

Peaches



39% of customers purchased peaches within the past 12 months

THIS STONE FRUIT IS A SUMMER FAVORITE

with consumers, who like the natural sugars it supplies. As was the case last year, the likelihood of a peach purchase increased steadily according to age, with consumers 60 and older being among the most likely to buy the fruit overall.

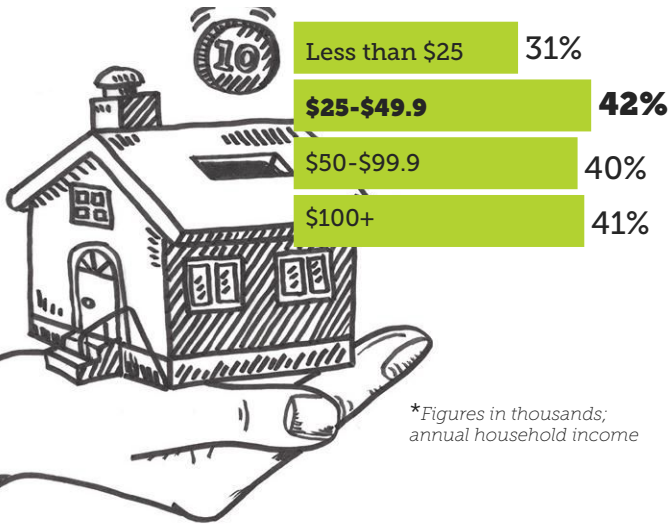
Families without kids were more apt to buy the stone fruit than those with kids; however, the likelihood of a peach purchase increased according to the number of children in the home. Shoppers

earning at least \$25,000 annually were more likely to buy peaches than those earning less.

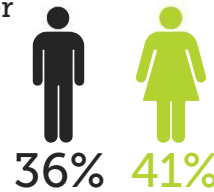
Consumers on both coasts were slightly more likely to grab peaches than those living in the Midwest or South. Hispanic shoppers were more apt to put peaches in their carts than those of other ethnicities.

Most shoppers choose conventionally grown peaches, but 32% of buyers said they opted for organic fruit at least some of the time. Thirteen percent said they always chose organic peaches. 🍑

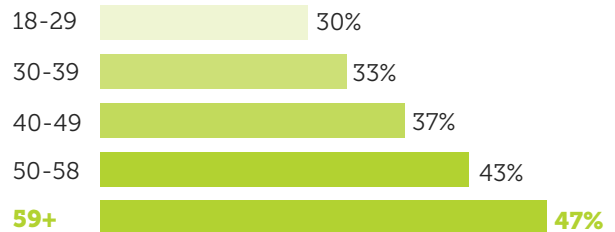
Likelihood of purchase based on household income*



Likelihood of purchase based on gender

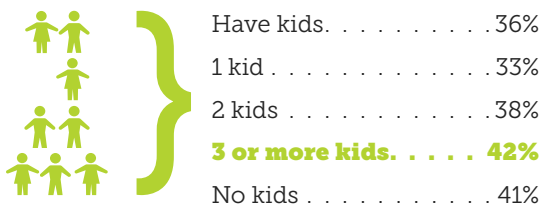


Likelihood of purchase based on age*



**Considering primary household buyers*

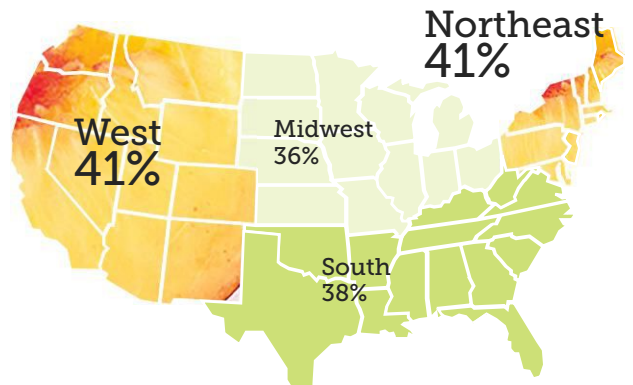
Likelihood of purchase based on presence of children



Likelihood of purchase based on ethnicity

White/Caucasian	38%
Black/African American	33%
Hispanic	48%
Asian	43%
Other	39%

Likelihood of purchase based on region



Images: Farm Journal & iStock


Peaches pmg organic 2021

OVERVIEW

Organic peaches have yet to find their niche, with sales falling again in 2020. Organic peach sales tumbled 10% in 2020, but organics still account for nearly 4% of all peach sales, making them worth stocking if your store caters to die-hard organic shoppers. Including organic peaches in a larger organic stone fruit display can encourage purchases of multiple types of fruit.

FRESH TRENDS 2021

14% of consumers said they purchased organic peaches exclusively, up from 10% last year, while another 15% said they bought organic peaches at least some of the time.



Sales	2020	% change from 2019
Pounds sold	7,130,099	-8.2%
Retail sales	\$19,230,780	-10%
	2020	2019
Average retail price per lb.	\$2.70	\$2.75
Dollar share of organic fruit	\$0.65	\$-0.16
Organic percent of retail peach sales 2020: 3.7%		

Source: IRI

MARKETING TIPS

Peaches are eaten with the skin on so the organic designation will appeal to shoppers who are concerned about the use of pesticides on their food. Include organic peaches in a larger organic stone fruit promotion so shoppers will be interested in purchasing more than one type of stone fruit. Peaches

are a popular summertime baking item, so include them in summertime baking promotions along with other organic baking ingredients.

DOS AND DON'TS

✓ DO: Be gentle with peaches. They bruise easily, and bruised fruit can lead to a poor eating experience for shoppers.

✗ DON'T: Don't store peaches in the cold. Cold temperatures halt the ripening process, leading to shoppers taking home unripe fruit that won't continue to ripen.



To read more, scan the QR code.

Photos: iStock & Farm Journal



Dynamic Displays



Submitted for PMG's Produce Artist Award Series by Jonathan Charlton, UNFI



1 Display organic peaches with other organic fruits like watermelon, pears and cantaloupe to create a fun display and to encourage shoppers to purchase multiple types of fruit.

HANDLING

- > Temperature: shipping point and in transit, 32 to 34°F (0 to 1°C); receiving, 51 to 77°F (10.6 to 25°C)
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 14 to 21 days
- > Ethylene producer (Do not store or transport ethylene-sensitive items with commodities that produce ethylene.)
- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- > The popular red blush may be present on peaches in varying degrees depending upon the variety, but it is not a true sign of maturity.



2 Create a small display of organic peaches in a designated organics section. Place them next to other brightly colored fruits like lemons and limes.

Photo: Farm Journal

COMMON PLUS

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