



**AFFLUENT SHOPPERS ARE MORE LIKELY** to buy eggplant than those who earn less. In fact, shoppers earning more than \$100,000 annually were twice as likely to buy the purple veggie than those in the lowest income bracket, as was the case the past two years. Asian consumers heavily favor eggplant; in fact, those shoppers are two or more times more likely to grab eggplant than those in any other ethnic group. Asian shoppers were the most likely to buy eggplant overall, as a matter of fact.

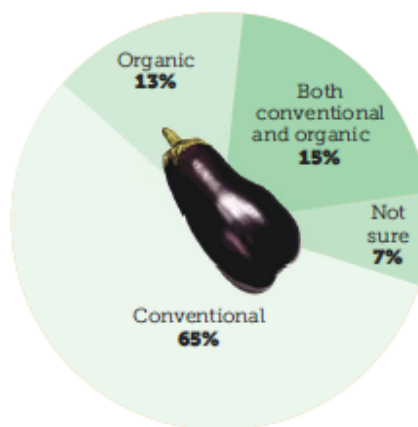
For a dozen years now, shoppers in the Northeast have comprised the region most likely to buy eggplant. This year was no different. The likelihood of an eggplant purchase increased steadily according to income and age.

Thirteen percent of eggplant buyers said they always purchased organic product, as was the case last year. Twenty-eight percent said they selected organic eggplant at least some of the time, up from 26% who said so last year. 🍆

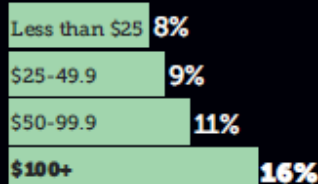
#### Likelihood of purchase based on ethnicity

White/Caucasian	10%
Black/African American	9%
Hispanic	14%
<b>Asian</b>	<b>20%</b>
Other	7%

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

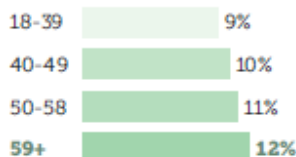


#### Likelihood of purchase based on household income\*



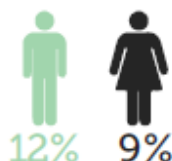
\*Figures in thousands; Annual household income

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



\*Considering primary household buyers

#### Likelihood of purchase based on gender



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# pmg organic 2020 Eggplant

## OVERVIEW

Organic eggplant sales continue to grow, rising more than 25% in 2019. With organic eggplant making up nearly 7% of all eggplant sales, it's worth experimenting with the vegetable in your store. Shoppers looking for a well-stocked organics display will appreciate the variety of eggplant can add.

	Sales	2018	2019
 Pounds sold		29.1% change from 2018	2,380,053
 Average retail price per pound		\$2.46	\$2.40
 Retail sales		25.9% change from 2018	\$5,718,871
 Dollar share of organic vegetables		\$0.14	\$0.17
 Organic percent of retail eggplant sales			<b>6.7%</b>

Source: IRI

## MARKETING TIPS

Appeal to environmentally conscious vegetarians in your organic eggplant marketing as eggplant is commonly used as a meat substitute. Cross-promote it with organic tofu and beans. Encourage shoppers who aren't familiar with organic eggplant to give it a try by including preparation tips and recipe options on your display.

## DOS AND DON'TS

**✓ DO:** Promote the versatility of organic eggplant by offering samples and demonstrations of how to prepare it.

**Add a Fresh Twist to Any Dish!** buyer's guide

World-Class Ingredients for the everyday with produce not the brain for a wide range of



**Baby Eggplant**  
Similar to a small, round eggplant, baby eggplants are a fun addition to any recipe. They are a great choice for those who prefer a smaller size.



**Graffiti Eggplant**  
All you do is spray it with any number of food-safe, natural vegetable dyes. The result is a colorful, fun eggplant that's perfect for parties and events.



**White Eggplant**  
This, also called Japanese eggplant, has a long, thin, and slightly curved shape. It's a great choice for those who prefer a milder flavor.



**Artichoke**  
Whether you prefer it stuffed or roasted, artichokes are a versatile vegetable. They are a great choice for those who enjoy a heartier vegetable.



**Anise**  
Similar to a small, round eggplant, anise eggplants are a fun addition to any recipe. They are a great choice for those who prefer a smaller size.

## SIMPLY SIGNS

Use signs to educate shoppers about the different varieties of eggplant.



**X DON'T:** Don't squish your eggplant by stacking them too high. Keep stacks to two or less to avoid crushing the items on the bottom.

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

Photo: iStock



## A tip for dynamic organic eggplant displays



Offer a variety of options when it comes to organic eggplant to appeal to shoppers looking for different flavors.

### HANDLING

- > Temperature: 46 to 54°F, 8 to 12°C
- > Relative humidity: 90-95%
- > Mist: yes
- > Typical shelf life: 10 to 14 days
- > Ethylene-sensitive. Do not store or transport with commodities that produce ethylene.
- > Odor sensitive. Do not store next to ginger or onions. Susceptible to chilling injury. Eggplant is sensitive to temperature extremes and requires a cool atmosphere to cut moisture loss. If left at room temperature for several days, eggplant becomes soft and wrinkled.