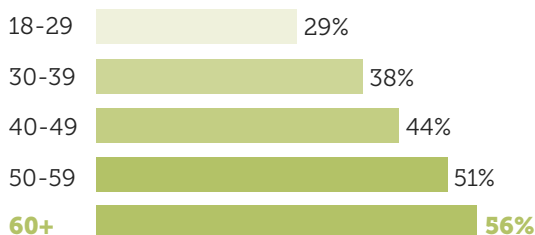


broccoli

NEW CONSUMERS ARE STILL DISCOVERING the flavors of broccoli. It was the No. 2 vegetable that shoppers said they bought in the past year that they had not purchased previously.

For the third straight year the likelihood of a broccoli purchase increased according to income and age. In fact, shoppers in the top income group (earning over \$100,000 annually) and the top age group (60 and older) were the most likely groups overall to buy broccoli.

Likelihood of purchase based on age*



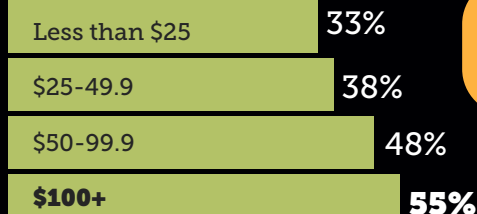
*Considering primary household buyers



44%

of customers
purchased broccoli
within the past
12 months

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

brussels sprouts

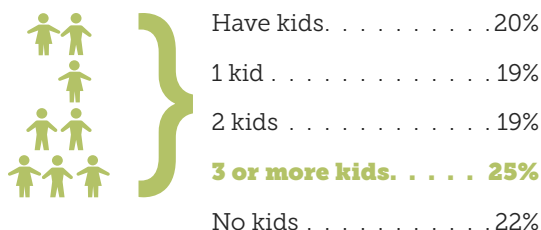
AFFLUENT CONSUMERS ARE MUCH MORE LIKELY to buy Brussels sprouts than those in the lower income brackets, following an eight-year trend. Shoppers earning more than \$100,000 annually were about twice as likely to buy the sprouts as those earning less than \$50,000 per year.

Young shoppers have yet to embrace this cruciferous vegetable—they're the least likely to buy Brussels sprouts overall. This group was about half as likely to buy as those age 50 and older—some of the most likely to buy.

Both families with kids at home and those without enjoy this crisp veggie. Families with three or more kids at home were the most likely to buy Brussels sprouts when considering family size.

More than one-quarter (27%) of Western shoppers said they purchased the small vegetables this year, making them the top region for Brussels sprout purchases.

Likelihood of purchase based on presence of children



21%

of customers
purchased
Brussels sprouts
within the past
12 months

Photo: Farm Journal & iStock

**FRESH
trends
DATA**

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



OVERVIEW

Organic broccoli isn't as popular as organic berries or beets, but 9% of all broccoli sales are organic. With sales up 11% in 2020, organic broccoli is making inroads as a mainstream purchase. Keep organic broccoli on the promotion schedule and encourage shoppers to use it in new ways to keep organic broccoli moving off your shelves.

FRESH TRENDS 2021

13% of consumers said they purchased organic broccoli exclusively, up from 10% last year, while another 17% said they bought organic broccoli at least some of the time.

HANDLING

- > Temperature: 32°F, 0°C
- > Relative humidity: 95-100%
- > Mist: lightly (unpackaged)
- > Typical shelf life: bunched 10 to 14 days, packaged 14 to 16 days
- > Ethylene-sensitive. Do not store or transport with commodities that produce ethylene.
- > Moderately sensitive to freezing injury.
- > Dunking in cold water can revive slightly wilted broccoli.

COMMON PLUS

Look online at producersmarketguide.com/produce/organic-broccoli for a list of the most common PLUs.

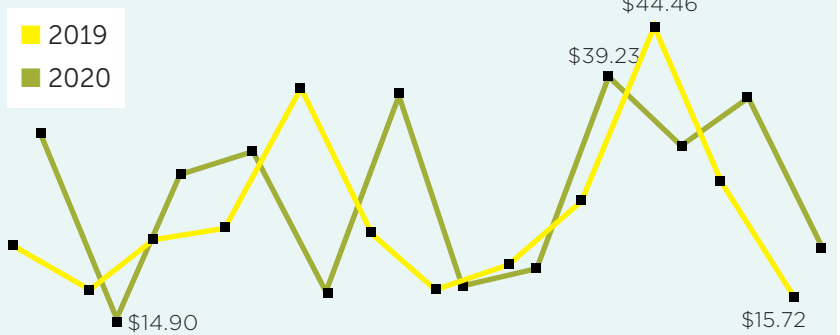


Sales	2020	% change from 2019
Pounds sold	31,380,547	10.1%
Retail sales	\$105,433,114	11%
	2020	2019
Average retail price per lb.	\$3.36	\$3.33
Dollar share of organic vegetables	\$2.11	\$2.23
Organic percent of retail broccoli sales 2020: 9%		

Source: IRI

Organic monthly shipping point prices 2019-20

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



Dynamic Displays



Submitted for PMG's Produce Artist Award Series by Mario DePalma, S. Katzman Produce

Display organic broccoli with other colorful organic cooking vegetables like beets to create an eye-pleasing color contrast.



