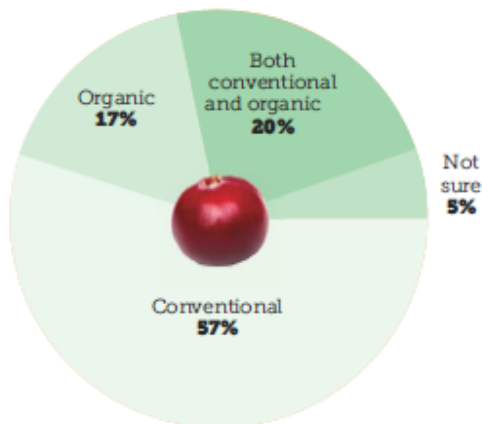


—cranberries

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



10%

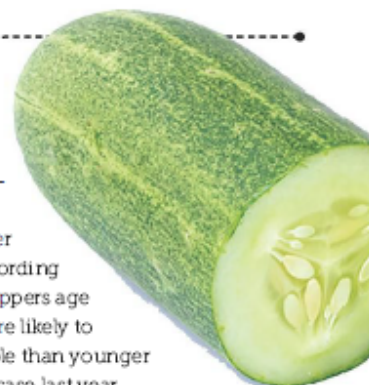
of customers purchased
apples within the past
12 months

INTEREST IN THIS TRADITIONALLY SEASONAL FAVORITE is largely driven by income, with consumers who earn \$50,000 or more being the most likely to buy cranberries. In fact, this group is twice as likely to make a purchase than those in the lowest income bracket. This is the ninth consecutive year that the likelihood of a cranberry purchase has increased according to income. Families with kids were more likely to buy cranberries than those without; those with two children living at home were the most likely overall to buy cranberries. 🍷

—cucumbers

35%

of customers purchased
cucumbers within the
past 12 months



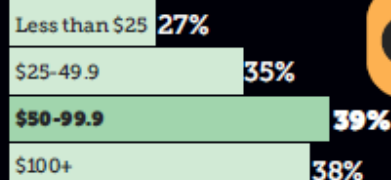
FOLLOWING A MULTI-YEAR TREND, the likelihood of a cucumber purchase increased according to income and age. Shoppers age 50+ were quite a bit more likely to select this salad vegetable than younger consumers, as was the case last year.

While field grown cucumbers win out as the most popular variety choice with 38% of consumers, an even higher percentage—44%—said they had no preference at all when it came to cucumber varieties.

In *Fresh Trends 2019*, families with kids were slightly more likely to buy cucumbers; this year families without kids clearly were more apt to buy the vegetable. Consumers with one child living at home were the most likely to add this veggie to their repertoire.

Caucasian consumers and Asian shoppers favored cukes more than those of other ethnicities. 🍷

Likelihood of purchase based
on household income*



*Figures in thousands; Annual household income

Varieties consumers prefer to purchase

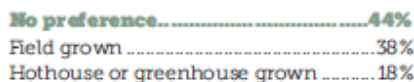


Photo Credit: Adobe Stock, iStock & Farm Journal

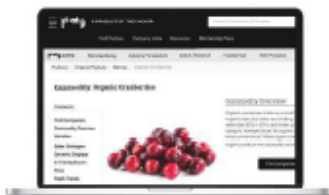
pmg organic 2020 Cranberries

OVERVIEW

Organic cranberry sales grew again in 2019, increasing by more than 8%. Organic cranberry sales now account for nearly 7% of all cranberry sales. Make the most of cranberries' seasonal popularity to boost organic sales. Give them a promotional push during the fall and winter holiday season to attract shoppers looking for an organic option for the holiday table.

FRESH TRENDS 2020

17% of consumers said they purchased organic cranberries exclusively, up from 12% last year, while another 20% said they bought organic cranberries at least some of the time.



To see more online visit:
[ProduceMarketGuide.com/
 produce/organic-cranberries](https://ProduceMarketGuide.com/produce/organic-cranberries)

Sales	2018	2019
Pounds sold	8.6% change from 2018	541,514
Average retail price per pound	\$5.51	\$5.49
Retail sales	8.1% change from 2018	\$2,973,412
Dollar share of organic fruit	\$0.01	\$0.15
Organic percent of retail cranberry sales		6.9%

Source: IRI

HANDLING

- > Temperature: 38 to 40°F, 2.2 to 4.4°C
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 2 to 3 weeks
- > Susceptible to chilling injury.
- > Damage sometimes is not apparent until the produce is returned to a higher temperature.
- > Vent to avoid carbon dioxide buildup and to encourage a uniform storage environment. Do not pack on ice.
- > Poorly colored fruit can pick up better coloring if held for a few weeks at 45 to 50°F, 7.2 to 10°C. However, sudden temperature increases can cause water condensation within packages.



