

Blackberries



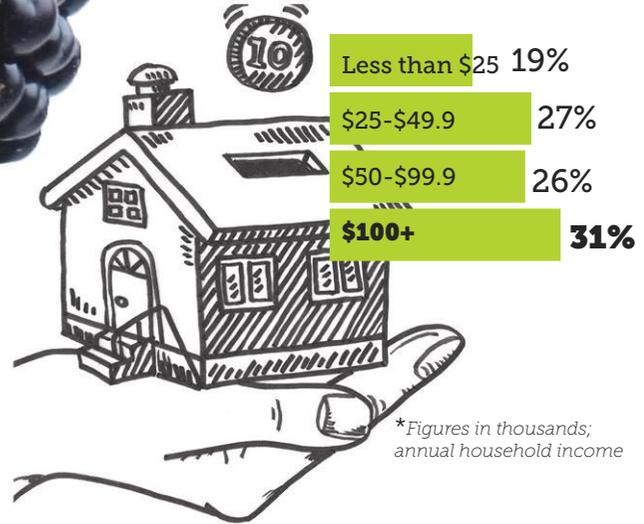
26% of customers purchased blackberries within the past 12 months

BEING OVER 60 INCREASES YOUR LIKELIHOOD of buying blackberries.

For the fourth year in a row, consumers in this top age group were the most likely to buy (and the most apt to make a blackberry purchase overall). Only Hispanic shoppers were more likely to buy the dark fruit (also a multiyear trend).

The more affluent the consumer, the more likely they are to buy blackberries. In fact, this marks the eighth consecutive year that the likelihood of a purchase increased according to income. Shoppers in the lowest income bracket were among the least likely to buy blackberries overall, along with Black and Asian shoppers. **10**

Likelihood of purchase based on household income*



Likelihood of purchase based on gender



Likelihood of purchase based on ethnicity

White/Caucasian	26%
Black/African American	18%
Hispanic	36%
Asian	19%
Other	24%

Blackberries pmg organic 2021



OVERVIEW

Organic blackberry sales grew again in 2020, with sales rising nearly 20%. Organic blackberries are popular with consumers and make up nearly 20% of all blackberry sales. Capitalize on their popularity with creative displays and promotions during peak season.

Sales	2020	% change from 2019
Pounds sold	13,591,612	26.4%
Retail sales	\$123,618,808	19.5%
	2020	2019
Average retail price per lb.	\$9.10	\$9.63
Dollar share of organic berries	\$10.38	\$9.73
Organic percent of retail blackberry sales 2020: 18.9%		

Source: IRI

FRESH TRENDS 2021

15% of consumers said they purchased organic blackberries exclusively, down from 16% last year, while another 23% said they bought organic blackberries at least some of the time.

MARKETING TIPS

Organic blackberries are popular year-round but especially in the summer when supply is plentiful. Encourage shoppers to think of them as a great addition to everything from breakfast baked goods to salads and jam. Include them in promotions with other organic berries and cross-promote them with organic shortcakes, whipped cream, baking items and jam-making supplies.

DOS AND DON'TS

✓ DO: Keep a close eye on your display as blackberries have a short shelf life and can spoil quickly.



X DON'T: Don't ignore organic blackberries in favor of more popular berries like blueberries and strawberries. Organic blackberries' high price point can be a big contributor to your bottom line.

COMMON PLUS

Look online at www.producemarketguide.com/produce/organic-blackberries for a list of the most common PLUs.



To read more, scan the QR code.

Photos: iStock & Farm Journal

Dynamic Displays



HANDLING

- Berries with caps attached may be immature. Good-quality product will be bright, clean and fresh with good color and plumpness. Overripe berries are dull, soft and sometimes leaky – indicated by stained containers.
- Temperature: 32 to 34°F, 0 to 1°C
- Relative humidity: 90-95%
- Mist: no
- Typical shelf life: 2 to 3 days
- Highly sensitive to freezing injury.

Submitted for PMG's Produce Artist Award Series by
Jonathan Charlton, UNFI



Organic blackberries don't take up much space by themselves, so make them part of a larger organic berry display that includes strawberries, blueberries and raspberries.