

2018 PRODUCE: Consumer Favorites

POTATOES

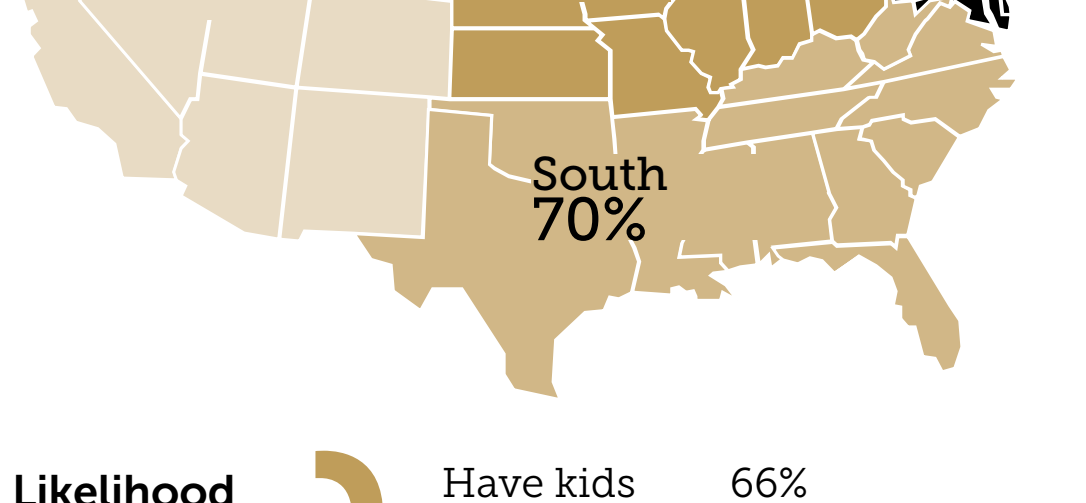


EVER A CONSUMER FAVORITE, potatoes topped the list as the most popular vegetable in the Fresh Trends 2018 survey. It was also the No. 3 item overall that consumers said they purchased. But, the likelihood of a potato purchase fell eight percentage points from last year — the largest decline of any item in the survey.

Ways consumers use potatoes

As a side dish	78%
As an ingredient in a recipe	64%
As a main dish	39%
As an appetizer	20%
As a salad	19%
As a snack	13%

Likelihood of purchase based on region



Likelihood of purchase based on presence of children



ONIONS



THIS VERSATILE VEGGIE was the second most popular vegetable in Fresh Trends 2018, climbing from No. 3 last year and No. 4 in Fresh Trends 2016. It was the fourth most popular item overall this year. More than half of all consumers bought onions in the past 12 months.

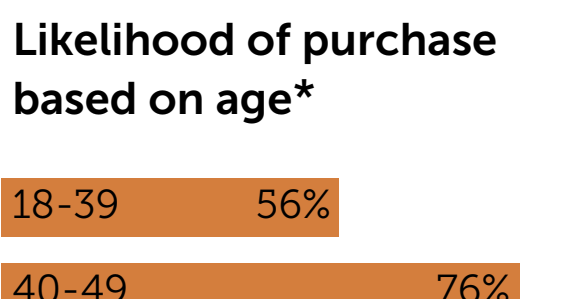
Likelihood of purchase based on household income



