


grapes

COLORFUL, PORTABLE AND CONVENIENT, grapes are a top snack food for today's consumers. They are the No. 4 fruit that shoppers purchased last year.

Eight in 10 grape buyers said they used grapes as a snack in the past year. Grapes also make a healthy dessert, and 28% of shoppers said they used them this way.

Green seedless grapes have been the frontrunner for years, and they remain the top variety this year, but interest in red seedless grapes has climbed steadily, and they're practically even with green seedless grapes in *Fresh Trends 2021*. 

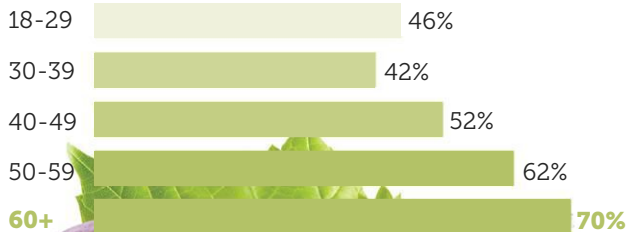
Ways consumers use grapes

| | |
|------------------------------|-----|
| As a snack | 80% |
| As a dessert | 28% |
| As a salad | 20% |
| As an appetizer | 16% |
| As a side dish | 15% |
| As an ingredient in a recipe | 15% |

Varieties consumers prefer to purchase

| | |
|-------------------------------|--------------------------|
| Green seedless.....60% | Red with seeds.....10% |
| Red seedless.....59% | Blue/black with seeds.7% |
| Blue/black seedless... 28% | No preference8% |
| Green with seeds11% | |

Likelihood of purchase based on age*



*Considering primary household buyers



Photo: Farm Journal & Stock

Grapes pmg organic 2021



OVERVIEW

Organic grapes continued their sales growth in 2020. Sales rose slightly more than 9% from 2019, and organic purchases now make up more than 6% of all grape sales. Encourage shoppers to consider organic grapes by offering several varieties in your department.

FRESH TRENDS 2021

12% of consumers said they purchased organic grapes exclusively, up from 9% last year, while another 14% said they bought organic grapes at least some of the time.

COMMON PLUS

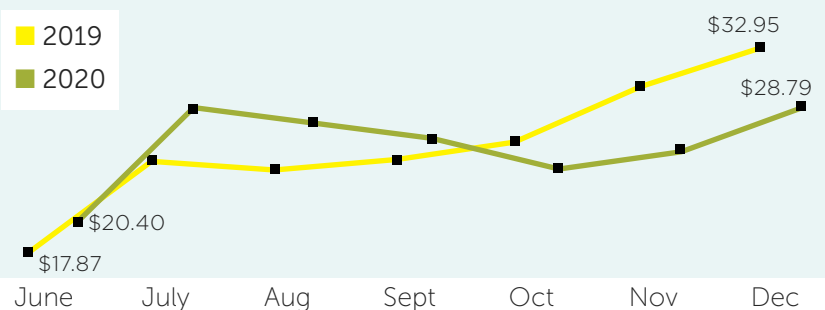
Look online at producemarketguide.com/produce/organic-grapes for a list of the most common PLUs.

| Sales | 2020 | % change from 2019 |
|--------------------------------------------------------|---------------|--------------------|
| Pounds sold | 78,832,788 | 11.1% |
| Retail sales | \$218,054,730 | 9.1% |
| | 2020 | 2019 |
| Average retail price per lb. | \$2.77 | \$2.82 |
| Dollar share of organic fruit | \$7.33 | \$7.53 |
| Organic percent of retail grape sales 2020 6.5% | | |

Source: IRI

Organic monthly shipping point prices 2020

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



Photos: iStock & Farm Journal

Dynamic Displays

MARKETING TIPS

Organic grapes are popular across all ages and demographics. Promote them not just as a tasty snack but also as an easy side dish on a hot summer night. Encourage shoppers to think creatively by offering ideas for fruit skewers that include grapes. Cross-promote organic grapes with organic cheese and wine to appeal to more adult palates. Give organic grapes a promotional push during the back-to-school season as they are a tasty addition to the lunch box.

DOS AND DON'TS

✓ **DO:** Give organic grapes some space. Studies show that larger grape displays can encourage shoppers to make an impulse purchase.

✗ **DON'T:** Don't give shoppers the opportunity to cross-contaminate organic grapes with conventional ones. Use packaged organic grapes in your display and make sure the appropriate barriers are in place if displaying them with conventional grapes.



To read more, scan the QR code.

1



Photo: Farm Journal

Make organic grapes a centerpiece of a larger organic fruit display.

2



Submitted for PMG's Produce Artist Award Series by Ernesto Solano, Whole Foods

Offer more than one variety of organic grapes and showcase them together to create a larger display.



3



Submitted for PMG's Produce Artist Award Series by Ernesto Solano, Whole Foods

Include a variety of packaging options in your display to meet the needs of as many shoppers as possible.

Grapes pmg organic 2021

HANDLING

- > Temperature: 30-32°F (-1-0°C)
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 56 to 180 days
- > Odor producer. Grapes fumigated with sulfur dioxide will produce odors that may be absorbed by other fruits and vegetables. Do not store or transport fumigated grapes with other fruits and vegetables.

- > Odor sensitive. Grapes will absorb odors produced by leeks and green onions. Moderately sensitive to freezing injury. Although frozen grapes are a good snack, freezing is a poor method of storage.
- > White or green grapes will have a yellow cast or straw color with a touch of amber at their taste peak. Red varieties are best when red coloring

- predominates all or most of the berries. Darker varieties should be free of a green tinge.
- > Minimize shatter by unfastening the lug's lid. Hold the lid on top while turning the lug upside down. Carefully remove the lug. If lined, the grapes will stay in place. Remove the liner and the grapes will fall free.