- Not sure: 3%

Rasberries are a popular choice among consumers.
FOR THE THIRD CONSECUTIVE YEAR, the likelihood of a salad mix purchase increased according to age. While the youngest shoppers (age 18-39) have been less likely to buy salad mix than those age 40+ for several years, this year the delineating line seemed to fall at age 50. Consumers age 50 and older were more likely to buy the greens than younger shoppers.

Shoppers like variety within their salad mix blends. Following last year’s trend, iceberg mixes were last on the list in popularity when it came to variety. Mixed greens were the most popular choice of consumers—a trend that continues from Fresh Trends 2019.

Families without kids at home were more likely to buy salad mix, at 45%, than those with kids, at 34%. Consumers with one child at home were more likely to buy the greens than those with more kids.

31% of customers purchased spinach within the past 12 months.

Varieties consumers prefer to purchase

<table>
<thead>
<tr>
<th>Variety</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby</td>
<td>46%</td>
</tr>
<tr>
<td>Regular</td>
<td>29%</td>
</tr>
<tr>
<td>No preference</td>
<td>25%</td>
</tr>
</tbody>
</table>

Ways consumers use spinach

<table>
<thead>
<tr>
<th>Use</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a salad</td>
<td>66%</td>
</tr>
<tr>
<td>As an ingredient in a recipe</td>
<td>50%</td>
</tr>
<tr>
<td>As a side dish</td>
<td>39%</td>
</tr>
<tr>
<td>As a main dish</td>
<td>12%</td>
</tr>
<tr>
<td>As a snack</td>
<td>8%</td>
</tr>
<tr>
<td>As an appetizer</td>
<td>7%</td>
</tr>
</tbody>
</table>

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data
sprouts

SPROUTS ARE AN ASIAN FAVORITE. Consumers of that ethnicity have been the most likely overall to buy the vegetable for five of the past six years, including results from Fresh Trends 2020. Asian shoppers were nearly twice as likely to buy sprouts as those of all other ethnicities.

Sprout buyers were largely likely to select organic product, with 43% of consumers saying they chose organic sprouts at least some of the time. Shoppers age 18-39 and those part of the “other” demographic group were the most likely overall to make a periodic organic sprouts purchase. More than one-fifth of buyers (21%) said they always bought organic sprouts.

Shoppers in their 40s were more likely to purchase the vegetable than those older or younger. Those shoppers, along with Asian consumers, were among the most likely overall to buy, along with those living in the Northeast and those earning $50,000-100,000 annually.

While the presence of children seemed to have little effect on sprout purchases overall, families with one child living at home were more likely to buy the veggie than those with more kids.

Types of produce purchased (among those who bought this item)

- Organic 21%
- Both conventional and organic 22%
- Conventional 51%
- Not sure 2%

Likelihood of purchase based on gender

- Male 7%
- Female 5%

Likelihood of purchase based on age*

- 18-39 5%
- 40-49 8%
- 50-58 6%
- 59+ 6%

Likelihood of purchase based on household income*

- Less than $25 3%
- $25-49.9 6%
- $50-99.9 8%
- $100+ 5%

Likelihood of purchase based on ethnicity

- White/Caucasian ......................... 5%
- Black/African American .............. 5%
- Hispanic ................................. 7%
- Asian ................................. 13%
- Other ..................................... 7%

Likelihood of purchase based on income*  

* Figures in thousands, Annual household income

For more Fresh Trends data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Photos: Adobe Stock, iStock & Farm Journal
FRESH TRENDS 2020 MARKS THE EIGHTH consecutive year that the likelihood of a squash purchase increased according to income. The defining line seemed to happen with consumers earning $50,000+ annually, as was the case last year. This group of affluent consumers was one of the most likely groups overall to buy squash.

Older consumers have an affinity for squash, with those age 59 and older comprising the age group most likely to buy squash for the third straight year. In fact, this group was the most likely to buy squash overall. African American shoppers were the least likely to buy the vegetable overall.

Squash seems to be most popular in the West and South; this year Western consumers were the most likely to make a purchase when it came to region. Nearly three in 10 (29%) of squash buyers said they purchased organic product at least some of the time, up from 19% who said the same last year. Eleven percent of buyers said they always selected organic squash.

