# cherries

#### THE OLDER THE CONSUMER.

the more likely they are to buy cherries. Shoppers age 50 and older were much more likely to make a purchase than younger consumers and, in fact, shoppers age 18-29 were among the least likely overall to buy the fruit.

Shoppers earning more than \$100,000 annually were more likely to buy cherries than those earning less, marking the twelfth year that the likelihood of purchase has increased according to income.

Families without kids at home were a bit more likely to buy cherries than those without kids; the likelihood of a purchase increased according to the number of children in the household.

Shoppers on both coasts favored cherries more than those living in the Midwest or South.

Asian shoppers and those in the "other" category were more apt to buy cherries than those from other ethnic backgrounds.

Two-thirds of buyers chose conventionally grown cherries, but 32% said they opted for organic at least some of the time. Fourteen percent of buyers said they always chose organic fruit.



### Likelihood of purchase based on presence of children



Have kids.		 33%
1 kid		 30%
2 kids		 35%
3 or more l	kids .	 42%
No kids		 36%

#### Likelihood of purchase based on ethnicity/race

White/Caucasian	34%
Black/African American	31%
Hispanic	.38%
Asian	.40%
Other	41%



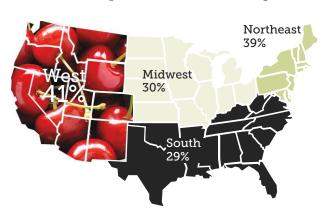
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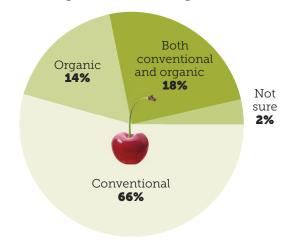




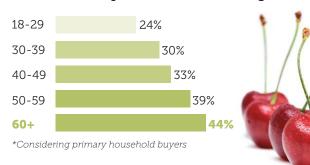
#### Likelihood of purchase based on region



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



#### Likelihood of purchase based on age\*



## Cherries pmg organic 2021

#### **OVERVIEW**

Organic cherries are still struggling to find their niche with shoppers as sales fell a little more than 4% in 2020. Their higher price point may be a deterrent to all but the most faithful of organic shoppers. However, if your store caters to consumers looking for organics, then organic cherries should be a consideration.

#### FRESH TRENDS 2021

14% of consumers said they purchased organic cherries exclusively, down from 15% last year, while another 18% said they bought organic cherries at least some of the time.

Sales	2020	% change from 2019		
Pounds sold	4,810,615	-2.4%		
Retail sales	\$16,470,286	-4.2%		
	2020	2019		
Average retail price per lb.	\$3.42	\$3.49		
Dollar share of organic fruit	\$0.55	\$0.64		
Organic percent of retail cherry sales 2020: 1.6%				

Source: IRI

#### MARKETING TIPS

While the demand for organic cherries is limited, make the most of their short marketing window by displaying them prominently when their prices

are lowest. Speaking of price, be sure to place organic cherries by themselves or near other comparably priced organic fruit to avoid having consumers compare prices against conventionally grown fruit. Educate shoppers about the need for more labor to grow produce organically, which leads to higher prices.

#### DOS AND DON'TS

✓ **PO:** Make organic cherries the red in a red, white and blue summertime promotion.

X PON'T: Don't be rough when handling organic cherries. They are a fragile fruit and rough handling can lead to less product to sell.



To read more, scan the QR code.



Offer organic cherries in bags to keep displays neat and to make it easier for consumers to grab what they need quickly.