

garlic

FOLLOWING A WELL-ESTABLISHED TREND, the likelihood of a garlic purchase increased according to income. Consumers in the top income bracket comprised one of the most likely groups to buy garlic overall and those in the lowest income bracket were among the least likely overall to buy this year.

Shoppers in prime garlic-growing country—the West—were the most likely to buy garlic overall (in addition to Asian shoppers), a trend now in its ninth year.

Garlic is popular among consumers of all ages, but those age 50 and older were more apt to buy the pungent vegetable than

younger shoppers. Asian and Hispanic shoppers continue to comprise the ethnic groups most likely to buy.

One-third of consumers without kids living at home bought garlic in the past year, while only 27% of families with kids did the same. The likelihood of a purchase increased according to number of children in the home.

More than one-fifth (21%) of garlic buyers said they opted for organic garlic at least some of the time. Nine percent said they always selected organic product.



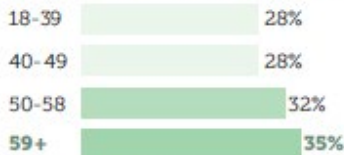
31%

of customers purchased garlic within the past 12 months

Photo Credit: iStock & Farm Journal

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Likelihood of purchase based on age*



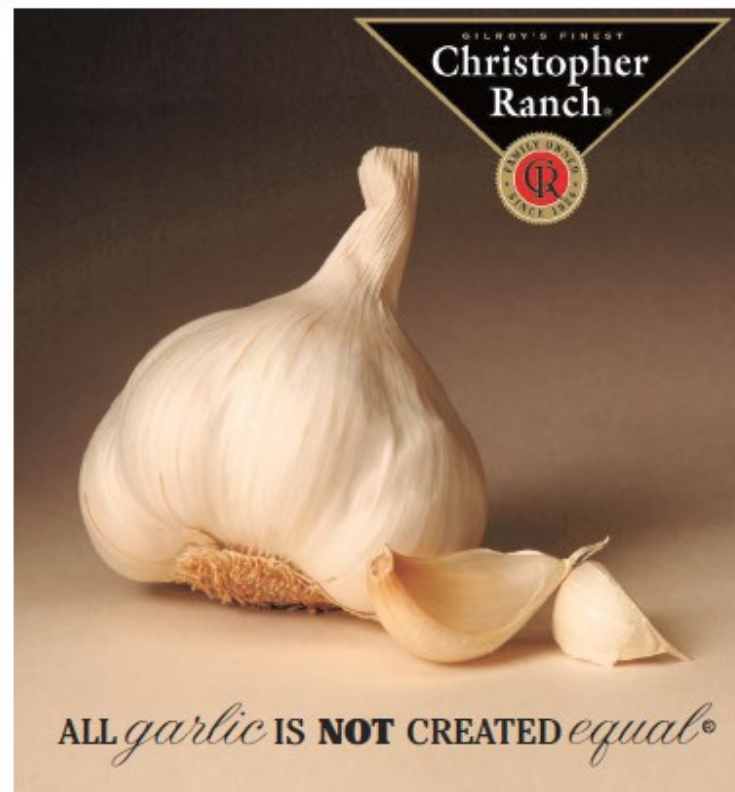
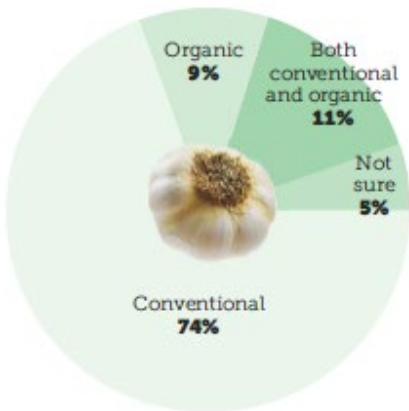
*Considering primary household buyers



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

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



ALL garlic IS **NOT** CREATED equal®

OVERVIEW






Sales of organic garlic continued to grow in 2019, with organic now making up more than 8% of all garlic sales. Cross-promote garlic well with other organic items to boost your overall bottom line as garlic is rarely eaten by itself.

FRESH TRENDS 2020

9% of consumers said they purchased organic asparagus exclusively, down from 10% last year, while another 11% said they bought organic garlic at least some of the time.

DOS AND DON'TS

✓ DO: Include garlic in seasonal promotions during the holidays when consumers are more likely to cook at home.

Sales		2018	2019
	Pounds sold	12.1% change from 2018	3,015,259
	Average retail price per pound	\$7.87	\$7.98
	Retail sales	13.7% change from 2018	\$24,055,697
	Dollar share of organic vegetables	\$0.65	\$0.72
	Organic percent of retail garlic sales		8.1%

Source: IRI

X DON'T: Don't let organic garlic get wet as damp bulbs will spoil quickly.

MARKETING TIPS

Organic garlic offers plenty of opportunity for cross-promotion. Include it in soup displays and promote it with stir-fry vegetables. Make

it a part of organic grilling promotions. Include different types of garlic like elephant garlic or purple garlic to introduce shoppers to new flavors. Organic chopped garlic makes a great addition to your product line as it will appeal to shoppers who are looking to save preparation time.



Photo: Farm Journal

2 tips for dynamic organic garlic displays



1 Pair organic garlic cloves with live herbs to appeal to consumers who are looking for organically grown and farm-fresh options.



2

Offer more than one variety of organic garlic in bulk to appeal to shoppers looking for something different.

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.

> When stacking containers in the back room, make sure to stack organic items at the top so residue from conventional produce doesn't drip down onto the organic items.

> Organic items can be stored side by side in the cooler as long as no product is touching and no residue can drip from the conventional onto the organic product.



Photos: iStock & Farm Journal