



Likelihood of purchase based on age*

18-39	19%
40-49	17%
50-58	30%
59+	32%

*Considering primary household buyers

INCOME AND AGE ARE TWO OF THE PRIME FACTORS that affect cherry purchases. The likelihood of a purchase increased according to income for the eleventh straight year, and shoppers earning more than \$100,000 annually comprised the group most likely to buy cherries overall. Shoppers age 50 and older were close behind as one of the top groups likely to buy cherries.

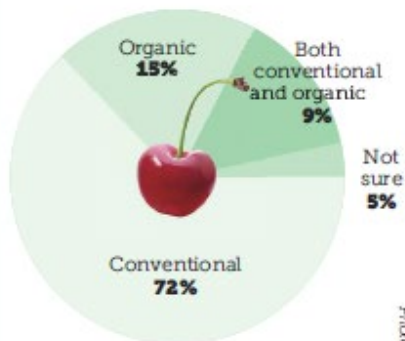
Over the past few years, Northeastern shoppers have been the most likely to buy cherries when it came to region; this year Midwesterners took the top spot (with Northeasterners a close second).

Shoppers in the "other" ethnic group were the most likely to buy cherries, a trend that continues from last year. For the past three years, African American consumers have been the least likely to buy this red fruit when considering ethnicity.

Fifteen percent of cherry buyers said they always selected organic fruit, a number up four percentage points from last year. Another 23% said they purchased organic cherries at least some of the time. ⑦

Likelihood of purchase based on ethnicity

White/Caucasian	26%
Black/African American	16%
Hispanic	26%
Asian	19%
Other	29%



World's Sweetest Tree Ripened Cherries

**VARIETALS
JULY—SEPT 2020:**
Bing, Rainier,
Regina, Lapin,
Skeena, Sweetheart

Sales:
info@HRCerryCompany.com
541-386-2183
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Photo Credit: iStock & Farm Journal

Cherries pmg organic 2020



	Sales	2018	2019
 Pounds sold		35.3% change from 2018	4,341,130
 Average retail price per pound		\$4.03	\$3.44
 Retail sales		15.3% change from 2018	\$14,920,433
 Dollar share of organic fruit		\$0.65	\$0.73
 Organic percent of retail cherry sales			1.9%

Source: IRI

OVERVIEW

Organic cherry sales rose nearly 16% in 2019, but organics made up less than 2% of all cherry sales, so there's plenty of room for growth. Include organic cherries in your produce mix if your store moves a lot of cherries as many of your shoppers might appreciate an organic option.

MARKETING TIPS

A limited marketing window for organic cherries means you need to be promoting them heavily while they are available. Give organic cherries a prominent spot on your display, but make sure you display them with other comparably priced fruits. Their high price point can be a deterrent, so make education a part of your promotional strategy. Teach consumers about the extra labor involved in growing organic cherries so they

understand the reason for the higher price. Promote organic cherries to environmentally conscious parents looking for options that use fewer pesticides.

DOS AND DON'TS

✓ **DO:** Include organic cherries in summertime fruit promotions to encourage shoppers to try them.

✗ **DON'T:** Don't forget to be gentle when handling cherries as they are more fragile than many fruits.

FRESH TRENDS 2020

15% of consumers said they purchased organic cherries exclusively, up from 11% last year, while another 9% said they bought organic cherries at least some of the time.



To see more online visit:
**ProduceMarketGuide.com/
produce/organic-cherries**

Organic

Photo: Farm Journal

2 tips for dynamic organic cherry displays



1 Display organic cherries in clamshells to keep your display neat and to avoid creating slipping hazards.



2 Consider displaying organic cherries next to conventional cherries, but be aware that the higher price point of organic cherries can create sticker shock.

HANDLING

- > Temperature: 32°F, 0°C
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 10 to 14 days
- > Odor-sensitive. Sweet cherries may pick up off-flavors from shipping or storage with commodities that have strong odors.
- > Modified atmosphere poly liners should be slit when product is received to eliminate gas buildup and off-flavors. Open the lids of cherry boxes stored in the cooler; good air circulation will slow spoilage.
- > Don't break cherry stems. Cherries with stems have a greater shelf life than those without.
- > It is normal for rainier cherries to have some skin discoloration, slight scuffing or brown spotting, and it often indicates high sugar content. Cherries that are mahogany or reddish brown are considered to be the most flavorful.

