

peppers

COLORFUL AND VERSATILE, BELL PEPPERS

continue to rank among the top vegetables in *Fresh Trends*. This year the bright-hued vegetable ranked No. 5.

The likelihood of a pepper purchase increased according to income for the third year in a row. In fact, shoppers in the top income bracket were among the most likely to buy bell peppers overall—exactly half of this group said they'd bought peppers in the past year.

Age really affects pepper purchases. For the third consecutive year, the youngest shoppers—those age 18-39—were among the least likely overall to buy bell peppers. However, shoppers age 50 and older were some of the most likely to make a pepper purchase.

Peppers are popular in all regions. Over the past three years, each region has claimed the top spot—this year the West won out. 🍷

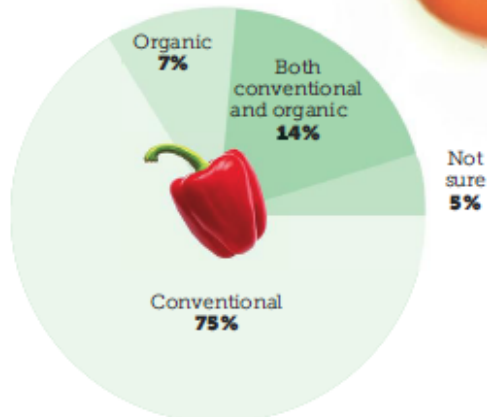
**FRESH
trends
DATA**

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

40%

of customers purchased peppers within the past 12 months

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



Photos: iStock & Farm Journal

—specialty peppers



14%

of customers purchased specialty peppers within the past 12 months

SHOPPERS LOOKING TO SPICE UP their cooking often turn to specialty peppers. Affluent shoppers in particular were more likely to buy these special varieties (including cayenne, poblano, jalapeño, Anaheim and habanero) than those earning less, a trend that's now in its fourth year. In fact, consumers in the highest income bracket were more than twice as likely to buy the spicy peppers as those earning less than \$25,000 annually.

Demographic background plays a key role in specialty pepper purchases, with some of the most striking variances happening with regard to ethnicity. Shoppers in the "other" ethnic group were the most likely to buy the vegetable overall, while Asian and African American consumers were the least likely to buy the peppers overall.

Following a similar trend to last year, shoppers in the West and Midwest were more apt to seek out specialty peppers than those in the South and Northeast.

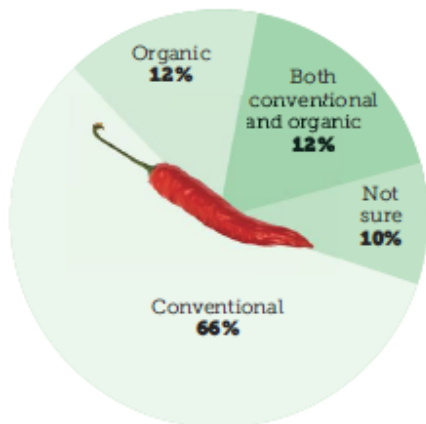
Twelve percent of buyers said they always selected organic specialty peppers, while 24% said they bought organic some of the time (last year only 19% said the same). 🌱

Likelihood of purchase based on age*

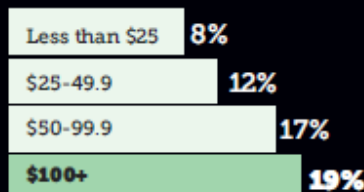


**Considering primary household buyers*

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

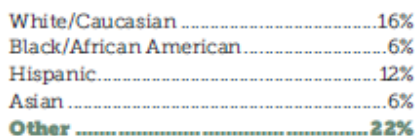


Likelihood of purchase based on household income*



**Figures in thousands; Annual household income*

Likelihood of purchase based on ethnicity



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Photos: iStock & Farm Journal






Bell peppers pmg organic 2020

OVERVIEW

Organic bell peppers continue to grow in popularity, with sales rising nearly 1.5% and organic peppers making up more than 5% of all pepper sales. Organic bell peppers are a versatile vegetable that can be used both in side dishes and at the center of the plate, making them an easy sell to a large variety of shoppers.

FRESH TRENDS 2020

7% of consumers said they purchased organic bell peppers exclusively, down from 12% last year, while another 14% said they bought organic bell peppers at least some of the time.

Sales		2018	2019
	Pounds sold	19.9% change from 2018	41,498,233
	Average retail price per pound	\$3.42	\$2.89
	Retail sales	1.4% change from 2018	\$119,958,820
	Dollar share of organic vegetables	\$3.65	\$3.59
	Organic percent of retail commodity sales		5.8%

Source: IRI

Organic monthly shipping point prices 2019

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



MARKETING TIPS

Plant-based diets are all the rage, so use organic bell peppers to capitalize on that trend. Offer recipes that encourage shoppers to stuff them and make them a center-of-the-plate item. Cross-merchandise them with organic dips and salad vegetables. Include them in grilling promotions as a topping for brats and sausages.

Photo: Farm Journal

3 tips for dynamic organic bell pepper displays



1 Create an attractive organic bell pepper display by separating each color of pepper into its own basket. The contrasting colors and separate containers will catch the eyes of shoppers as they pass by.



2 Use organic red peppers to break up the sea of green vegetables in your organics section.



3 Label each individual pepper with an organic label to cut down on cross-contamination and to alert shoppers that a product is organic.

DOS AND DON'TS

- ✓ **DO:** Keep organic bell peppers well away from conventional produce as misting can cause the water from conventional products to cross-contaminate the organic product.
- ✗ **DON'T:** Don't hesitate to offer a bevy of choices to consumers. Include multiple colors of organic bell peppers in displays and consider including mini peppers as well.

HANDLING

- > Temperature: 45 to 50 °F, 7.2 to 10 °C
- > Relative humidity: 85-90%
- > Mist: lightly
- > Typical shelf life: 8 to 10 days
- > Ethylene-sensitive (Do not store or transport ethylene-sensitive items with commodities that produce ethylene.)
- > Odor producer (Do not store or transport odor-sensitive items with commodities that produce odors. Green peppers produce odors that will be

absorbed by pineapples.)

- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a warmer temperature.)
- > When stacking containers in the back room, make sure to stack organic items at the top so residue from conventional produce doesn't drip down onto the organic items.
- > Organic items can be stored side by side in the cooler as long as no product is touching and no residue can drip from the conventional onto the organic product.