

corn

33%

of customers purchased corn within the past 12 months

THE LIKELIHOOD OF A CORN PURCHASE increased according to income and age, with shoppers age 59+ and those in the top income bracket being the most likely to buy sweet corn overall.

Caucasian consumers have a particular love of corn—this is the sixth consecutive year they’ve comprised the group most likely to buy when looking at ethnicity. Asian consumers consistently rank among some of the least likely to buy corn overall.

This year households without kids were more likely to buy sweet corn,

at 36%, than those with kids, at 25%. In analyzing family size, those with one child at home were the most likely to commandeer corn.

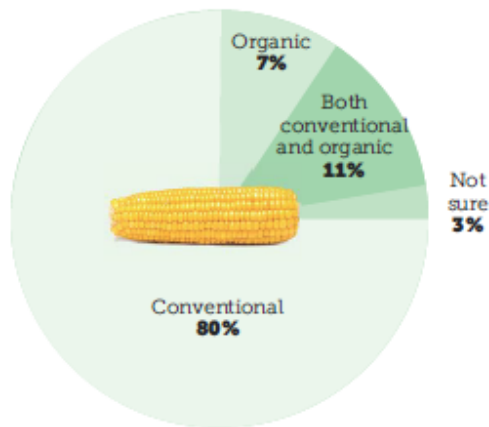
Perhaps not surprisingly, consumers in the “corn belt” of the Midwest were more likely to buy sweet corn than those in other regions.

Interest in organic corn remained unchanged from last year, with 18% of buyers saying they purchased organic product at least some of the time. Seven percent said they always bought organic sweet corn. 🌽

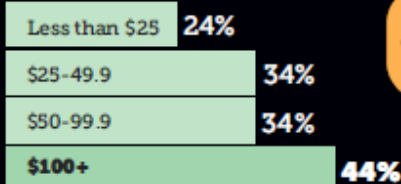
Likelihood of purchase based on ethnicity

White/Caucasian	38%
Black/African American	19%
Hispanic	31%
Asian	10%
Other	22%

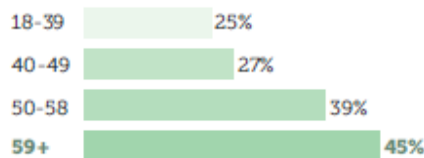
Types of produce purchased (among those who bought this item)



Likelihood of purchase based on household income*



Likelihood of purchase based on age*



*Figures in thousands; Annual household income

*Considering primary household buyers








For more **Fresh Trends** data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Photo Credit: iStock/iFarmJournal

OVERVIEW

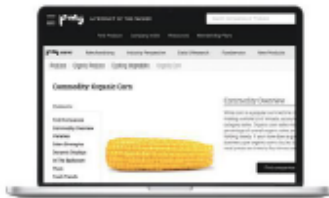
Organic corn sales fell dramatically in 2019, dropping more than 50%, but that doesn't mean there's not a place in your store for organic corn. Target shoppers who shop exclusively for organic produce to make the most of organic corn options.

	Sales	2018	2019
 Pounds sold		-63.5% change from 2018	327,144
 Average retail price per pound		\$2.97	\$3.49
 Retail sales		-57.1% change from 2018	\$1,141,775
 Dollar share of organic vegetables		\$0.08	\$0.03
 Organic percent of retail corn sales			0.2%

Source: IRI

FRESH TRENDS 2020

7% of consumers said they purchased organic corn exclusively, the same as last year, while another 11% said they bought organic corn at least some of the time.



To see more online visit ProduceMarketGuide.com/produce/organic-corn

DOS AND DON'TS

✓ DO: Keep organic corn and conventional corn separate. Many shoppers like to husk their corn at the display, setting up a scenario where cross-contamination is likely.

✗ DON'T: Don't get organic corn wet as it will cause the corn to spoil quickly.

HANDLING

- > Temperature: 34 to 38°F, 1 to 3.3°C
- > Relative humidity: 85-90%

- > Mist: yes
- > Typical shelf life: 4 to 6 days; supersweet varieties up to 10 days
- > Odor sensitive. Do not store or transport with commodities that produce odors, such as green onions.
- > Sugar content decreases rapidly even at room temperature.
- > Dried-out husks may signal poor quality, except in supersweet varieties. Peeling off dried husks on supersweets will reveal healthy corn.

Photo: Farm Journal



3 tips for dynamic organic corn displays



1 Trays of overwrapped, partially shucked corn can draw shoppers in with their bright yellow color as well as help out time-conscious shoppers.



2 Pull off the outer husks and display organic corn vertically to create a neat, eye-pleasing display.



3 Stack organic corn all going the same direction in a pyramid shape to create an eye-catching display.

MARKETING TIPS

Summertime is the perfect time to make a big deal about organic corn. Include it in grilling promotions with organic meat and be sure to promote it during the summer holidays. Cross-promote organic corn and organic butter. If your store doesn't do a lot of organic corn sales, consider only stocking shucked, packaged options for a smaller, neater display.



Photos: iStock & Farm Journal