Photo: Farm Journal

2 tips for dynamic organic cranberry displays



1 Display organic cranberries with other fall favorites like a variety of squashes.



2 Consider offering organic cranberries in bulk to let shoppers choose their own.

DOS AND DON'TS

✓ **DO:** Include organic cranberries in promotions with organic baking items during the winter holiday season.

✗ **DON'T:** Display cranberries on unrefrigerated tables as this will limit their shelf life.

MARKETING TIPS

Organic cranberries' deep red color makes them the perfect addition to a winter holiday display. Include organic cranberries in fall and winter holiday promotions and cross-merchandise them with other organic holiday items, including organic turkey and ham, sweet potatoes and green beans. Provide shoppers with preparation tips and recipes to encourage those who are not familiar with fresh organic cranberries to give them a try.

COMMON PLUS






For a list of the most common PLUS, look online at ProduceMarketGuide.com/produce/organic-cranberries



pmg organic 2020 Cucumbers

OVERVIEW

Organic cucumber sales rose more than 12% in 2019, and organic cucumbers now account for more than 8% of all cucumber sales. Capitalize on organic cucumbers' growing popularity by making sure they are a regular part of your produce mix.

	Sales	2018	2019
	Pounds sold	6.5% change from 2018	25,869,579
	Average retail price per pound	\$3.08	\$3.24
	Retail sales	12.1% change from 2018	\$83,892,865
	Dollar share of organic vegetables	\$2.31	\$2.51
	Organic percent of retail cucumber sales		8.2%

Source: IRI

FRESH TRENDS 2020

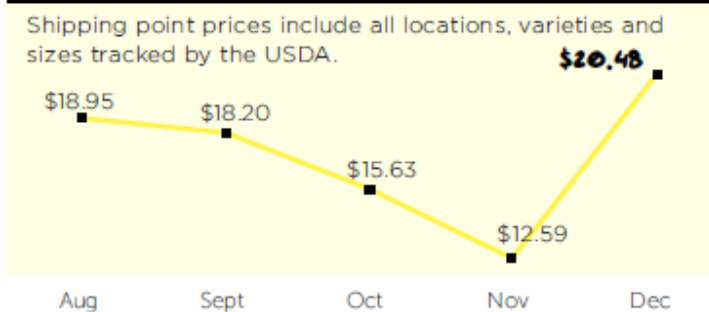
8% of consumers said they purchased organic cucumbers exclusively, down from 11% last year, while another 14% said they bought organic cucumbers at least some of the time.

DOS AND DON'TS

✓ DO: Do cross-promote organic cucumbers with pickling and canning jars and spices as some shoppers like to make their own pickles.

✗ DON'T: Don't hesitate to offer different varieties of cucumbers like English and Persian to appeal to consumers with different tastes and needs.

Organic monthly shipping point prices 2019



HANDLING

- > Temperature: 45 to 50°F, 7 to 10°C
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 10 to 14 days
- > Ethylene-sensitive. Do not store or transport with commodities that produce ethylene.

> Susceptible to chilling injury. Damage sometimes is not apparent until the produce is returned to a higher temperature. Chilling injury can cause water-soaked spots, pitting or tissue collapse. Extensive decay will develop when cucumbers are removed from low temperatures.

Photo: Farm Journal



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



2 tips for dynamic organic cucumber displays



1 If you display organic cucumbers with other organic vegetables, be sure to place another vegetable between the organic cucumbers and organic zucchini to avoid confusion. Organic yellow squash creates a visually appealing color break.



Offer over-wrapped trays of organic snacking cucumbers to appeal to shoppers looking for a quick grab-and-go item. Position them near other snacking vegetables like cherry tomatoes to boost sales of both items.

DOS AND DON'TS

✓ **DO:** Do cross-promote organic cucumbers with pickling and canning jars and spices as some shoppers like to make their own pickles.

✗ **DON'T:** Don't hesitate to offer different varieties of cucumbers like English and Persian to appeal to consumers with different tastes and needs.

MARKETING TIPS

Organic cucumbers are a versatile vegetable. Consumers enjoy them both as a snack and as a part of salads and sandwiches. Promote them with organic salads, salad dressings, croutons and bacon bits. If demand for organic cucumbers is high in your store, consider offering mini cucumbers to appeal to shoppers looking for a more snack-friendly size.

COMMON PLUS

For a list of the most common PLUS, look online at ProduceMarketGuide.com/produce/organic-cucumbers



Photos: iStock & Farm Journal