

Cabbage

CABBAGE SALES ARE DIRECTLY INFLUENCED by income and age. Shoppers earning less than \$25,000 annually were less likely to buy cabbage than those earning more.

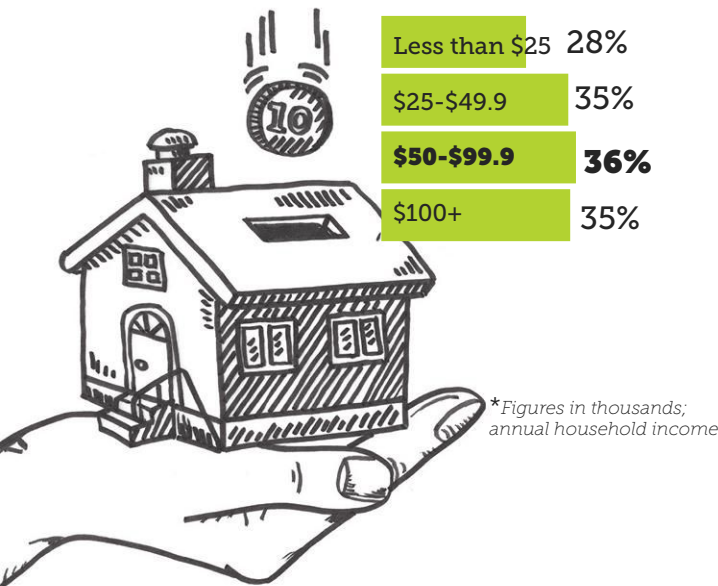
Older shoppers seek out cabbage more than younger ones; in fact, consumers 60 and older were the most likely group overall to buy cabbage. This marks the 11th year that the likelihood of a purchase increased according to income. Shoppers younger than 40 were the least likely overall to buy cabbage, along with those in the lowest income bracket.

Family size and the presence of children didn't have much affect on cabbage sales. Consumers without kids were slightly more likely to buy the cruciferous vegetable than those with children in the household. Southern shoppers were less likely to buy the salad veggie than those in other regions.

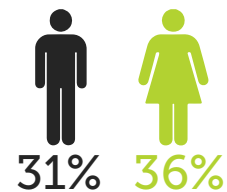
Organic cabbage purchases remained steady from Fresh Trends 2021. Twelve percent of buyers said they always opted for organic product; 28% said they selected organic cabbage periodically. 🌱



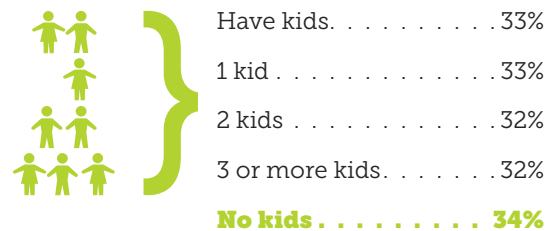
Likelihood of purchase based on household income*



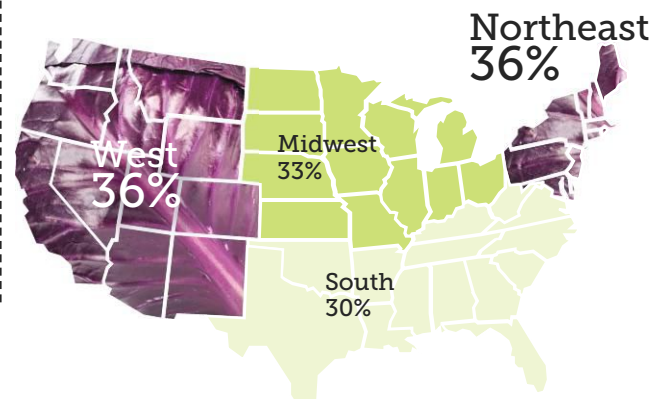
Likelihood of purchase based on gender



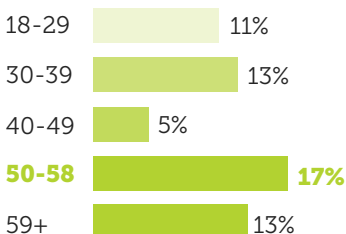
Likelihood of purchase based on presence of children



