

Cauliflower

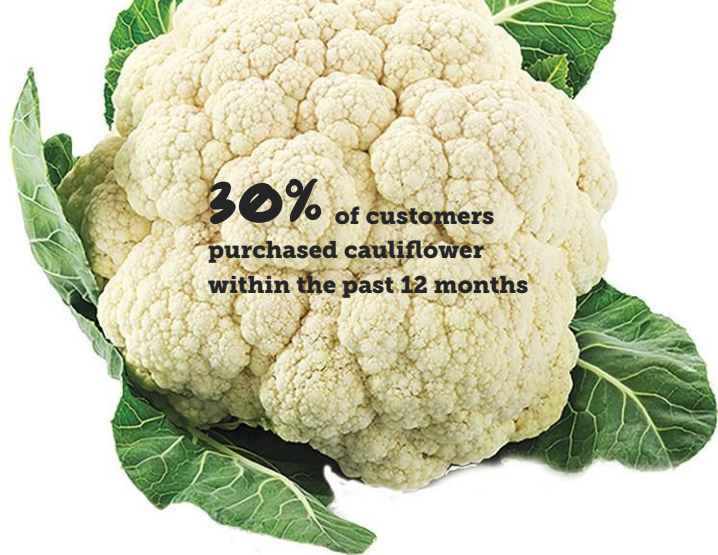
THE LIKELIHOOD OF A CAULIFLOWER PURCHASE

increased according to income for the ninth consecutive year, with those in the top income bracket being among the most likely overall to buy the cruciferous veggie.

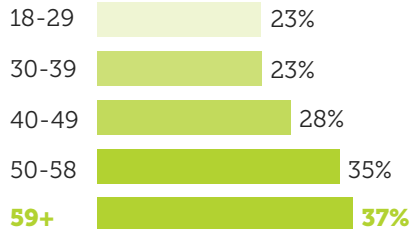
Age also plays a role in cauliflower purchases. The likelihood of a purchase increased steadily according to age, with shoppers 50 and older being among the most likely overall to buy the vegetable (along with those in the highest income bracket). Shoppers younger than 40 were among the least likely to buy, along with Black consumers. ^{FT}

Likelihood of purchase based on ethnicity

White/Caucasian	31%
Black/African American	21%
Hispanic	30%
Asian	38%
Other	34%



Likelihood of purchase based on age*



*Considering primary household buyers

Cauliflower pmg organic 2021



OVERVIEW

Organic cauliflower sales grew at a slightly slower pace in 2020, up just more than 8%. However, organic sales account for more than 12% of all cauliflower sales, which means consumers are happy to purchase it when it's available. Promote cauliflower as a great replacement for high-carb rice and pizza crust for those carb-conscious consumers.

FRESH TRENDS 2021

11% of consumers said they purchased organic cauliflower exclusively, up from 9% last year, while another 17% said they bought organic cauliflower at least some of the time.

MARKETING TIPS

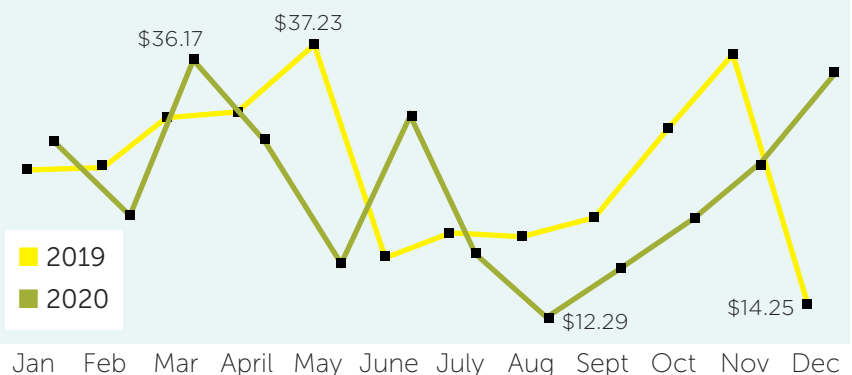
A whole cauliflower head can be daunting to many shoppers, so be sure to include fresh-cut organic cauliflower options from florets to riced cauliflower. Offer samples of riced cauliflower to encourage shoppers to give this newer product a try. Promote cauliflower as a tasty side dish to a grilled meal and a crunchy addition to salads. Cross-promote cauliflower with organic vegetable dips, organic salad mixes and even organic meats.

Sales	2020	% change from 2019
Pounds sold	21,293,605	15.2%
Retail sales	\$61,368,910	8.3%
2020		2019
Average retail price per lb.	\$2.88	\$3.06
Dollar share of organic vegetables	\$1.23	\$1.33
Organic percent of retail cauliflower sales 2020: 12.6%		

Source: IRI

Organic monthly shipping point prices 2019-20

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



DOS AND DON'TS

✓ **DO:** Offer tips and recipes for preparing cauliflower both in store and on your social media channels.

✗ **DON'T:** Don't get overwrapped organic cauliflower wet as the plastic can trap the water and cause the whole head to spoil.



Photos: iStock & Farm Journal

To read more, scan the QR code.

Dynamic Display



Photo: Farm Journal

Make organic cauliflower a part of a bigger organics display by offering overwrapped heads.

HANDLING

- Temperature: 32°F, 0°C
 - Relative humidity: 90-98%
 - Mist: lightly (Do not mist wrapped product.)
 - Typical shelf life: 2 to 3 weeks
 - Ethylene-sensitive. Do not store or transport with items that produce ethylene.
- There is no quality variance between large and small heads if they are equally mature. A slightly granular appearance is acceptable if heads are not spreading.
 - Store with butts down to prevent moisture accumulation on curds.