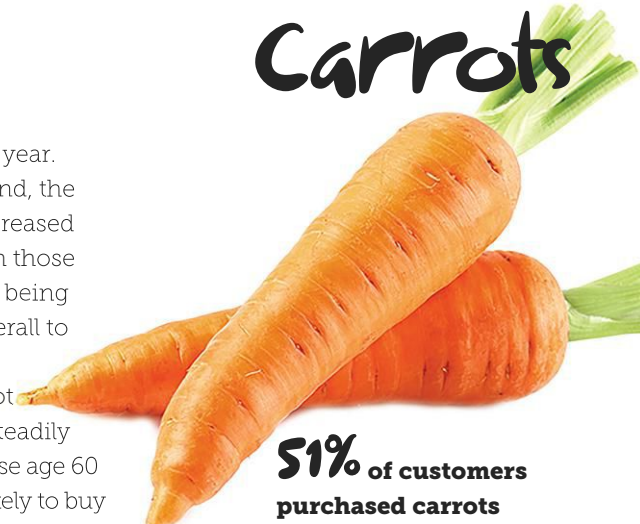


# Carrots



**ALWAYS A STEADY PERFORMER,** carrots have maintained their rank as the No. 4 vegetable in the Fresh Trends survey for many years. More than half of all consumers bought carrots in the past year.

This versatile veggie is a favorite with kids, and the likelihood of a purchase increased according to the number of children in the home. But, families without children also liked carrots — 55% of respondents without kids said they

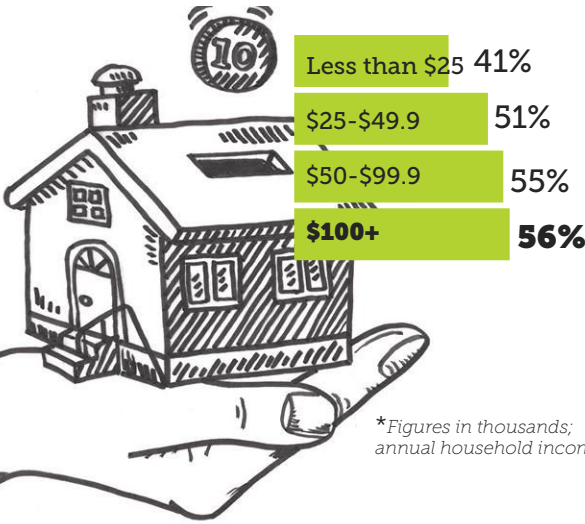
bought carrots in the past year.

Following a six-year trend, the likelihood of purchase increased according to income, with those in the top income bracket being among the most likely overall to buy carrots.

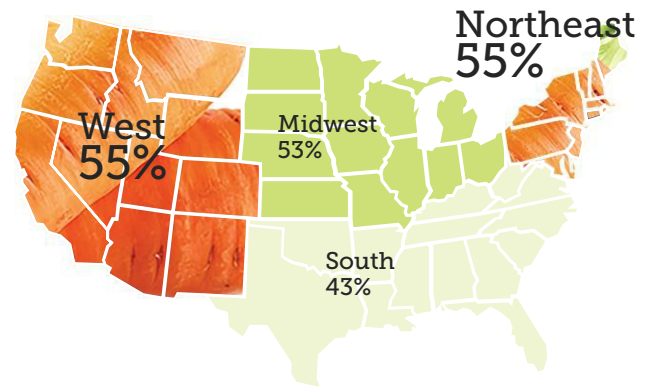
The likelihood of a carrot purchase also increased steadily according to age, with those age 60 and older being twice as likely to buy the orange veggie than those age 18-29. 🥕

**51%** of customers purchased carrots within the past 12 months

## Likelihood of purchase based on household income\*



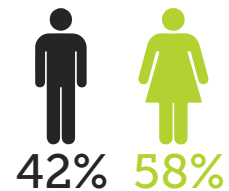
## Likelihood of purchase based on region



## Likelihood of purchase based on presence of children



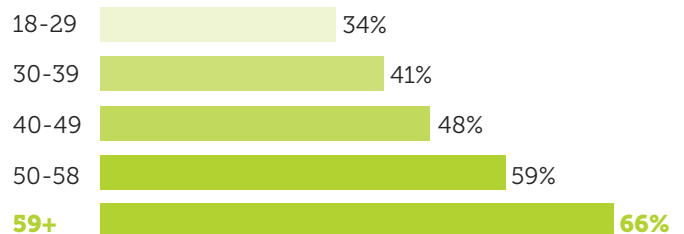
## Likelihood of purchase based on gender



## Likelihood of purchase based on ethnicity







White/Caucasian	54%
Black/African American	32%
Hispanic	51%
Asian	49%
Other	53%

## Likelihood of purchase based on age\*



*\*Considering primary household buyers*

# Organic Carrots

SALES		2020
	Pounds sold	455,713,747
	Average retail price per pound	\$1.37
	Retail sales	\$624,767,509
	Percent of total organic produce sales	7.8%
	Organic percent of retail carrot sales	46.3%
	<b>Change in sales from last year</b>	<b>12.3%</b>

Source: IRI

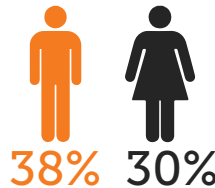
**THIS HEARTY STAPLE** is a pantry fridge item for most consumers, and more of them are choosing organic carrots. Last year 11% of carrot buyers said they always bought organic product—this year 16% said so. Interest in organics also has grown among those making periodic purchases, with 33% of buyers saying they grabbed organic carrots at least some of the time during the past year (30% said so in *Organic Fresh Trends 2021*). <sup>FT</sup>

## Organic purchasing patterns of carrots

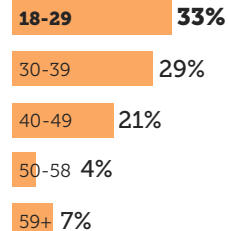
Organic only **16%**

Organic at least some of the time **33%**

Likelihood of PERIODIC ORGANIC purchase based on gender



Likelihood of ORGANIC ONLY purchase based on age\*



\*Considering primary household buyers