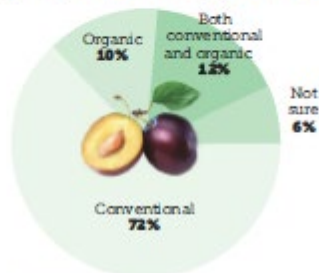




Types of produce purchased (among those who bought this item)



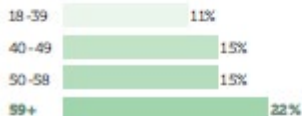
#### INCOME CONTINUES TO affect plum purchases.

The likelihood of a plum purchase generally increased according to income, with shoppers in the lowest income bracket being half as likely to buy the stone fruit than those earning more than \$100,000 annually.

Shoppers age 59 and older were twice as likely to buy the fruit than those younger than age 40. Preference for plums seems to increase at age 40 and continue for those older consumers.

Continuing a four-year trend, shoppers in the 'other' ethnic group were the most likely to buy plums when considering ethnicity, with one-fifth of those shoppers saying they made a plum purchase last year. Region and the presence of children in the home didn't have much effect on plum purchases this year. Consumers in the top income bracket and those age 59 and older were the most likely overall to buy plums. ©

#### Likelihood of purchase based on age\*



\*Considering primary household buyers

## Plums pmg organic 2020








### OVERVIEW

Organic plum sales grew nearly 15% in 2019, making them an important piece of your organic stone fruit category. Be sure to capitalize on their growing popularity by promoting them frequently when in season and offering a variety of options for consumers.

### FRESH TRENDS 2020

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

	Sales	2018	2019
	Pounds sold	22.4% change from 2018	1,812,748
	Average retail price per pound	\$3.14	\$2.93
	Retail sales	14.4% change from 2018	\$5,309,611
	Dollar share of organic fruit	\$0.23	\$0.26
	<b>Organic percent of retail plum sales</b>		<b>2.5%</b>

Source: IRI

### MARKETING TIPS

Include organic plums in organic stone fruit promotions during the peak summer months to encourage shoppers to choose a sustainably grown option when the prices are lowest. Encourage shoppers to add organic plum slices to salads or to keep them on hand for a quick, healthy snack for kids and adults alike.

### DOS AND DON'TS

- ✓ **DO** Be gentle with plums, handling them as little as possible. The fragile fruit bruises easily. Offer more than one type of organic plum to create variety in your display and to appeal to more shoppers.
- ✗ **DON'T** Don't forget to check your display frequently and remove all damaged fruit. A poor eating experience will discourage shoppers from coming back for more.



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

# 3 tips for dynamic organic plum displays



**1** Make organic plums a large part of your organic stone fruit display. Use their deep purple or red color to draw shoppers' eyes to your display.



**2** Offer both red and black organic plums to create a striking display and to offer consumers plenty of choices.



**3** Display organic plums in their shipping boxes to create a farm-fresh look.

## HANDLING

- > Temperature: shipping point and in-transit, 32 to 34°F (0 to 1°C); receivers, 51 to 77°F (10.5 to 25°C), pulp temperature
  - Relative humidity: 90-95%
  - > Mist: no
  - > Typical shelf life: 14 to 28 days
  - > Ethylene producer
  - > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- Plums with a high soluble-solids content often keep better than those with low solids.
- > A slight shrivel around the stem end is normal.