Submitted for PMG's Produce Artist Award Series by Tom Knapp, Tops Markets

Place overwrapped organic broccoli crowns in a bowl on the same table as conventional broccoli to create a larger broccoli display. The packaging on the organic broccoli and the separate container prevents cross-contamination.

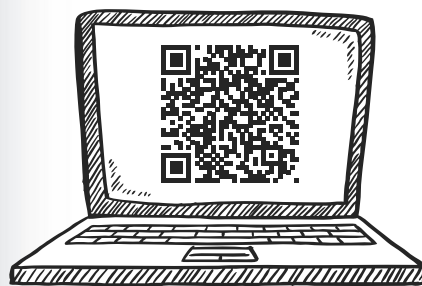
MARKETING TIPS

Keep shoppers coming back for more organic broccoli by offering preparation tips and recipes, both in store and on social media. Encourage consumers to think of broccoli as both a side dish, a snack and an addition to salads. Make sure shoppers know that broccoli provides a high dose of iron along with other nutrients. Cross-merchandise organic broccoli with organic dips and Parmesan cheese.

DOS AND DON'TS

✓ **DO:** Offer a wide variety of organic broccoli options from full heads to crowns to florets.

✗ **DON'T:** Don't stack organic broccoli too tightly as the heads need air to flow around them to prevent spoiling.



To read more, scan the QR code.


pmg organic 2021 Brussels Sprouts

OVERVIEW

Organic brussels sprouts still account for just a small percentage of brussels sprout sales, but their popularity is growing. Sales soared by more than 25% in 2020, crossing the \$12 million mark. While their impact on the bottom line may still be small, the sales growth shows that demand is rising for this tiny vegetable.

FRESH TRENDS 2021

16% of consumers said they purchased organic brussels sprouts exclusively, up from 12% last year, while another 17% said they bought organic brussels sprouts at least some of the time.

 Sales	2020	% change from 2019
Pounds sold	2,719,043	19.9%
Retail sales	\$12,674,863	25.4%
	2020	2019
Average retail price per lb.	\$4.66	\$4.46
Dollar share of organic vegetables	\$0.25	\$0.23
Organic percent of retail brussels sprout sales 2020: 3.4%		

Source: IRI

MARKETING TIPS

Get shoppers thinking about organic brussels sprouts in new ways by offering demonstrations and samples. Include recipes and preparation tips in your display to encourage consumers to give brussels sprouts a try. Cross-merchandise brussels sprouts with organic herbs and spices or Parmesan cheese. Include

organic brussels sprouts in stir-fry packs of vegetables and offer both bagged and bulk options.

DOS AND DON'TS

✓ **DO:** Keep displays tidy as brussels sprouts can easily roll off the display and create a tripping hazard.

✗ **DON'T:** Don't waste the opportunity to promote brussels sprouts through videos showing how to prepare them on your social media channels.

organic



To read more,
scan the QR code.

Dynamic Displays



Make organic brussels sprouts a part of your convenience food case by packaging them in an easy-to-grab plastic container.

HANDLING

- Temperature: 32°F, 0°C
- Relative humidity: 95-100%
- Mist: yes
- Typical shelf life: 3 to 5 weeks
- Ethylene-sensitive. Do not store or transport with commodities that produce ethylene.
- Somewhat sensitive to freezing injury.

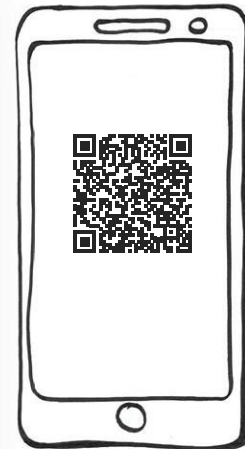
COMMON PLUS

Look online at producemarketguide.com/produce/organic-brussels-sprouts or scan the QR code for a list of the most common PLUs.

Photo: Farm Journal



Display bagged brussels sprouts with other packaged vegetables like grape tomatoes and bagged green beans to make it convenient for shoppers who are in a hurry to simply grab what they need.



Submitted for PYG's Produce Artist Award Series by Max Maddaus, Kowalski's Markets

