

# Fresh Take: CARROTS



This month's fresh take is an all-season super-versatile super-veggie: carrots! With a multitude of purposes from nutrient-dense snacking, seasonal décor, plate garnishes, and savory soups to scrumptious soufflés, it is no wonder that carrots held their #4 spot in The Packer's 2018 Fresh Trends Survey. We've gathered some colorful carrot 411's from clever display ideas to savvy sales strategies to keep this root vegetable rooted in your consumers' carts.

## \$\$\$ Carrot Sale Strategies \$\$\$

- A whopping 70% of your existing carrot consumers are age 40 and older – so careful planning, organized details, combined with inspired displays go a long way in encouraging educated consumers to purchase more carrots
- Regular rotation of different varieties and forms of carrots with effectual cross-merchandising of seasonal items is key (Easter displays, Super Bowl snack ideas, etc.)
- More awesome carrot sales tips here: <https://www.producemarketguide.com/produce/carrots>



# carrots

## Carrot Details from The Packer's 2018 Fresh Trends Survey

**HOLDING STEADY AS THE NO. 4 VEGETABLE** in Fresh Trends 2018, carrots were also eighth most popular overall. Because of their ability to be eaten raw or cooked, prepared whole, peeled or in slices or coins, this salad vegetable was purchased by 60% of all consumers last year.

The likelihood of a carrot purchase increased according to income, but age actually was the most significant factor when it came to carrot purchases. Shoppers in the oldest age bracket have been the most likely age group to buy for at least the past five years, but in the past two years there's been a clear delineation between young shoppers — those age 18-39 — and those 40 and older, who are significantly more likely to buy carrots. At least seven in 10 shoppers age 40 and older bought carrots in the past year, according to Fresh Trends 2018.

Caucasian shoppers were more likely to make a carrot purchase than those of other ethnicities.

Two-thirds of buyers said they purchased conventionally grown carrots, while 30% said they bought organic product at least some of the time. Nine percent said they always bought organic carrots.



**60% of customers purchased carrots within the past 12 months.**

Likelihood of purchase based on household income



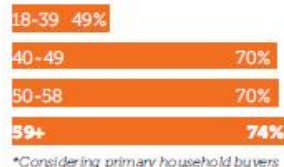
\*Figures in thousands; Annual household income

Likelihood of purchase based on gender



49% 72%

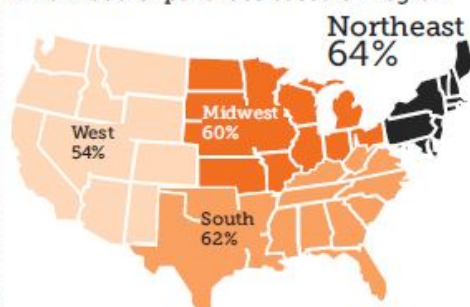
Likelihood of purchase based on age\*



Likelihood of purchase based on presence of children



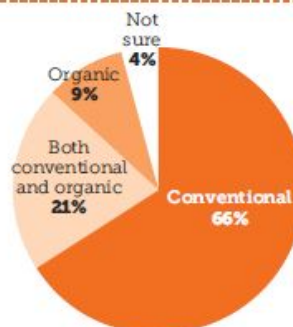
Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



Types of produce purchased (among those who bought this item)



The Packer.com

### 2018 age breakdown of your carrot-consuming shoppers

	18-39	40-49	50-58	59+
Bananas:	64%	81%	82%	82%
Carrots:	49%	70%	70%	74%
Celery:	33%	54%	60%	66%
Cucumbers:	38%	63%	55%	58%
Onions:	56%	76%	70%	81%
Peppers:	41%	61%	71%	65%
Potatoes:	58%	74%	79%	81%
Sweet potatoes:	29%	44%	45%	53%
Tomatoes:	54%	75%	77%	79%

Source: <https://www.thepacker.com/article/fresh-trends-data-carrot-purchases-2018>







# carrot snapshot

Carrots are a staple—perhaps *the* staple—root vegetable. So much so that the word for “carrot” is, in many languages around the world, indistinguishable from “root.” First domesticated in Central Asia prior to the Modern Era, these ancestors of the *Daucus carota*—or wild carrot—have been bred selectively for thousands of years to reduce woodiness and bitterness, boost sweetness, and develop color. Let’s look into the growth of this vibrant category...



