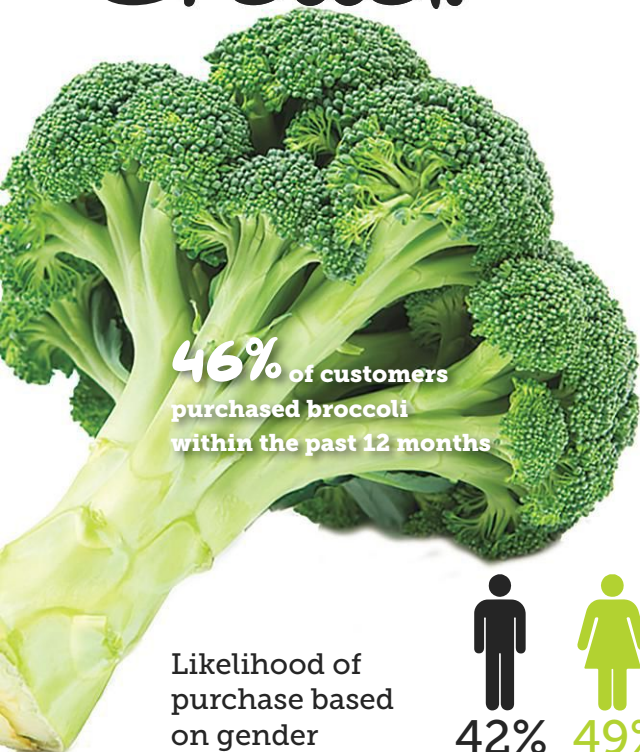
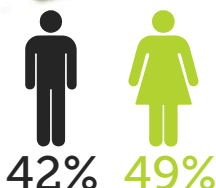


Broccoli



46% of customers
purchased broccoli
within the past 12 months

Likelihood of
purchase based
on gender



BROCCOLI IS ON A STEADY CLIMB as one of the top 10 vegetables studied in Fresh Trends. It's moved up from No. 8 in 2020 to No. 7 last year, and ranks at No. 6 in popularity for Fresh Trends 2022.

While broccoli often gets a bad rap with kids, Fresh Trends found that families with three or more kids at home were some of the most likely shoppers to buy the cruciferous vegetable.

Older shoppers, particularly those 60 and older, were more apt to buy broccoli bunches than younger shoppers. Thirtysomething shoppers were among the least likely to buy overall. 🥦

Likelihood of purchase based on ethnicity

White/Caucasian	45%
Black/African American	41%
Hispanic	49%
Asian	53%
Other	53%

Brussels Sprouts

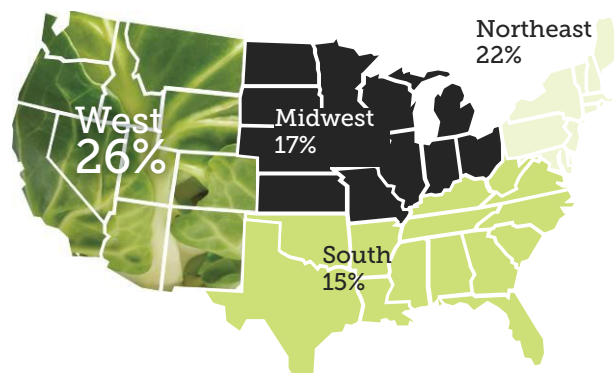
OLDER, AFFLUENT SHOPPERS are the prime purchasers of Brussels sprouts. For nine straight years, the likelihood of a Brussels sprout purchase has increased according to income. Shoppers earning at least \$50,000 annually were more than twice as likely to make a purchase than those in the lowest income bracket.

Families with kids were more apt to buy these small cruciferous veggies than those with kids. Families with two kids living at home were twice as likely to buy than those with three or more children. 🥦

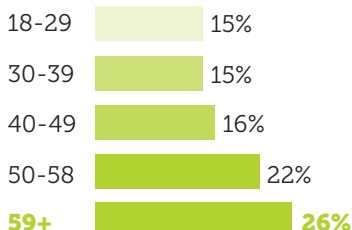


19% of customers
purchased Brussels
sprouts within the past
12 months

Likelihood of purchase based on region



Likelihood of purchase based on age*



*Considering primary household buyers

Images: Farm Journal & iStock

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.

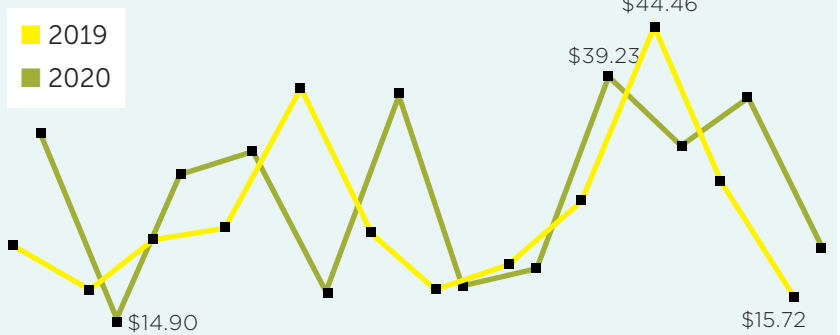


Sales	2020	% change from 2019
Pounds sold	31,380,547	10.1%
Retail sales	\$105,433,114	11%
	2020	2019
Average retail price per lb.	\$3.36	\$3.33
Dollar share of organic vegetables	\$2.11	\$2.23
Organic percent of retail broccoli sales 2020: 9%		

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

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.

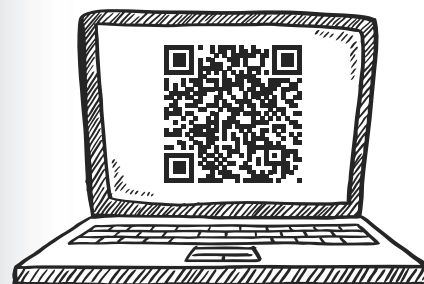
DOS AND DON'TS

✓ **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.



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



To read more, scan the QR code.

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.


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.



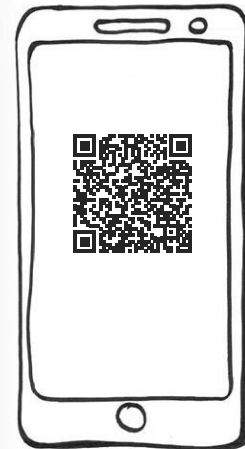
Display bagged brussels sprouts with other packaged vegetables like grape tomatoes and bagged green beans to make it convenient for shoppers who are in a hurry to simply grab what they need.

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.



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

