

Garlic

ALWAYS A CROWD PLEASER, garlic gleans its popularity from its flavor.

Asian shoppers embrace the root vegetable wholeheartedly, with more than 55% of those shoppers saying they bought garlic in the past year. Those in the “other” ethnic group and Hispanics were also very likely to buy.

Income and age also drive garlic sales. For many years, the likelihood of a purchase has increased according to income. The youngest consumers (age 18-29) were less likely to buy the bulbs than older shoppers.

Regional preferences are obvious with garlic, as well. Shoppers in the West have dominated garlic purchases for a decade, but this year they were inched out by Northeastern shoppers. While the West and Northwest were the top regions for garlic sales, the Midwest and South comprised the groups least likely overall to buy the pungent vegetable.

Overall purchasing patterns for garlic are the same with regard to family size. However, in families with

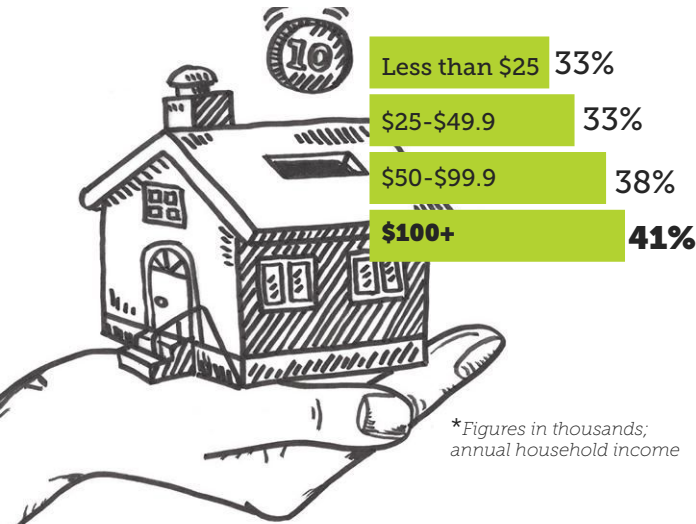


36% of customers purchased garlic within the past 12 months

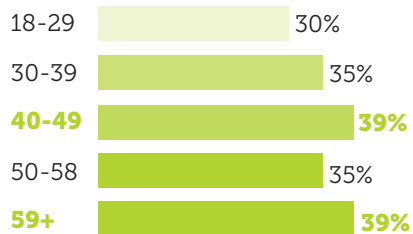
children, the likelihood of a purchase decreased as the number of kids in the household increased.

Nearly one-third of buyers (31%) said they opted for organic garlic at least some of the time. Thirteen percent said they always chose organic. **ET**

Likelihood of purchase based on household income*

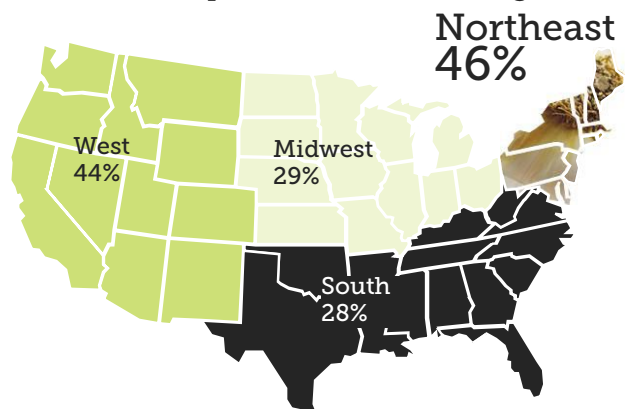


Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

White/Caucasian	34%
Black/African American	34%
Hispanic	42%
Asian	55%
Other	53%

Images: Farm Journal & iStock



OVERVIEW

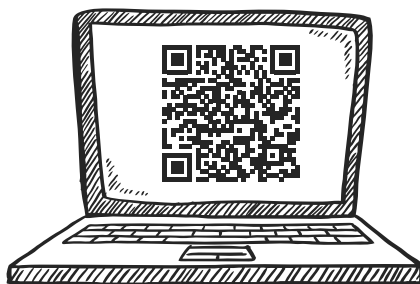
Organic garlic continues to grow in popularity with consumers, with sales rising nearly 23% in 2020. Organic garlic now makes up more than 10% of all garlic sales, providing nearly \$40 million in sales nationwide. Tap into that growing popularity by making organic garlic a staple on your shelves.

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
Organic percent of retail garlic sales 2020: 10.2%		

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.



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.

COMMON PLUS

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



Photo: Farm Journal

1 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

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