

Asparagus



FROM GRASSY-EARTHY



TO MILD BITTER-SWEET



WE HAVE A TASTE FOR VARIETY



As a leading distributor of asparagus, we deliver top-quality green and white spears to customers throughout the supply chain. With an array of specialty produce, fruits, and vegetables, **Crystal Valley offers variety.**

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TWENTY-SIX PERCENT OF CONSUMERS POLLED for The Packer's *Fresh Trends 2023* survey indicated they had purchased asparagus in the previous 12 months. That compares with 28% in the *Fresh Trends 2022* and 27% in *Fresh Trends 2021*.

Fresh asparagus supply comes mainly from outside the U.S. border, with U.S. imports accounting for more than 90% of fresh asparagus supply in 2021.

Fueled by rising imports, retail per capita availability for fresh asparagus has grown in recent years, from 1.26 pounds in 2011 to 1.60 pounds in 2019.

However, USDA trade statistics for 2022 show the value of asparagus imports totaled \$690 million, down 10% from 2021.

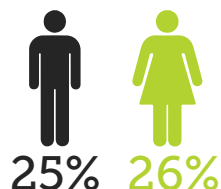
The average fob price for asparagus rose in 2022, the USDA reports, from \$22.38 per carton in 2021 to \$25.31 per carton in 2022.

Higher-income consumers were more frequent buyers of fresh asparagus, *Fresh Trends 2023* reveals. Thirty-one percent of consumers making more than \$100,000 a year said they purchased fresh asparagus, compared with just 20% of those making under \$25,000 annually. ^{PT}

Reported purchase based on ethnicity

White/Caucasian	27%
Black/African American	19%
Hispanic	22%
Asian	45%
Other	20%

Reported purchase based on gender



Asparagus

Reported purchase based on presence of children



Have kids.	22%
1 kid	22%
2 kids	22%
3 or more kids.	21%
No kids	28%

Reported purchase based on region

