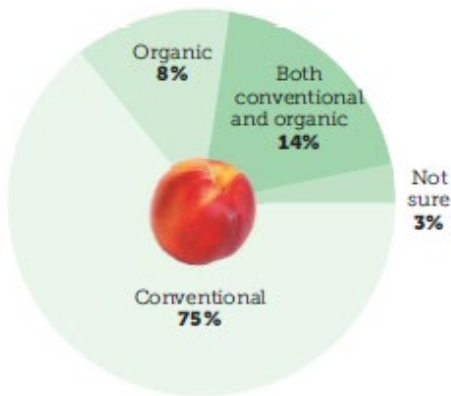


Types of produce purchased (among those who bought this item)



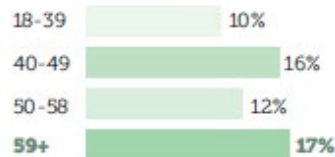
OLDER SHOPPERS HAVE BEEN more apt to buy nectarines for several years than those younger. In fact, buyers age 59 and older have been among the most likely to buy the stone fruit overall during the past three years.

Western shoppers—who have been most likely to buy the past three years—maintained that trend, with Northeasterners close on their heels. In fact, these two segments of the population were some of the most likely overall to buy nectarines along with those age 59+ and Hispanic consumers.

Hispanic and Asian shoppers were the most likely groups to buy this smooth-skinned stone fruit when it came to ethnicity, while African American and “other” consumers were less likely to buy.

The likelihood of a nectarine purchase generally increased according to income, with purchases being the most likely for those earning \$25,000 or more annually. 🍎

Likelihood of purchase based on age*



*Considering primary household buyers

2 tips for dynamic organic nectarine displays



1 Make organic nectarines a part of a larger organic stone fruit display that includes peaches and plums.



2 If you sell smaller volumes of organic nectarines, display them in a ceramic bowl or basket as part of another display.

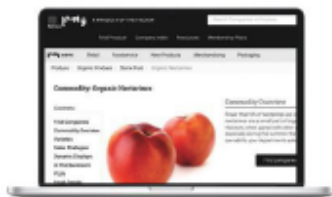
Nectarines pmg organic 2020

OVERVIEW

Organic nectarine sales dropped 15% in 2019, but organic sales still accounted for more than 5% of all nectarine sales. While organic nectarine sales are still a small portion of overall organic sales, they are an important part of your organic stone fruit mix. Be sure to include them in larger displays that include organic peaches and plums to boost the entire category.

FRESH TRENDS 2020

8% of consumers said they purchased organic nectarines exclusively, down from 9% last year, while another 14% said they bought organic nectarines at least some of the time.



To see more online visit
[ProduceMarketGuide.com/
produce/organic-nectarines](https://ProduceMarketGuide.com/produce/organic-nectarines)



| | Sales | 2018 | 2019 |
|---|-------|----------------------------|--------------|
| Pounds sold | | -14.8% change from 2018 | 4,729,825 |
| Average retail price per pound | | \$2.90 | \$2.89 |
| Retail sales | | -15% change from 2018 | \$13,658,027 |
| Dollar share of organic fruit | | \$0.81 | \$0.67 |
| Organic percent of retail nectarine sales | | | 5.1% |

Source: IRI

MARKETING TIPS

Make organic nectarines a staple of an organic stone fruit display, especially during peak season for stone fruit. Cross-merchandise them with organic salad mixes and dressings to encourage consumers to think of them as an addition to salads. Promote them as a tasty addition to cereal or yogurt for breakfast. During the hot days of summer encourage shoppers to purchase nectarines as a no-cook side dish for dinner.

DOS AND DON'TS

✓ DO: Educate consumers about how to ripen organic nectarines at home and remind them not to store them in the refrigerator unless they are fully ripe.

✗ DON'T: Don't forget to frequently check the nectarine display and removed bruised fruit. A poor eating experience can deter consumers from purchasing them again.

COMMON PLUS

For a list of the most common PLUs, look online at: [ProduceMarketGuide.com/
produce/nectarines](https://ProduceMarketGuide.com/produce/nectarines)



Photo: Farm Journal