


oranges

ALWAYS A KID FAVORITE and a healthy grab-and-go option, oranges were the fifth most popular fruit in *Fresh Trends 2021* after favorites like bananas, apples, strawberries and grapes.

For more than a decade, the likelihood of an orange purchase has increased according to income.

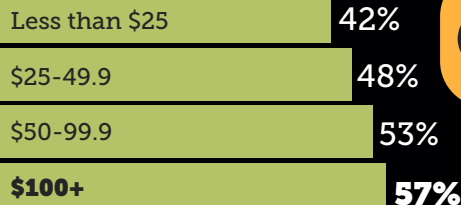
While households without kids were more likely to buy oranges than those with kids, families with three or more children were some of the most likely overall to buy this bright fruit, as were those in the highest income bracket and certain ethnicities—specifically Hispanics and those in the “other” ethnic or racial category. In fact, Hispanic shoppers were the most likely overall to buy oranges.

Older shoppers were more likely to buy oranges than those younger than 50. Shoppers age 60 and older were among the most likely to buy overall. Westerners were more likely to buy the fruit than those from other regions.

When it came to organic purchases, 24% of buyers said they selected organic oranges at least some of the time. African American consumers and those 18-29 were the most likely to make a periodic organic orange purchase. Nine percent said they always bought organic. 



Likelihood of purchase based on household income*



*Figures in thousands; Annual household income



Sales

| | 2020 | % change from 2019 |
|---|---------------|--------------------|
| Pounds sold | 105,909,018 | 21% |
| Retail sales | \$127,589,457 | 18.8% |
| | 2020 | 2019 |
| Average retail price per lb. | \$1.20 | \$1.22 |
| Dollar share of organic fruit | \$4.29 | \$4.05 |
| Organic percent of retail orange sales 2020: 10.3% | | |

Source: IRI

OVERVIEW

After falling slightly in 2019, organic oranges made a strong comeback in 2020. Sales rose nearly 20%, with organics making up more than 10% of all orange purchases. Organic oranges can be a driver of organic citrus sales when you make them the star of your organic citrus category.

FRESH TRENDS 2021

9% of consumers said they purchased organic oranges exclusively, down from 15% from last year, while another 15% said they bought organic oranges at least some of the time.

MARKETING TIPS

Keep organic oranges moving off the shelves by promoting them as a healthy, portable snack throughout the year. Encourage parents to add them to the lunch box during back-to-school promotions, but don't forget about organic oranges during the holidays either. Oranges have a long association with Christmas and are popular in gift boxes and baskets. Include organic oranges in juicing promotions and cross-promote them with organic orange juice. Encourage consumers to add organic oranges to both green and fruit salads for a tangy, sweet flavor.

DOS AND DON'TS

✓ DO: Make organic oranges the centerpiece of a larger citrus display. The bright, contrasting colors of a large display will draw consumers' eyes and lead to impulse purchases.

✗ DON'T: Don't hesitate to make organic oranges a part of your year-round marketing strategy, but give them special attention in the winter months when prices on other fruit can climb out of reach of some shoppers.

HANDLING

- > Temperature: Florida 32 to 34°F (0 to 1°C); California, 45 to 48°F (7.2 to 9°C); Arizona, Texas, 32 to 48°F (0 to 9°C)
 - > Relative humidity: 85-90%
 - > Mist: no
 - > Typical shelf life: Arizona, California, 21 to 56 days; Florida, Texas, 56 to 84 days (when properly refrigerated)
- Odor producer (Do not store or transport odor-sensitive items with commodities that produce odors. Oranges produce odors that will be absorbed by meat, eggs and dairy products.)



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Photos: iStock & Farm Journal