## loose

dollars: .....\$39.3 Mil  
pounds: .....47.0 Mil  
% dollar change vs YA: +13.6%  
% volume change vs YA: +8.7%

## red & purple

dollars: .....\$26.4 Mil  
pounds: .....10.8 Mil  
% dollar change vs YA: +17.2%  
% volume change vs YA: +19.6%

## other\*

dollars: .....\$58.8 Mil  
pounds: .....55.3 Mil  
% dollar change vs YA: +6.2%  
% volume change vs YA: +5.9%

\*Includes random weight carrots as well as those in a bunch and any system-2 in-store cut carrots

## value-added

dollars: .....\$246.2 Mil  
pounds: .....98.9 Mil  
% dollar change vs YA: -4.7%  
% volume change vs YA: -5.9%



## baby

dollars: .....\$708.7 Mil  
pounds: .....488.2 Mil  
% dollar change vs YA: -2.1%  
% volume change vs YA: -0.8%



## cello

dollars: .....\$362.6 Mil  
pounds: .....420.3 Mil  
% dollar change vs YA: +0.1%  
% volume change vs YA: -0.9%



“Carrot Snapshot” courtesy The Snack.net

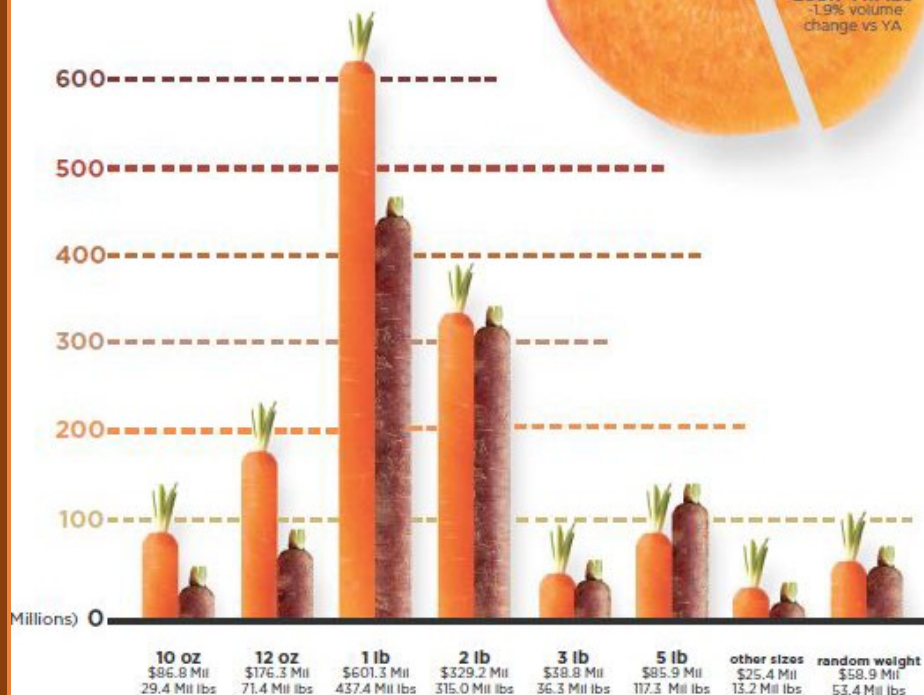
SOURCE | IRI, Total US Multi-Outlet  
Latest 52 weeks June 2018 vs YA





**total volume**

pounds: .....1.1 Bil  
% volume change vs YA: -0.2%



Why Carrots? Chefs and gardeners alike have named Carrots the Vegetable of the Year. Check these two websites for some tasty recipes and more reasons as to why the carrot is so highly ranked amongst shoppers:

<https://www.chefs-garden.com/blog/december-2018/drum-roll-please-the-vegetable-of-the-year>

<https://www.fleuroselect.com/home-garden-association/2019-year-of-the/>





## CARROT DISPLAY INSPIRATION

Color-breaks-between-veggies displays, carrot demos, creative containers – you get the idea!







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[www.peironeproduce.com](http://www.peironeproduce.com)

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## Carrot Humor:

**Q: How can you make a soup rich?**

**A: Add 14 carrots (carats) to it.**

Source: <http://www.jokes4us.com/miscellaneousjokes/foodjokes/carrotjokes.html>

**Carrots come in all shapes and sizes!**

