


squash

AFFLUENT SHOPPERS ARE MORE LIKELY to buy squash than those earning less—a trend now in its ninth year. In fact, shoppers in the top income bracket were more than twice as likely to buy the vegetable than those earning less than \$25,000 annually.

The likelihood of a squash purchase steadily increased according to age. For the fourth consecutive year, the oldest shoppers surveyed were the most likely to buy the vegetable with regard to age. Consumers age 60 and older were twice as likely to buy squash as those age 18-29.

Families with kids were more apt to buy squash, at 25%, than those without kids, at 23%. Shoppers with two children living at home were the most likely to buy the veggie when considering family size. Shoppers in the West were more likely to grab squash than those in other regions, as was the case last year.

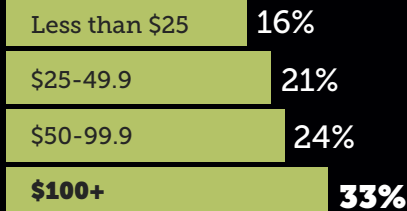
African American shoppers and those in the lowest income bracket were the least likely to buy squash overall.

Nearly one-third of squash buyers (32%) said they purchased organic product at least some of the time. Shoppers age 18-29 were the most likely overall to make a periodic organic squash purchase, followed by African American consumers. Sixteen percent of squash buyers said they always chose organic squash. 

24% of customers purchased squash within the past 12 months

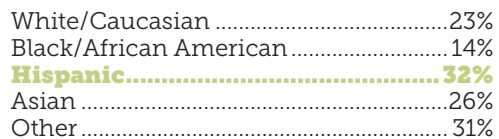


Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

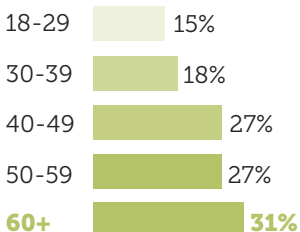
Likelihood of purchase based on ethnicity/race



Likelihood of purchase based on presence of children



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on region

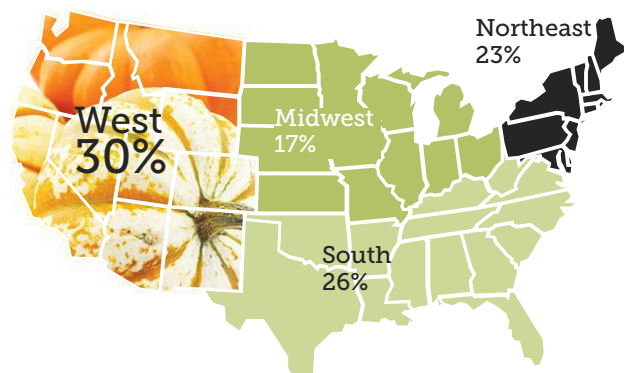


Photo: Farm Journal & iStock

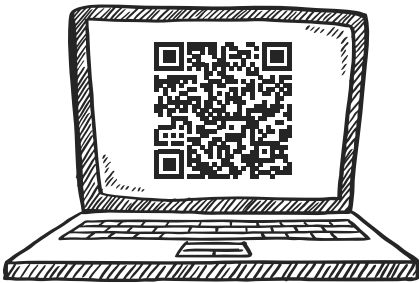
Squash pmg organic 2021

OVERVIEW

After falling in 2019, organic squash sales rose nearly 9% in 2020, accounting for almost 11% of all squash sales. Offer a wide variety of organic squash options to appeal to the widest swath of consumers. Give squash a big promotional push in the fall when shoppers are looking for hearty dishes to stave off the colder weather.

FRESH TRENDS 2021

16% of consumers said they purchased organic squash exclusively, up from 11% last year, while another 16% said they bought organic squash at least some of the time.



To read more, scan the QR code.

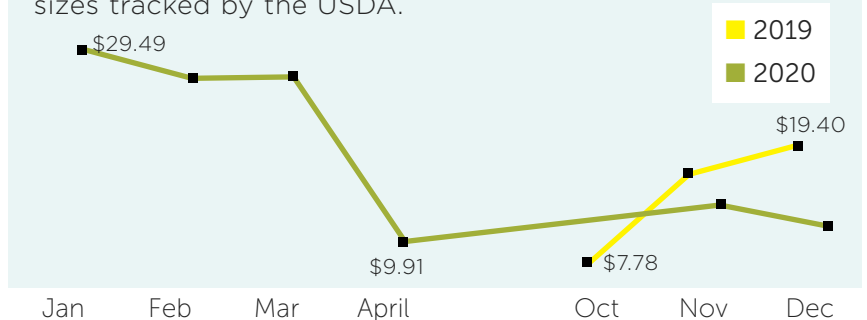


Sales	2020	% change from 2019
Pounds sold	44,907,725	11%
Retail sales	\$107,252,438	8.9%
	2020	2019
Average retail price per lb.	\$2.39	\$2.44
Dollar share of organic vegetables	\$2.15	\$2.31
Organic percent of retail squash sales 2020: 10.7%		

Source: IRI

Organic monthly shipping point prices 2020

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



MARKETING TIPS

Make organic summer squash a part of summer grilling promotions to encourage shoppers to view it as a side dish for summer cookouts. Include organic zucchini in stir-fry promotions, and offer spiralized zucchini as a replacement for high-carb noodles. In the fall, turn your promotional attention to hard squashes like organic acorn and spaghetti squash. Include them in fall-themed promotions and provide preparation tips and recipes for those who are unfamiliar with how to prepare them.

Photos: iStock & Farm Journal

Dynamic Display

DOS AND DON'TS

✓ **DO:** Clearly label the different types of organic squash that you carry. Use signs to educate shoppers about the different flavor profiles and uses.

✗ **DON'T:** Don't place organic zucchini and cucumbers next to each other. It can be difficult for consumers to tell them apart.

HANDLING

> Temperature: soft, 41 to 50°F, 5 to 10°C; hard, 50 to 55°F, 10 to 13°C

> Relative humidity: soft, 95%; hard, 70-75%

> Mist: summer, lightly; winter, no

> Typical shelf life: soft, 7 to 14 days; hard, 30 to 180 days

> Ethylene-sensitive (Do not store or transport ethylene-sensitive items with commodities that produce ethylene.)

> Soft squash is highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)

> Hard squash is moderately susceptible to freezing injury (Able to recover from one or two light freezings.)

> Susceptible to chilling injury (Damage sometimes is not apparent until the produce is returned to a higher temperature.)

> Summer squash can be held at 32 to 40°F, 0 to 4.4°C for periods of less than four days. Use immediately after removing from refrigeration.



Be creative in building displays with organic summer squash and zucchini. Use their unique shape to experiment with different types of displays that will make shoppers stop for a second look.