


Specialty Peppers

NEARLY 1 IN 5 CONSUMERS SAID THEY PURCHASED specialty peppers in the past year, according to *Fresh Trends 2023*.

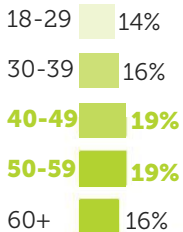
Seventeen percent of all consumers reported specialty pepper purchases in the survey, down from 19% in *Fresh Trends 2022* but the same as 17% in *Fresh Trends 2021*.

Specialty peppers are a group that includes cayenne, poblano, jalapeno, Anaheim and habanero peppers.

Higher income is not strongly correlated with higher purchases of specialty peppers, according to *Fresh Trends* data. For example, just 17% of consumers making more than \$100,000 per year said they purchased specialty peppers, compared with 21% of consumers earning \$50,000 to \$100,000 annually.

Consumers with no kids at home (18%) were slightly more frequent buyers of specialty peppers compared with consumers with kids at home (15%). 

Reported purchase based on age*



*Considering primary household buyers

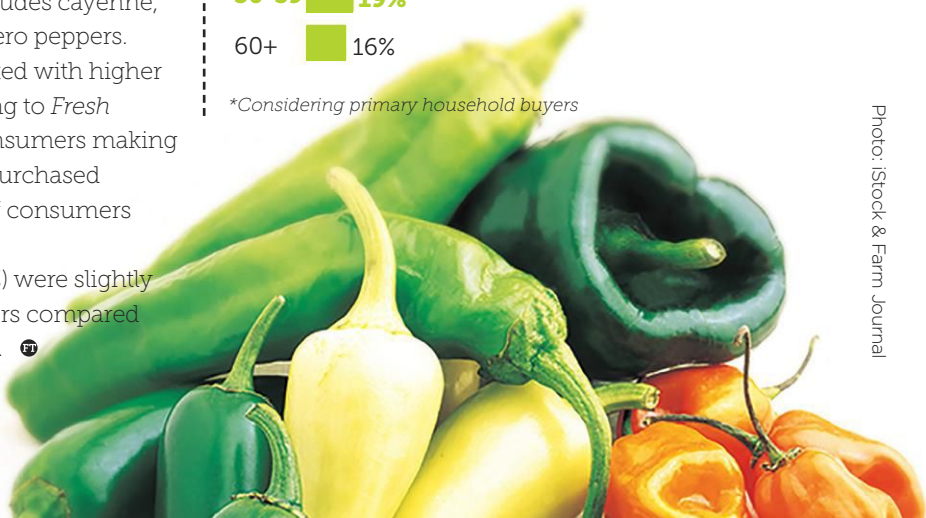


Photo: iStock & Farm Journal



Pasilla peppers are large chile peppers with mild heat and thick, glossy green skin that holds its shape well when cooked, making them ideal for stuffing. This variety is commonly used in various Latin dishes, including mole sauce and chile rellenos. Roasting gives the pasilla a smoky, earthy flavor that tastes delicious with just about anything, including spicy chorizo, creamy cheese, fruity salsa, white bean chili, and corn chowder.

Note: In Northern Mexico, Canada and the United States, the pasilla pepper is commonly used interchangeably for the poblano pepper, when in fact, pasilla and poblano peppers are two distinctly different varieties. Pasilla typically refers to a dried chilaca pepper that is small and narrow (dried poblano peppers are called ancho peppers).

When buying fresh chiles, choose **firm**, heavy, smooth-skinned peppers that are dry (free of moisture).



The Red Fresno Chile is easily mistaken for the red jalapeno, however, if you look and sample closely, you'll see it typically has wider shoulders and a hotter flavor.

Fresno Peppers are shaped very similar to common jalapeno peppers. The Red Fresno Pepper is easily mistaken for the red jalapeno, however, if you look and sample closely, you'll see it typically has wider shoulders and a hotter flavor. They are available in red and green varieties, the red being the sweeter of the two.

On the chile heat scales, it rates a 4 - 6 out of 10. Red Fresnos are found in a broad range of Latin dishes. They are delicious added to soups, stews and dips or roasted and enjoyed whole with barbecued meats and poultry. Red Fresnos have a hot, sweet flavor and are often also pickled or blended into sauces.



Anaheim (pronounced AN-uh-hym) Peppers are among the most popular and commonly available chiles in the United States. Closely related to a red variety (commonly known as New Mexico Chile or Chile Colorado), the Anaheim is pale to medium green in color with a long, narrow shape. Named after the Southern California city where it was originally grown, Anaheim Peppers are favored because of their sweet and mild flavor.

Anaheims are found in a broad range of Latin dishes and are commonly used in salsas, as well as roasted and stuffed to make the well known favorite Chile Rellenos.



The lantern shaped Habanero (which means "from Havana") is one of the hotter peppers grown in the world! It has been estimated that the Habanero is 30 to 50 times hotter than the jalapeno. Caution must be used when handling this pepper.

When fully ripe, these peppers range in color from dark green to orange, orange-red to red and measure about 2 inches long to 1 3/4 inches in diameter. Habanero Peppers have a fierce, intense heat and a wonderfully distinctive flavor that mixes well with tomatoes and many fruits.

Popular pickled, use sparingly in salsas, stews and chutneys, Habanero Peppers are often the main ingredients in bottled hot sauces.

The average habanero Scoville heat level is 200,000 units. By comparison, the jalapeno's average Scoville level is 4000 units.

When selecting fresh Habanero Peppers, look for those that are mature, firm, dry and heavy for their size. Skins should be shiny, smooth and unblemished. Peppers should have a fresh scent.