

peaches

30%

of customers purchased peaches within the past 12 months

THE LIKELIHOOD OF A PEACH PURCHASE INCREASED

according to income and age for the third straight year.

Older shoppers were quite a bit more likely to buy peaches than their younger counterparts, with those age 59 and older being the most likely to buy the fruit overall.

Peaches are popular among all ethnicities. This year those in the "other" category were more apt to buy peaches than those of other ethnic backgrounds, but last year it was Asians who took the lead, and in *Fresh Trends 2018* Hispanics claimed the top spot in regard to ethnicity.

One-third of families without kids bought peaches, while only 26% of those with kids living at home said the same. This year those with three or more children were the least likely overall to buy the fuzzy fruit. Shoppers in the West were more likely to buy the stone fruit than those in other regions, as was the case last year.

One-tenth of peach buyers said they always bought organic fruit. Twenty-two percent said they opted for organic at least some of the time, up from 19% who said so last year. 🍑

Likelihood of purchase based on ethnicity

White/Caucasian	32%
Black/African American	21%
Hispanic	29%
Asian	24%
Other	34%

Likelihood of purchase based on household income*

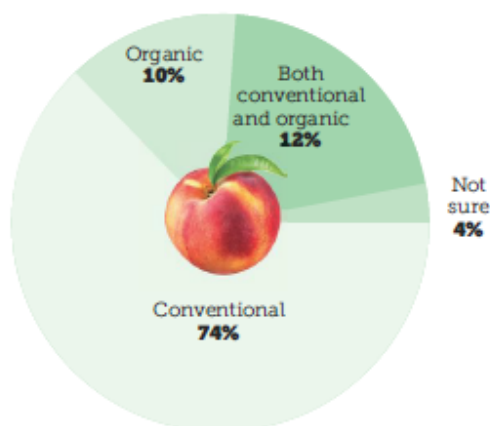
Less than \$25	24%
\$25-49.9	28%
\$50-99.9	32%
\$100+	39%

*Figures in thousands; Annual household income

FRESH trends DATA For more *Fresh Trends* data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

ThePacker.com

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



Likelihood of purchase based on age*

18-39	24%
40-49	24%
50-58	29%
59+	42%

*Considering primary household buyers

Photo: iStock & Farm Journal

Peaches pmg organic 2020

OVERVIEW






Organic peach sales fell nearly 10% in 2019, but organic peaches still make up 3% of all peach sales. Include organic peaches as part of a larger organic stone fruit display to encourage shoppers to pick up several different types of stone fruit at the same time. Organic stone fruit can bring a more affluent shopper into your store, boosting sales across the store.

FRESH TRENDS 2020

10% of consumers said they purchased organic peaches exclusively, down from 11% last year, while another 12% said they bought organic peaches at least some of the time.

MARKETING TIPS

Market organic peaches to consumers who are concerned about the use of pesticides as peaches are eaten with the skin on. Cross-merchandise organic peaches with organic baking

	Sales	2018	2019
 Pounds sold		-6.2% change from 2018	5,292,613
 Average retail price per pound		\$3.15	\$3.03
 Retail sales		-9.8% change from 2018	\$16,020,618
 Dollar share of organic fruit		\$0.90	\$0.79
 Organic percent of retail peach sales			3%

Source: IRI

items like flour, sugar and pie crust. Encourage shoppers to think of fresh, sliced organic peaches as a no-cook summertime side dish.

DOS AND DON'TS

✓ DO: Do keep peaches at room temperature. Placing them in refrigeration can stop the ripening process and lead to a poor eating experience, which can turn off consumers.

✗ DON'T: Don't dump product on the display. Organic peaches can bruise easily, which can deter repeat purchases.

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.



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

Photo: Farm Journal

2 tips for dynamic organic peach displays



Display both white- and yellow-flesh organic peaches to appeal to consumers looking for a variety of options.



Use signs and stickers to clearly mark peaches as organic.