

—lettuce



Ways consumers use lettuce

As a salad	83%
As an ingredient in a recipe	26%
As a side dish	21%
As a main dish	12%
As an appetizer	9%
As a snack	9%

BULK LETTUCE WAS THE SIXTH MOST POPULAR vegetable in *Fresh Trends 2020*, and its close cousin—salad mix—was fourth on the list this year. It's clear leafy greens are popular across many fronts.

Shoppers crave the crisp leaves of romaine lettuce most of all—it was the top variety of choice for the sixth straight year. Iceberg came in a strong second, and far fewer folks chose leaf lettuce.

In *Fresh Trends 2019*, interest in lettuce declined as age increased, but this year the opposite was true. Shoppers age 50 and older were more likely to buy the leafy vegetable than younger consumers. 🍴

Varieties consumers prefer to purchase

Romaine.....	39%
Iceberg.....	37%
Leaf.....	12%
Boston/bib.....	3%
No preference.....	9%

2 tips for Organic lettuce displays



1 Offer both green leaf and red leaf organic lettuce for the same price to encourage consumers to mix and match.



2 Make organic lettuce the centerpiece of an organic salad vegetable display.

OVERVIEW

Organic lettuce is one of the most popular organic items as it is a staple for many people. Market its versatility to shoppers and encourage them to think about organic lettuce as more than just a base for a salad to boost sales.






FRESH TRENDS 2020

9% of consumers said they purchased organic lettuce exclusively, down from 12% last year, while another 16% said they bought organic lettuce at least some of the time.

MARKETING TIPS

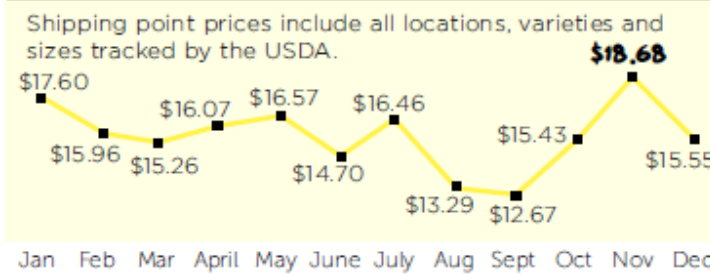
When it comes to organic lettuce, choice is key. Offer a variety of lettuce options to appeal to shoppers looking for a base for a salad, toppings for sandwiches and lettuce for wraps. Consider pricing strategies that allow shoppers to mix and match different varieties for the same price. Create an organic salad section by grouping organic lettuce with other organic vegetables.

Photo: iStock

	Sales	2018	2019
 Pounds sold		1.6% change from 2018	251,687,467
 Average retail price per pound		\$5.97	\$5.92
 Retail sales		0.8% change from 2018	\$1,489,830,463
 Dollar share of organic vegetables		\$45.59	\$44.60
 Organic percent of retail lettuce sales			18.2%

Source: IRI
Note: Sales numbers for lettuce include sales of greens, romaine and salads

Organic monthly shipping point prices 2019



DOS AND DON'TS

- ✓ **DO:** Cross-merchandise lettuce with organic croutons and salad dressing.
- ✗ **DON'T:** Don't get packaged lettuce wet because the water can get trapped under the packaging and speed up decay.



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