Likelihood of purchase based on ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>21%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>16%</td>
</tr>
<tr>
<td>Asian</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>16%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>14%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>22%</td>
</tr>
<tr>
<td>$100+</td>
<td>22%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16%</td>
</tr>
<tr>
<td>Female</td>
<td>20%</td>
</tr>
</tbody>
</table>

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>14%</td>
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<tr>
<td>50-58</td>
<td>18%</td>
</tr>
<tr>
<td>59+</td>
<td>26%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income

Types of produce purchased (among those who bought this item)

- Conventional: 66%
- Organic: 11%
- Both conventional and organic: 18%
- Not sure: 5%

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STRAWBERRIES WERE THE THIRD MOST POPULAR fruit in the Fresh Trends 2020 survey, a spot that they’ve held for the past three years.

These sweet berries are a favorite of many households, but particularly those age 50+ and those earning more than $100,000 annually. Older shoppers, specifically those age 50 and older, were the most likely to buy strawberries overall. The likelihood of a purchase increased according to age for the second straight year, and the same was true when looking at income.

While there’s no denying that these berries are a family-friendly fruit, trends the past three years show that consumers without kids at home are more likely to buy than those with kids. More than half of all consumers without kids (51%) said they purchased strawberries in the past year, compared to 42% of families with kids who said the same.

Midwestern shoppers were more likely to buy the berries than those in other regions this year. In fact, this region has claimed the top spot for four of the past six years.

Caucasian consumers comprised the ethnic group most likely to buy these red berries for the fifth straight year. African American shoppers and Asian consumers were the least likely overall to buy strawberries.

While most shoppers select conventionally grown strawberries, 23% said they opted for organic at least some of the time. Nine percent of buyers said they always chose organic berries.

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age</th>
<th>likelihood of purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>39%</td>
</tr>
<tr>
<td>40-49</td>
<td>45%</td>
</tr>
<tr>
<td>50-58</td>
<td>56%</td>
</tr>
<tr>
<td>59+</td>
<td>56%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

Likelihood of purchase based on household income*

<table>
<thead>
<tr>
<th>Income</th>
<th>likelihood of purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>41%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>48%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>48%</td>
</tr>
<tr>
<td>$100+</td>
<td>54%</td>
</tr>
</tbody>
</table>

*Figures in thousands, Annual household income

Types of produce purchased (among those who bought this item)

- Conventional: 73%
- Organic: 9%
- Both conventional and organic: 14%
- Not sure: 3%
Likelihood of purchase based on ethnicity

**White/Caucasian** ..................... 53%
**Black/African American** ............ 31%
**Hispanic** .................................. 41%
**Asian** ........................................ 33%
**Other** ......................................... 41%

Likelihood of purchase based on region

**Northeast** .................. 44%
**Midwest** ................... 53%
**West** .......................... 48%
**South** ......................... 46%

Likelihood of purchase based on age*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likelihood of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>19%</td>
</tr>
<tr>
<td>40-49</td>
<td>21%</td>
</tr>
<tr>
<td>50-58</td>
<td>28%</td>
</tr>
<tr>
<td>59+</td>
<td>36%</td>
</tr>
</tbody>
</table>

*Considering primary household buyers

**For more Fresh Trends data online, including interactive features, visit:** [ThePacker.com/Fresh-Trends-Data](https://ThePacker.com/Fresh-Trends-Data)

**sweet potatoes**

26% of customers purchased sweet potatoes within the past 12 months

**INCOME AND AGE CONTINUE TO DEFINE** sweet potato purchases. The likelihood of a purchase increased according to income for the eleventh straight year, with shoppers in the top income bracket being among the most likely to buy sweet potatoes overall. The top group for sweet potato purchases was made up of those age 59 and older. (The likelihood of a purchase also increased with age, a trend now in its seventh year). Meanwhile, consumers age 18-39 were among the least likely to buy these orange tubers, along with Hispanic shoppers.

Types of produce purchased (among those who bought this item)

- **Conventional** 75%
- **Organic** 8%
- **Both conventional and organic** 14%
- Not sure 3%

The Packer.com
THIS COMMODITY RANKED THIRD, (tied with onions) on the list of most popular vegetables for Fresh Trends 2020, and tomatoes also tied with onions as the No. 2 vegetable after potatoes.

