



**17%** of customers  
purchased radishes  
within the past 12  
months

# Radish

## RADISH PURCHASES ARE CLEARLY INFLUENCED

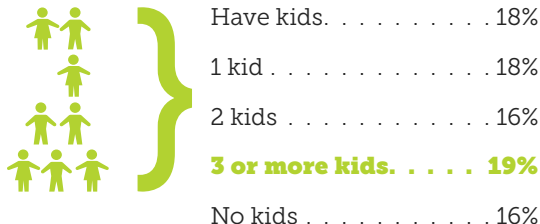
by income and age.

Following a multiyear trend, the likelihood of a radish purchase increased according to income. Shoppers in the top income bracket were more than twice as likely to buy the root vegetable as those in the lowest income bracket — a trend that continues from last year. Consumers 60 and older were twice as likely to buy radishes as those in the youngest income bracket (ages 18-29). <sup>FT</sup>

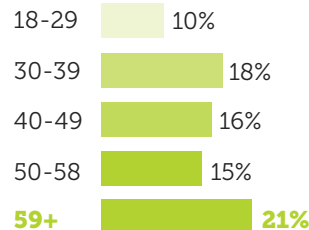
## Likelihood of purchase based on ethnicity

White/Caucasian .....	19%
Black/African American .....	6%
Hispanic .....	17%
Asian .....	9%
<b>Other .....</b>	<b>21%</b>

## Likelihood of purchase based on presence of children



## Likelihood of purchase based on age\*



\*Considering primary household buyers

# Radishes pmg organic 2021



## Sales

	2020	% change from 2019
Pounds sold	4,014,796	32.6%
Retail sales	\$10,130,957	22%
	2020	2019
Average retail price per lb.	\$2.52	\$2.74
Dollar share of organic vegetables	\$0.20	\$0.19
<b>Organic percent of retail radish sales 2020: 7.9%</b>		

Source: IRI

## OVERVIEW

Sales of organic radishes soared again in 2020, rising 22% from 2019. While still a small addition to the bottom line, organic radishes make up nearly 8% of all radish sales. Add organic radishes to your mix of organic salad vegetables to make your shoppers happy and add to the bottom line.

## FRESH TRENDS 2021

17% of consumers said they purchased organic radishes exclusively, up from 10% last year, while another 19% said they bought organic radishes at least some of the time.

## HANDLING

- > Temperature: 32°F (0°C)
- > Relative humidity: 95-100%
- > Mist: bunched, yes; do not mist wrapped product
- > Typical shelf life: bunched, 10 to 14 days; topped 14 to 21 days; larger winter radishes, two to four months
- > Moderately sensitive to freezing injury. (Able to recover from one or two light freezings.)

> If tops of the radishes are attached, they should also be fresh and unwilted.

## COMMON PLUS

Look online at [producemarketguide.com/produce/organic-radishes](https://producemarketguide.com/produce/organic-radishes) for a list of the most common PLUs.



Photos: iStock & Farm Journal



# Dynamic Displays

## MARKETING TIPS

Promote organic radishes as a way to add some flavor and spice to green salads. Encourage shoppers to think of organic radishes as a snack by cross-promoting them with organic dips. Include organic radishes on vegetable party trays. Provide preparation tips and recipes that turn organic radishes from a simple salad topping into a tasty side dish. Include organic radishes in winter holiday promotions as their red color can add a festive touch to the table.

## DOS AND DON'TS

✓ **DO:** Offer demonstrations to show shoppers how to create plate garnishes out of radishes.

✗ **DON'T:** Don't hesitate to offer both bulk and bagged product. Some shoppers like to choose their own quantity while others simply want to grab what they need.



To read more,  
scan the QR code.



Use organic radishes as a pop of color in a larger organic salad vegetable display.



Photos: Farm Journal

Create a bulk organic radish display to allow shoppers to choose the quantity they need.