

Artichokes



YOUNGER, HIGHER-INCOME CONSUMERS IN THE WEST are the most frequent purchasers of fresh artichokes, according to The Packer's *Fresh Trends 2023* consumer survey.

Eight percent of all consumers surveyed in *Fresh Trends* reported purchases of artichokes in the past year. That is slightly down from 10% of consumers who reported fresh artichoke purchases in the *Fresh Trends 2022* survey.

A far greater percentage of higher-income consumers reported fresh artichoke purchases compared with lower-income shoppers. For example, 14% of consumers making more than \$100,000 per year said they purchased fresh artichokes in the previous year, compared with just 5% of buyers making less than \$25,000 annually.

Eleven percent of shoppers

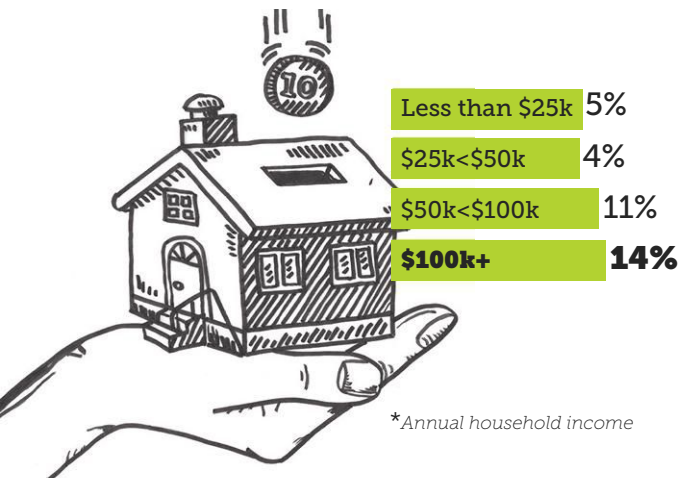
with kids at home reported fresh artichoke purchases in the past year, compared with 7% of shoppers with no kids at home. Consumers in the Western U.S. were more likely to purchase fresh artichokes than any other region, according to *Fresh Trends 2023*. Twelve percent of consumers in the West reported fresh artichoke purchases, compared with 8% for consumers in the Midwest, 6% for the South and 10% for the Northeast.

Younger consumers were generally more frequent buyers of fresh artichokes than older consumers, according to *Fresh Trends* data. Just 4% of those shoppers aged 60 and older reported fresh artichoke purchases in *Fresh Trends 2023*, compared with 7% for those in the 50-59 age group, 11% for the 40-49 age group, 11% for the 30-39 age group and 10% for the 18-29 age group. **FT**

Reported purchase based on ethnicity

White/Caucasian	9%
Black/African American	7%
Hispanic	8%
Asian	13%
Other	12%

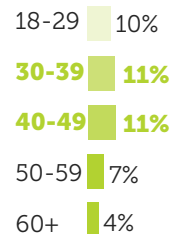
Reported purchase based on household income*



Reported purchase based on gender

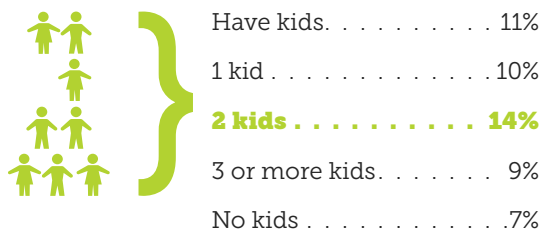


Reported purchase based on age*








*Considering primary household buyers

Reported purchase based on presence of children



Organic Artichokes



ARTICHOKE SALES		2021
	Pounds sold	527,948
	Average retail price per pound	\$4.20
	Retail sales	\$2,219,299
	Percent of total organic produce sales	1%
	Organic percent of retail artichoke sales	3.4%
Change in sales from last year		-12.8%

Source: IRI/FreshLook Marketing


RESULTS FROM THE PACKER'S *Organic Fresh Trends 2023* survey revealed that more consumers made it their intention to shop exclusively organic when they purchase artichokes, compared with the previous two years.

Twenty-four percent of consumers said they shop for organic artichokes exclusively, up from 20% in the *Organics Fresh Trends* survey in 2022 and 19% in 2021 edition.

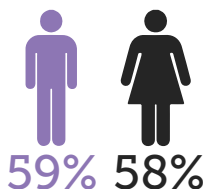
Higher income and younger consumers were more frequent purchasers of organic artichokes, according to *Organic Fresh Trends* research.

Fifty-eight percent of consumers said they purchase organic artichokes at least periodically in *Organic Fresh Trends 2023*, up from 48% in 2022 and 42% in 2021.

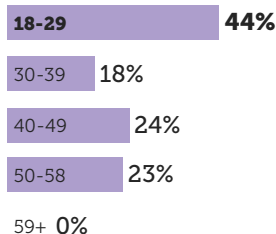
Retail scan data from IRI indicates artichokes rank well down the list in terms of organic sales. In fact, 2021 data shows that organic artichokes accounted for less than 3.4% of total artichoke sales.

2021 saw total organic artichoke sales of \$2.22 million, down 12.8% from 2020, according to IRI. 

Likelihood of PERIODIC ORGANIC purchase based on gender

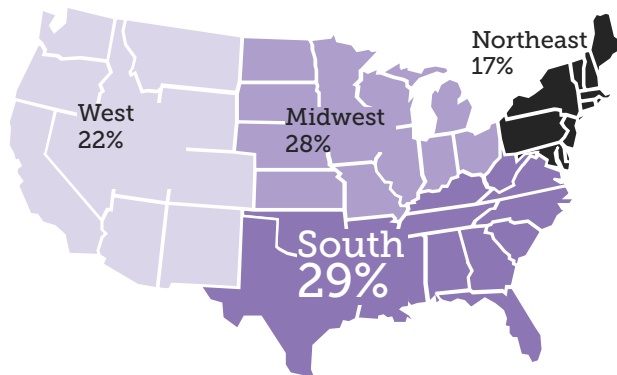


Likelihood of ORGANIC ONLY purchase based on age*



*Considering primary household buyers

Likelihood of ORGANIC ONLY purchase based on region

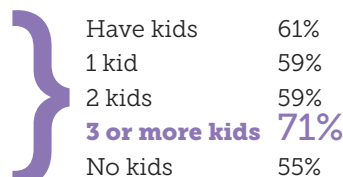


Organic purchasing patterns of artichokes

Organic only **24%**

Organic at least some of the time **58%**

Likelihood of PERIODIC ORGANIC purchase based on presence of children



Photos: Farm Journal & iStock