Likelihood of purchase based on region



Likelihood of purchase based on age*



*Considering primary household buyers

Images: Farm Journal & Stock



OVERVIEW

Organic cabbage sales jumped again in 2020 as shoppers added it to their carts more frequently. Organic cabbage now accounts for nearly 10% of all cabbage sales and purchases climbed more than 25% in 2020. Keep shoppers coming back for more by offering both purple and green cabbage and providing plenty of tips for adding cabbage to their plates.

FRESH TRENDS 2021

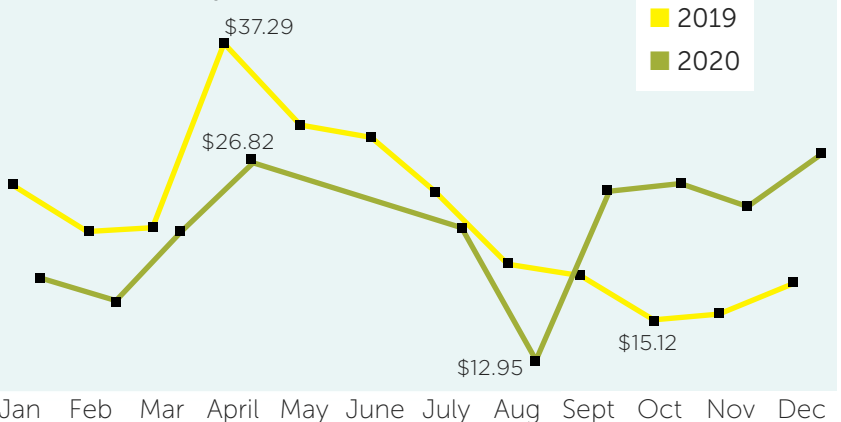
11% of consumers said they purchased organic cabbage exclusively, up from 10% last year, while another 16% said they bought organic cabbage at least some of the time.

Sales	2020	% change from 2019
Pounds sold	45,042,288	69.7%
Retail sales	\$43,822,209	26.4%
	2020	2019
Average retail price per lb.	\$0.97	\$1.30
Dollar share of organic vegetables	\$0.88	\$0.82
Organic percent of retail cabbage sales 2020: 9.57%		

Source: IRI

Organic monthly shipping point prices 2019-20

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



To read more, scan the QR code.

Dynamic Displays



Submitted for PMG's Produce Artist Award Series by Andrew Lucero, Fresh Thyme Market

1 Create vertical rows of purple and green organic cabbage in the middle of your vegetable display for a striking and attention-grabbing color break.



Photo: Farm Journal

2 Cut a purple cabbage in half to create an interesting look for your display. Use organic labeling tape to clearly differentiate the heads as organic.



Photo: Farm Journal

3 Display organic cabbage with other organic vegetables, placing it next to more brightly colored vegetables like organic carrots to create an attractive display.

MARKETING TIPS

March is cabbage's month to shine with its traditional place in St. Patrick's Day celebrations, but cabbage is not a one-month wonder. Promote organic cabbage year-round so it can add to your profits all year long. Get shoppers thinking about organic cabbage as more than a cooked side dish. Encourage them to add it to salads, soups and as a base for coleslaw. Purple organic cabbage can provide a splash of color in green salads or as a plate garnish. Cross-merchandise organic cabbage with other organic leafy greens and salad vegetables.

DOS AND DON'TS

✓ **DO:** Be careful how you display cabbage as it can easily roll off the display, creating a tripping hazard.

✗ **DON'T:** Don't get cabbage wet as water can hasten spoiling.

COMMON PLUS

Look online at [producemarketguide.com/produce/organic-cabbage](https://www.producemarketguide.com/produce/organic-cabbage) for a list of the most common PLUs.