

# garlic

**GARLIC SEEMS TO BE A FLAVOR** that increases in popularity with age. For the third straight year the likelihood of a garlic purchase increased as shoppers aged, with those over 60 being some of the most likely to buy garlic overall.

Following a multi-year trend, the likelihood of a purchase increased according to income in *Fresh Trends 2021*.

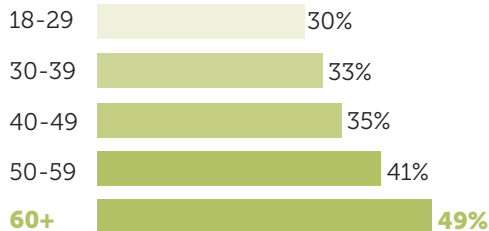
Ethnic background also plays a big role in garlic purchases, with Hispanic shoppers being the most likely group overall to buy garlic. Asian consumers and those in the "other" category were also top garlic purchasers. <sup>FT</sup>

## Likelihood of purchase based on ethnicity/race

White/Caucasian .....	36%
Black/African American .....	32%
<b>Hispanic.....</b>	<b>51%</b>
Asian .....	48%
Other .....	45%



## Likelihood of purchase based on age\*




\*Considering primary household buyers

## OVERVIEW

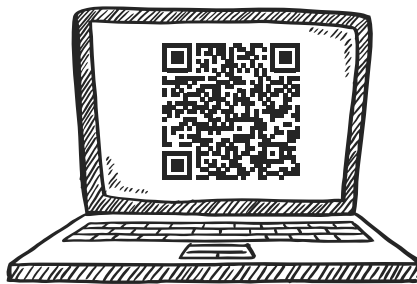
Organic garlic continues to grow in popularity with consumers, with sales rising nearly 23% in 2020. Organic garlic now makes up more than 10% of all garlic sales, providing nearly \$40 million in sales nationwide. Tap into that growing popularity by making organic garlic a staple on your shelves.

## FRESH TRENDS 2021

11% of consumers said they purchased organic garlic exclusively, down from 9% last year, while another 13% said they bought organic garlic at least some of the time.

 Sales		
	2020	% change from 2019
Pounds sold	5,476,595	35.3%
Retail sales	\$39,594,721	22.9%
	2020	2019
Average retail price per lb.	\$7.23	\$7.96
Dollar share of organic vegetables	\$0.79	\$0.83
<b>Organic percent of retail garlic sales 2020: 10.2%</b>		

Source: IRI



To read more, scan the QR code.

## HANDLING

- > Temperature: 32 to 34°F, 0 to 1°C
- > Relative humidity: 65-75%
- > Mist: no
- > Typical shelf life: 90 to 120 days
- > Store in a well-ventilated place.
- > Always keep elephant and conventional garlic dry; moisture is damaging.



Photos: iStock & Farm Journal

# Dynamic Displays

## MARKETING TIPS

Garlic is rarely eaten alone, but it is an ingredient in everything from garlic bread to soup to meat dishes, making it the perfect candidate for cross-promotion. Add organic garlic to soup displays and include it in winter holiday promotions.

During the summer, consider a secondary display of organic garlic near where shoppers can purchase organic meat for use in grilled dishes. Include different types of garlic like elephant garlic or purple garlic to introduce shoppers to new flavors. Add organic chopped garlic to your product mix to appeal to time-conscious consumers.

## DOS AND DON'TS

✓ **DO:** Promote different ways to use garlic during different times of the year. Include it in football game-day promotions for those looking to make guacamole or salsa in the fall as well as in spring promotions as a seasoning for meat.

✗ **DON'T:** Don't hesitate to display organic garlic in several different places to encourage impulse sales.

Photo: Farm Journal



If demand is high for organic garlic, consider offering mesh sacks of whole heads to meet the needs of shoppers wanting a larger quantity of organic garlic.

Submitted for PMG's Produce Artist Award Series by Benjamin Lee, Weaver Street Market



Include organic garlic in a larger aisle display of vegetables that are often included in dishes with garlic.

## COMMON PLUS

Look online at [producemarketguide.com/produce/organic-garlic](https://producemarketguide.com/produce/organic-garlic) for a list of the most common PLUs.