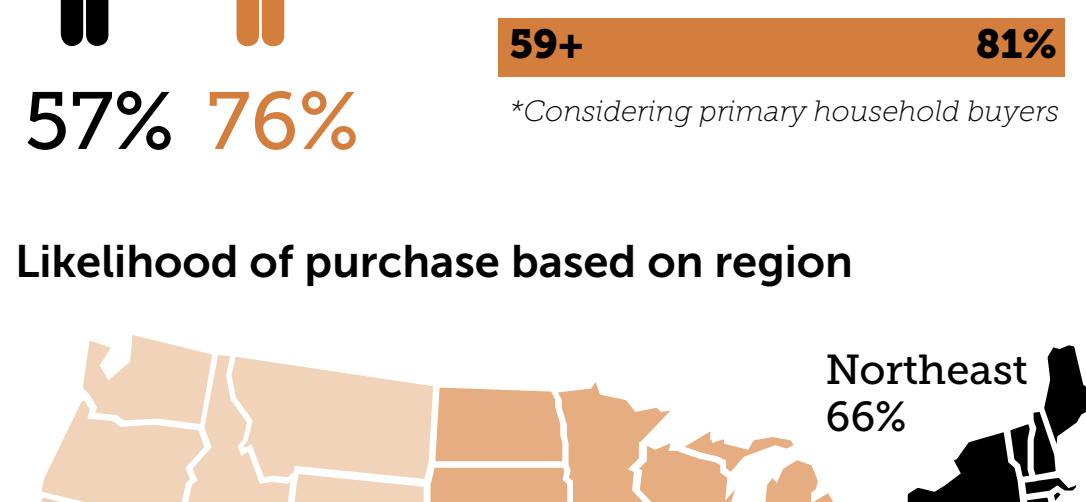
Likelihood of purchase based on gender



Likelihood of purchase based on age*



Likelihood of purchase based on region



APPLES



A HEARTY GREEN APPLE KNOCKED OFF RED DELICIOUS as the variety of choice for the first time ever — Granny Smiths claimed the top spot in Fresh Trends 2018. Apples' easy grab-and-go nature makes them simple to pack, and because they don't require refrigeration, they attract consumers time and time again.

69% of customers purchased apples within the past 12 months.

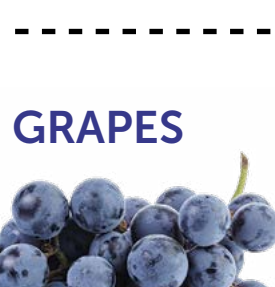
Varieties consumers prefer to purchase

Granny Smith.....16%	Ambrosia.....1%
Honeycrisp.....15%	Opal.....1%
Red delicious.....14%	Jonathan.....<1%
Gala.....14%	Jazz.....<1%
Fuji.....9%	Pinata.....<1%
Golden delicious.....8%	Sweetango.....<1%
Macintosh.....6%	Other.....1%
Pink lady.....4%	No preference.....7%
Braeburn.....1%	

Ways consumers use apples

As a snack	92%
As an ingredient in a recipe	41%
As a dessert	37%
As a salad	21%
As a side dish	19%
As an appetizer	16%
As a main dish	7%

GRAPES

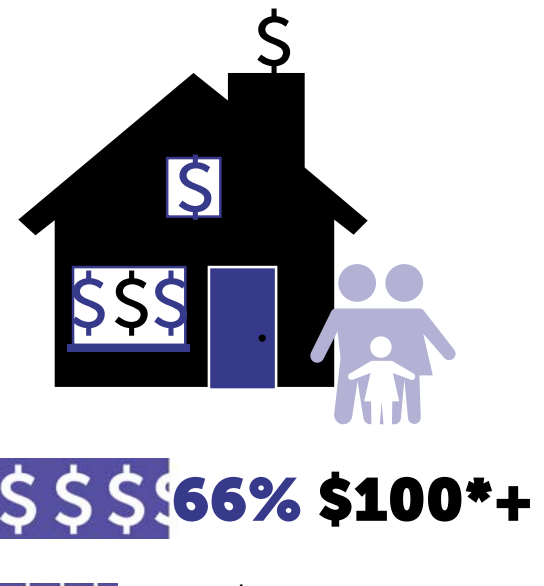


GRAPES MIGHT JUST BE the ultimate healthy snack food. Nine in 10 grape consumers in Fresh Trends 2018 said they used them as a snack. Grapes have been the third most popular fruit in Fresh Trends for five years now. The likelihood of a grape purchase increased according to income and age.

Varieties consumers prefer to purchase

Green seedless.....42%	Red with seeds.....1%
Red seedless.....40%	Blue/black with seeds....1%
Blue/black seedless.....10%	No preference.....8%
Green with seeds.....3%	

Likelihood of purchase based on household income



Likelihood of purchase based on age*



Likelihood of purchase based on gender

