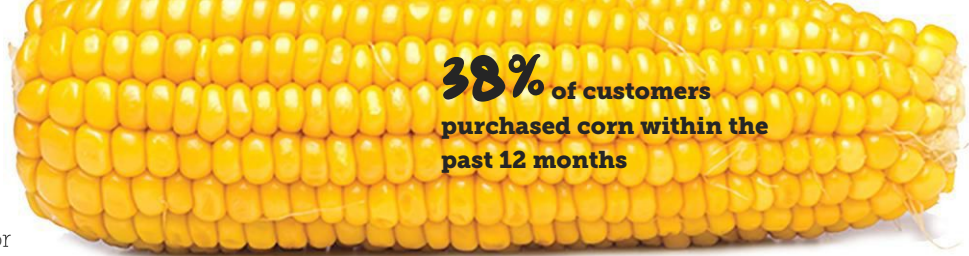


Corn



OLDER CONSUMERS

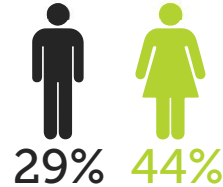
CONTINUE TO CLAMOR for corn. Those age 60 and older were quite a bit more likely to buy sweet corn than younger consumers — and they were more than twice as likely to buy as the youngest shoppers (age 18-29).

Following a multiyear trend, the likelihood of a corn purchase increased according to income. In fact, shoppers earning more than \$100,000 annually were among the most likely to buy sweet corn. Families with three or more children living at home were more likely to buy the starchy vegetable than those without kids.

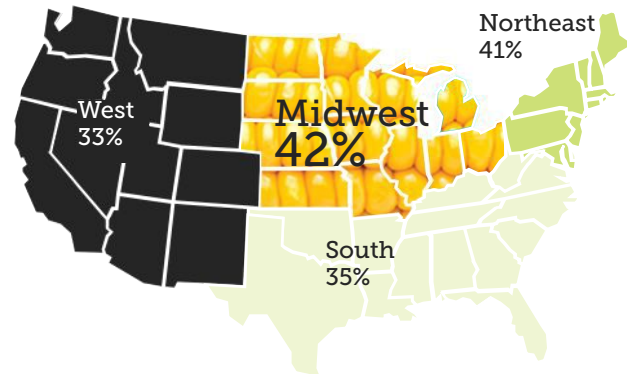
Proximity to the commodity likely fueled purchases of corn by Midwesterners, the region most likely to buy (which has been the case for several years now).

Nearly three-quarters (73%) of corn buyers purchased conventionally grown ears. Ten percent said they always selected organic sweet corn, and 25% said they bought organic corn at least some of the time. **FT**

Likelihood of purchase based on gender



Likelihood of purchase based on region





Corn pmg organic 2021



Sales	2020	% change from 2019
Pounds sold	1,071,048	0.5%
Retail sales	\$3,643,572	-26.8%
	2020	2019
Average retail price per lb.	\$3.40	\$4.66
Dollar share of organic vegetables	\$0.07	\$0.11
Organic percent of retail corn sales 2020: 0.5%		

Source: IRI

OVERVIEW

Organic corn is another produce item that has yet to find a following among most shoppers. Sales fell more than 25% in 2020, and organic sales make up just 0.5% of all corn sales. If your store caters to devoted organic seekers, you may find some success with organic corn.

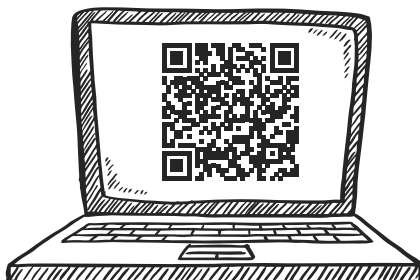
FRESH TRENDS 2021

10% of consumers said they purchased organic corn exclusively, up from 7% last year, while another 14% said they bought organic corn at least some of the time.

MARKETING TIPS

Nothing says summer like corn on the cob so include organic corn in promotions with organic meat. Provide tips on grilling corn in the husk to entice consumers who don't want to heat up the

house boiling water. Cross-promote organic corn with organic butter. If your store doesn't sell a lot of organic corn, consider only stocking shucked, packaged options for a smaller, neater display.



To read more, scan the QR code.

Dynamic Display



Offer both bulk organic corn as well as partially shucked tray-wrapped corn to appeal to a variety of shoppers.