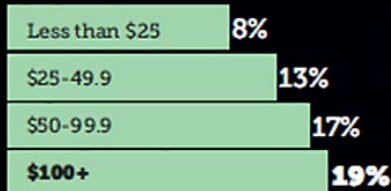


Likelihood of purchase based on household income*



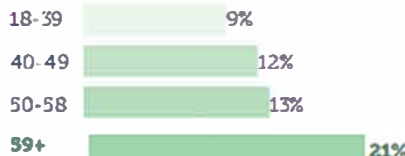
*Figures in thousands, Annual household income

FOR THE THIRD YEAR IN A ROW, the likelihood of a radish purchase increased according to income and age. Shoppers age 59 and older comprised the group most likely overall to buy radishes, followed by those earning more than \$100,000 annually. Both the oldest and most affluent groups were more than twice as likely to buy radishes than those in the lowest end of those groups—in fact, shoppers in the lowest income and age groups were the least likely to buy radishes overall.

A four-year trend shows that Caucasian consumers generally favor radishes more than those of other ethnicities, although this year shoppers in the “other” category were more apt to buy the root vegetable when it came to ethnicity.

This spicy vegetable appeals more to families without kids and more to males than female shoppers. @

Likelihood of purchase based on age*








*Considering primary household buyers

pmg organic 2020 Radishes

OVERVIEW

Shoppers are looking for organic radishes with sales soaring nearly 9% in 2019. Organic radishes now account for more than 6% of all radish sales. Attract shoppers looking for organic salad vegetables by including radishes in your organic mix and provide a boost to the bottom line.

	Sales	2018	2019
 Pounds sold		16.5% change from 2018	2,801,143
 Average retail price per pound		\$2.99	\$2.79
 Retail sales		8.8% change from 2018	\$7,827,881
 Dollar share of organic vegetable		\$0.22	\$0.23
 Organic percent of retail radish sales			6.5%

Source: IRI

FRESH TRENDS 2020

10% of consumers said they purchased organic radishes exclusively, down from 14% last year, while another 18% said they bought organic radishes at least some of the time.

MARKETING TIPS

Include organic radishes in salad vegetable promotions and cross-merchandise them with bagged salads. Provide preparation tips and recipes that encourage consumers to take organic radishes out of the salad and make them a side dish all on their own. Include both bagged and bulk product to appeal to different types of shoppers.

Organic radishes can add a spicy tang to any salad, so cross-promote them with bagged salads and other salad vegetables. Include them in winter holiday promotions as their bright red color makes them a festive addition to any plate. Encourage shoppers to think of organic radishes as a healthy, portable snack.

DOS AND DON'TS

✓ **DO:** Include organic radishes in winter holiday promotions as their bright red color can add a festive touch to holiday meals.

✗ **DON'T:** Don't place bulk organic radishes near conventional product that needs to be misted as the water from the conventional product can cause cross-contamination issues.

Photo: Farm Journal



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



3 tips for dynamic organic radish displays



Display organic radishes next to organic beets. The bright red color of both will make a dramatic color break among all the green salad vegetables.



Offer bulk organic radishes with their tops on to create a fresh-from-the-farm feeling.



Display organic radish bunches in a neat pile and pair them with leafy green organic vegetables like lettuce.

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

For a list of the most common PLUS, look online at: ProduceMarketGuide.com/produce/organic-radishes



Photos: iStock & Farm Journal