Three years ago, roma tomatoes took over as the top variety, and that trend continues in 2020 (with beefsteak slicers coming in second). Heirloom varieties inched their way up the list this year and overtook hothouse grown.

Multi-year trends show that the likelihood of a tomato purchase increases with age and income. This year shoppers earning more than $100,000 annually and those age 50+ were the most likely overall to buy the vegetable.

### Variedades consumidoras preferir comprar

- **Roma**............................... 19%
- Field grown beefsteak or slicers.....17%
- Cherry........................................ 13%
- Heirloom.................................... 8%
- Hothouse or greenhouse grown....7%
- Grape........................................... 7%
- Cluster ...................................... 3%
- No preference................................ 22%

### Maneras en que los consumidores utilizan tomates

- **Como ensalada** ................. 67%
- Como ingrediente en una receta .... 63%
- Como guarnición.......................... 33%
- Como snack .................................. 24%
- Como aperitivo ............................. 13%
- Como plato principal ................... 11%

### Likelihood of purchase based on ethnicity

- **Blanco/Caucasiano** .............. 59%
- **Negro/Africano Americano** ....... 28%
- **Hispano**................................. 43%
- **Asiático**................................. 49%
- **Otro**........................................ 39%
How sahhhhweet it is

The next Bombs™ flavor has dropped

For more information contact sales@sunsetgrown.com
**Fresh Trends 2020**

**Likelihood of purchase based on ethnicity**

- White/Caucasian: 47%
- Black/African American: 38%
- Hispanic: 50%
- **Asian**: 64%
- Other: 30%

**Likelihood of purchase based on household income***

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25</td>
<td>37%</td>
</tr>
<tr>
<td>$25-49.9</td>
<td>43%</td>
</tr>
<tr>
<td>$50-99.9</td>
<td>54%</td>
</tr>
<tr>
<td>$100+</td>
<td>47%</td>
</tr>
</tbody>
</table>

*Figures in thousands; Annual household income*

**Types of produce purchased (among those who bought this item)**

- Conventional: 78%
- Both conventional and organic: 16%
- Organic: 6%
- Not sure: 5%

**Likelihood of purchase based on presence of children**

- Have kids: 41%
- 1 kid: 37%
- 2 kids: 46%
- 3 or more kids: 41%
- No kids: 49%

This year Asian shoppers claimed the top spot when it came to ethnic background. African American consumers were the least likely to buy, as was the case last year.

Watermelons are popular in all regions, with each one taking the top spot over the past four years. This year Midwestern shoppers were more likely to buy the sweet melon than those in other regions.

Not many consumers are seeking out organic watermelon. Six percent of buyers said they always purchased organic product. Sixteen percent—the same number as last year—said they bought organic watermelon at least some of the time.

**This fruit’s sweet flesh appeals to many types of consumers.**

Shoppers over age 50 were more likely to buy the melon than younger shoppers, a trend now in its third year.

Almost half of all shoppers without kids living at home said they bought watermelon; 41% of those with kids said the same. The likelihood of a watermelon purchase increased according to the number of children in the household.

For four years prior, Caucasian consumers comprised the ethnicity most likely to buy watermelon. This year Asian shoppers claimed the top spot when it came to ethnic background. African American consumers were the least likely to buy, as was the case last year.

Watermelons are popular in all regions, with each one taking the top spot over the past four years. This year Midwestern shoppers were more likely to buy the sweet melon than those in other regions.

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**Likelihood of purchase based on presence of children**

- Have kids: 41%
- 1 kid: 37%
- 2 kids: 46%
- 3 or more kids: 41%
- No kids: 49%
The likelihood of purchase based on age:

- 18-39: 42%
- 40-49: 31%
- 50-58: 52%
- 59+: 59%

*Considering primary household buyers

Likelihood of purchase based on gender:

- Male: 39%
- Female: 52%

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Create the Best Ever Watermelon Retail Experience!

The new Watermelon Board Retail Kit is packed with all the know-how you need to successfully market watermelon! Consumer research, health information, display tips and recipe sampling ideas.

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watermelon.org/retailers
Our premium, proprietary berries have remained popular with shoppers for the last 50 years because we’ve always made it a point to put flavor first. True Berry Taste is timeless. That’s why Well-Pict sells well, decade after decade.

We Thrive on Word of Mouth.

Great Taste. Great Reputation.