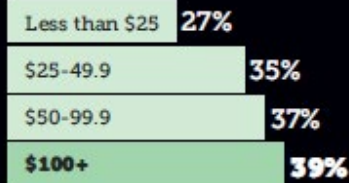


FOR A DOZEN YEARS, the likelihood of a lemon purchase has increased according to income. Consumers earning \$100,000 or more annually were among the most likely to buy the citrus fruit overall. Lemons are a favorite of Hispanic consumers, with half of this group saying they bought lemons in the past year, which is significant since only 35% of the general population said the same. Asian shoppers were among the least likely to buy the yellow fruit. While families without kids were more likely to buy lemons than those with kids, the likelihood of a lemon purchase increased according to the number of children in the household. Shoppers in the South and West were more apt to buy the sour fruit than those in other regions.

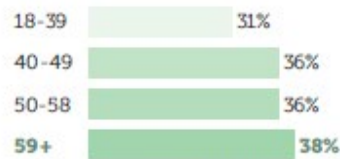
When it came to organic purchases, 8% of lemon buyers said they always selected organic fruit. Twenty-two percent said they opted for organic lemons at least some of the time.

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

Take a Healthy Stand

THE PRODUCE DEPARTMENT IS NATURE'S PHARMACY



Three (of the many) benefits that lemons provide include:



Cardiovascular (heart) Health Benefits



Potential To Help Prevent Cancer



Anti-Aging and Skin Health

www.limaneira.com



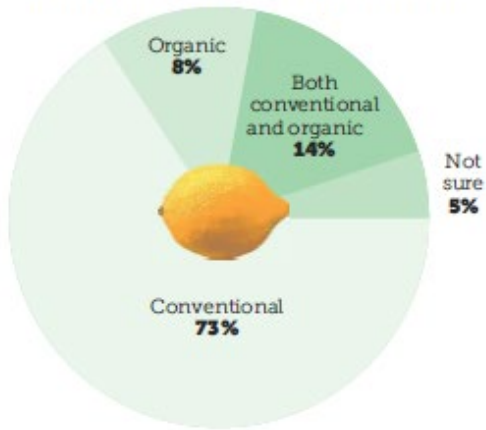
Likelihood of purchase based on ethnicity



Likelihood of purchase based on presence of children



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



Likelihood of purchase based on gender



Lemons pmg organic 2020



Sales	2018	2019
Pounds sold	-16.2% change from 2018	11,971,521
Average retail price per pound	\$3.01	\$3.08
Retail sales	-14.3% change from 2018	\$36,914,869
Dollar share of organic fruit	\$219	\$1.82
Organic percent of retail lemons sales		5.5%

Source: IRI

OVERVIEW

Organic lemon sales fell again in 2019, dropping more than 14%, but organic lemons still make up more than 5% of all lemon sales, which makes them worth carrying in your store. Appeal to shoppers looking to flavor drinks or baked goods by marketing them with other organic items to create incremental sales.

FRESH TRENDS 2020

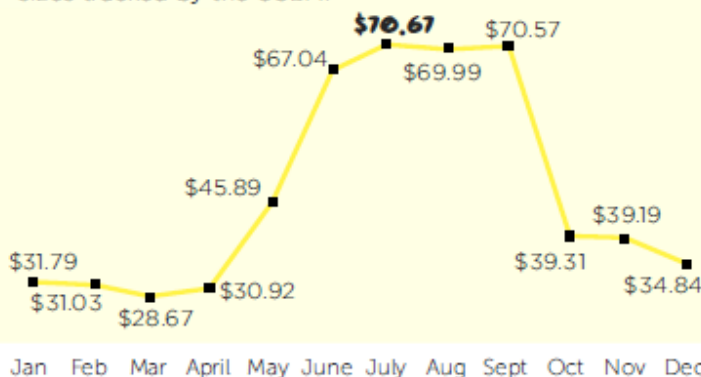
8% of consumers said they purchased organic lemons exclusively, down from 10% last year, while another 14% said they bought organic lemons at least some of the time.



To see more online visit
ProduceMarketGuide.com/produce/organic-lemons

Organic monthly shipping point prices 2019

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



MARKETING TIPS

Use organic lemons' versatility to create cross-merchandising opportunities. Cross-promote them with other organic items like baking supplies, meat, seafood and drinks. Make them a part of summertime grilling promotions and fall football game-day promotions. Pair them with organic avocados to encourage shoppers to make homemade guacamole for the big game.

DOS AND DON'TS

✓ DO: Include both bagged and bulk product in your display to appeal to a variety of consumers.

✗ DON'T: Don't use misters on lemons and avoid freezing temperatures.

HANDLING

- > Temperature: 45 to 48°F, 7 to 9°C
- > Relative humidity: 85-90%
- > Mist: lightly

Photo: Farm Journal

2 tips for dynamic organic lemons displays



Display organic lemons and limes next to each other. Their vibrant colors will draw consumers' eyes and encourage sales.



Place organic lemons front and center in a larger organic fruit display. Place them next to oranges or apples for an attractive display.

Photos: Shock & Farm Journal

- > Typical shelf life: several weeks if properly refrigerated
- > Odor producer (Do not store or transport odor-sensitive items with commodities that produce odors.)
- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)

- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a higher temperature.)
- > Shoppers can keep lemons at room temperature for several days. Lemons can also store for one to five months.