

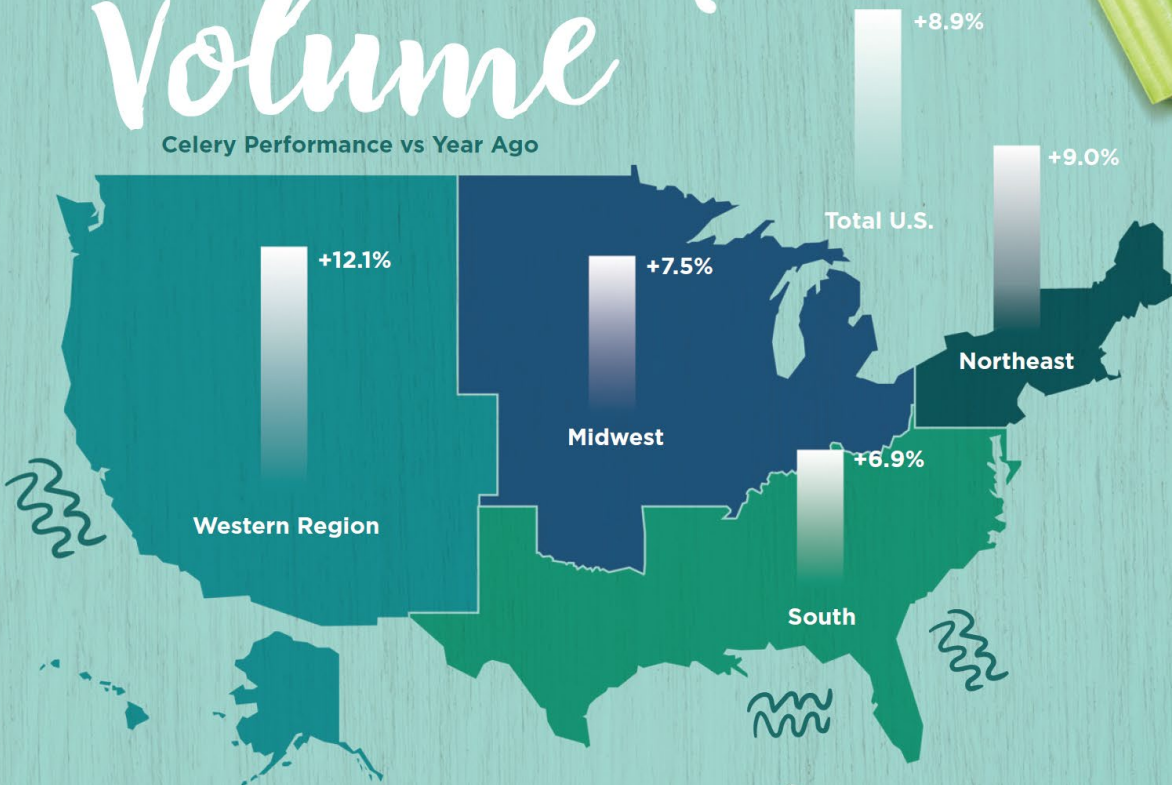


# Celery Snapshot

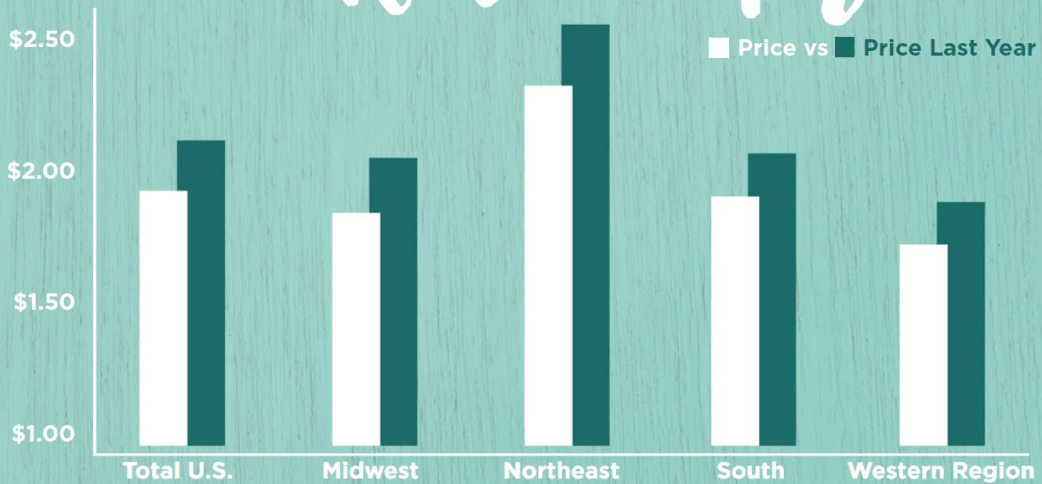
Texture and flavor are everything when it comes to cultivating the excitement behind today's fresh produce varieties, and one category that is evolving in both research and development and popularity is the celery destination on the plate and in the produce department. Crispier, crunchier textures are combined with fresh, clean flavors to impact the way that the consumer views food possibilities and takes "stalk" in what they put in their bodies. Category Partners, powered by Nielsen, joined us to share the latest on the celery craze and what trends we can see in packaging and buying behaviors...

# Volume

Celery Performance vs Year Ago



# Retail price





The celery plant can grow over three feet tall and retains much of its nutritional value when steamed

In the past, people used celery to treat problems like toothaches and arthritis

Nibbling on celery stalks helps clean your teeth and mouth after a meal

Celery contains vitamin C to help heal your cuts and wounds

Source: Washington State University material funded by USDA's Supplemental Nutrition Assistance Program, SNAP