



pomegranates

ALTHOUGH IT IS AMONG THE **LEAST-PURCHASED** items in the *Fresh Trends* survey, this sweet fruit appeals to families with kids.

Families with two or more kids living at home were among the most likely to buy pomegranates overall. Consumers with children were a bit more likely to buy than those without kids living at home.

Hispanic shoppers were almost twice as likely to buy pomegranates than those of other ethnic backgrounds. Over the past five years, Hispanic and Asian shoppers have gone back and forth vying for the top spot; Caucasian and black/African American shoppers tend to be the least likely to buy when it comes to ethnicity.

For the fourth straight year, shoppers in their 40s (and younger) were more likely to buy the red fruit than older shoppers. **G**

6%

of customers purchased pomegranates within the past 12 months

Likelihood of purchase based on household income*

Less than \$25 4%

\$25-49.9 6%

\$50-99.9 6%

\$100+ 6%

*Figures in thousands: Annual household income

Photos: Adelle Swick, iStock/Perm Journals

Pomegranates pmg organic 2020

OVERVIEW

Organic pomegranate sales slid in 2019, making up less than 1% of all pomegranate sales, but that doesn't mean you should just ignore them. Pomegranates of all kinds are only available for a limited time each year, and shoppers seeking organic product may have a hard time finding them. Including them in your product mix can make your store a go-to destination for environmentally conscious consumers.

FRESH TRENDS 2020

18% of consumers said they purchased organic pomegranates exclusively, up from 13% last year, while another 17% said they bought organic pomegranates at least some of the time.

MARKETING TIPS

Promote organic pomegranates heavily when

Sales		2018	2019
	Pounds sold	-36.3% change from 2018	121,920
	Average retail price per pound	\$2.75	\$2.59
	Retail sales	-40.6% change from 2018	\$315,723
	Dollar share of organic fruit	\$0.03	\$0.02
	Organic percent of retail pomegranate sales		0.3%

Source: IRI

they are in season as the promotional window is short. Make sure shoppers know that organic pomegranates won't be around for long so they should grab them while they can. Cross-promote organic pomegranates with other organic fruits, juicing equipment and organic salad mixes. Use a demonstration to show shoppers how to remove the arils from the pomegranate.

DO'S AND DON'TS

✓ DO: Promote organic pomegranates heavily during the winter holiday season as they make a great addition to holiday salads as well as creating a non-traditional decoration.

✗ DON'T: Don't create a slipping hazard with your pomegranate display. Avoid stacking the fruit as the

COMMON PLUS

For a list of the most common PLUs, look online at ProduceMarketGuide.com/produce/organic-pomegranates



Photo: iStockphoto.com

2 tips for dynamic organic pomegranate displays



Include organic pomegranates as part of a larger organic fruit and vegetable display. While not a big seller, including a small number in a larger display can add to the bottom line.



Use organic pomegranates' original packaging to display them to minimize handling and create a fresh-from-the-farm look.

weight can cause the bottom layer of pomegranates to crack. Product can also roll off the display, creating a mess on the floor.

HANDLING

- > Temperature: 45-55°F, 7.2-12.8°C
- > Relative humidity: 90-95%
- > Mist: No
- > Typical shelf life: 1 month
- > Susceptible to chilling injury if kept below 41°F (5°C).



To see more online visit
ProduceMarketGuide.com/produce/organic-pomegranates