

# spinach

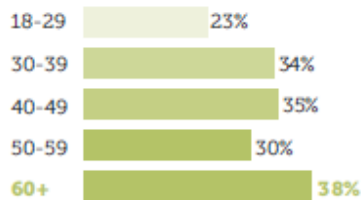
**OLDER CONSUMERS ARE MORE LIKELY TO EMBRACE SPINACH** than younger shoppers. In *Fresh Trends 2021*, those over 60 were the most likely to buy, followed by shoppers in their forties and thirties.

It's not surprising that the majority of shoppers use spinach in a salad, but it's also popular as an ingredient. Half of buyers said they incorporated spinach into recipes at home.

More than one-third of spinach buyers (36%) said they chose organic product at least some of the time, and 18% said they always bought organic spinach. 🌱

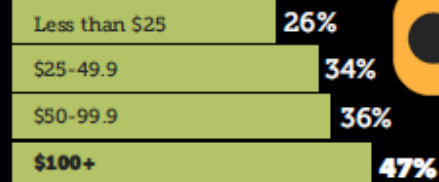


## Likelihood of purchase based on age\*



\*Considering primary household buyers

## Likelihood of purchase based on household income\*








\*Figures in thousands; Annual household income

Photo: Farm Journal & Group

# pmg organic 2020 Spinach

## OVERVIEW

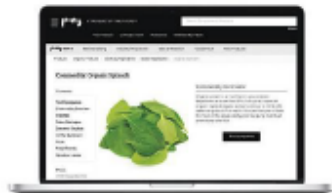
Organic spinach is a popular item with consumers, so keep it stocked in your store. Bagged organic baby spinach is a favorite with time-crunched shoppers, so provide it as an option in addition to bulk spinach. Give organic spinach some promotional attention as it can be an easy entry point for consumers into the organic market.

	Sales	2018	2019
 Pounds sold		1.6% change from 2018	251,687,467
 Average retail price per pound		\$5.97	\$5.92
 Retail sales		0.8% change from 2018	\$1,489,830,463
 Dollar share of organic vegetables		\$45.59	\$44.60
 Organic percent of retail spinach sales			18.2%

Note: Sales numbers for spinach include sales of all lettuce, salads and greens.  
Source: IRI/Fresh Look Marketing

## FRESH TRENDS 2020

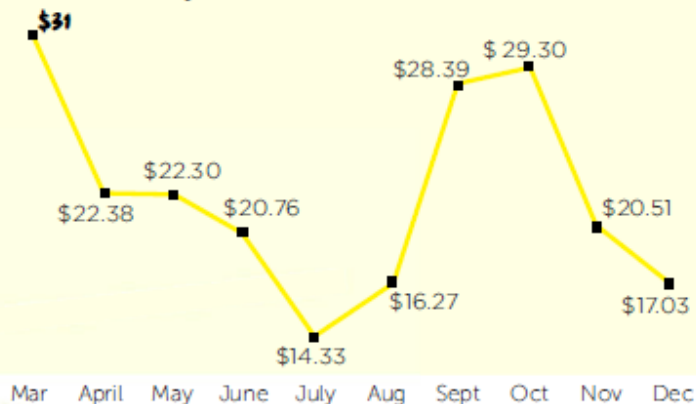
15% of consumers said they purchased organic spinach exclusively, the same as last year, while another 21% said they bought organic spinach at least some of the time.



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

## Organic monthly shipping point prices 2019

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



## MARKETING TIPS

Organic spinach provides a nutrient-packed punch, so promote it as a great alternative to less-nutrient-dense lettuce in salads and meals. Include organic spinach in football game-day and holiday promotional pushes as it makes a tasty addition to many dips. Encourage

## 2 tips for dynamic organic spinach displays



1 When offering organic spinach, display it in bunches to discourage shoppers from plunging their hands into the display.



2 Display organic spinach next to other brightly colored organic items like carrots and radishes to create a display that draws attention to all three vegetables.

shoppers to think of organic spinach as more than just a base for salads by offering serving suggestions and recipes for items like pizza and pasta that include spinach.

### DOS AND DON'TS

✓ **DO:** Carry both bagged and bulk organic spinach to appeal to a variety of shoppers.

✗ **DON'T:** Don't forget to

remind consumers that bagged organic spinach should be washed before eating.

### HANDLING

- > Temperature: 32°F (0°C)
- > Relative humidity: 95-100%
- > Mist: lightly
- > Typical shelf life: 10 to 14 days
- > Ethylene-sensitive (Do not store or transport ethylene-sensitive items with

commodities that produce ethylene.)

> Moderately sensitive to freezing injury (Able to recover from one or two light freezings.)