

asparagus



27%

of customers purchased asparagus within the past 12 months

ETHNIC BACKGROUND IS A CLEAR DETERMINANT

of an asparagus purchase— with Hispanic shoppers, Asian consumers and those in the “other” category all among the top groups to buy the vegetable overall. Asian shoppers and those in the “other” group were nearly seven times as likely to buy these green spears than African American shoppers—the group least likely to buy overall.

The likelihood of an asparagus purchase increased according to income. Shoppers in the top income bracket were more than twice as likely to buy asparagus as those earning less than \$25,000 annually.

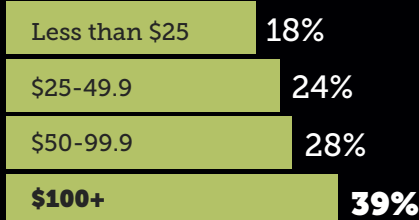
For four of the past five years,

Southern shoppers have been the least likely to buy asparagus when considering region. Westerners have comprised the region most likely to buy for the same amount of time, including this year.

The likelihood of an asparagus purchase steadily increased according to age, a trend that’s been true for a dozen years. Families with no kids at home and those with three or more children living at home were more apt to make an asparagus purchase than other households.

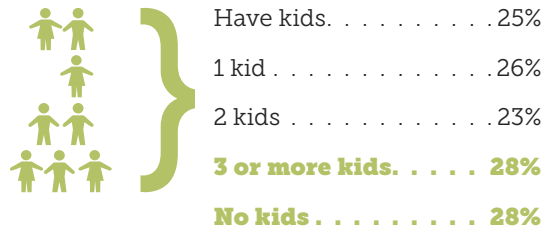
Most shoppers purchase conventionally grown asparagus, but one-third of buyers said they opted for organic at least some of the time. Thirteen percent said they always bought organic asparagus. 🌱

Likelihood of purchase based on household income*

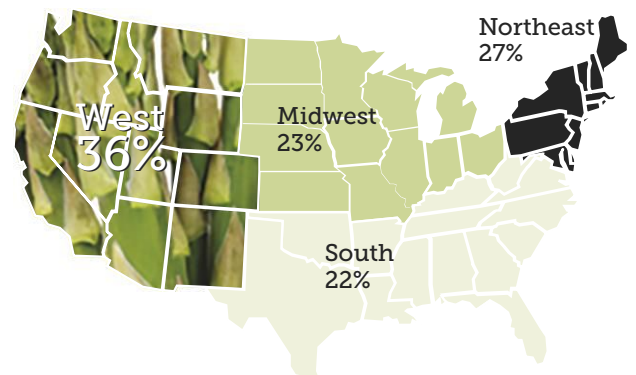


*Figures in thousands; Annual household income

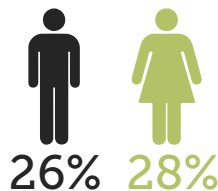
Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on gender



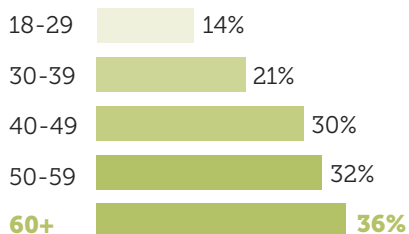
FRESH trends DATA For more *Fresh Trends* data online, including interactive features, scan:





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Likelihood of purchase based on age*



*Considering primary household buyers

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Likelihood of purchase based on ethnicity/race



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

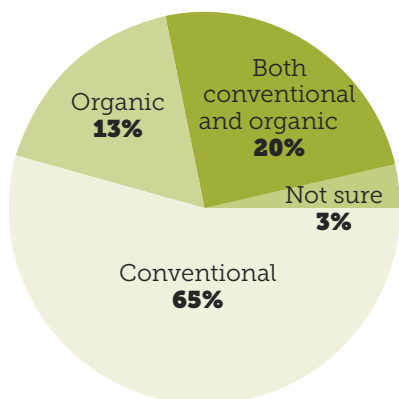


Photo: Farm Journal & iStock

The Packer.com



Asparagus pmg organic 2021



OVERVIEW

Organic asparagus sales grew by nearly 50% in 2020, accounting for nearly 3% of all asparagus sales. While still a small portion of overall asparagus sales, consumers are clearly willing to purchase organic asparagus if they can get it. Include organic asparagus in your organic vegetable mix to watch sales soar.

FRESH TRENDS 2021

13% of consumers said they purchased organic asparagus exclusively, up 6% from last year, while another 20% said they bought organic asparagus at least some of the time.

Sales	2020	% change from 2019
Pounds sold	7,543,459	95.6%
Retail sales	\$23,924,535	49.1%
2020		2019
Average retail price per lb.	\$4.16	\$3.56
Dollar share of organic vegetables	\$0.48	\$0.38
Organic percent of retail asparagus sales 2020: 2.7%		

Source: IRI

Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



Organic

MARKETING TIPS

Promote the organic growing practices used in producing asparagus. Since it's a vegetable that grows near to the soil, those looking for the best use of their organic dollar will appreciate the reduced pesticides and environmentally friendly practices. Include cheese, olive oil, butter and lemons in any promotion that features asparagus.

DOS AND DON'TS

✓ DO: Promote organic asparagus as a healthy, earth-friendly option for a winter or summer side dish.

✗ DON'T: Don't forget to promote asparagus heavily around the Easter and Mother's Day holidays to encourage shoppers to think of it as a great brunch or lunch option.

Photos: iStock & Farm Journal

Dynamic Display



Submitted for PMG's Produce Artist Award Series by
Danni Barnhart, Associated Food Stores

Use the organic asparagus shipping cartons to bring an attractive asparagus display into the aisle. The clearly marked cartons reinforce the organic message.