

Fresh Take: STRAWBERRY



Spring has officially arrived and what better fruit to showcase in light of warmer weather, longer sun-filled days, and hand-picked fruit, than super satisfying strawberries. Whether plucked fresh as a snack, tossed with fruit salads, baked into desserts, or artfully garnished, strawberries are a perennial favorite - so much so in fact, that strawberries jumped from #4 in 2018 to tying with grapes at #2 in the 2019 Packer's Fresh Trends Survey. We've gathered some savvy strawberry sales strategies in this month's juicy Fresh Take as well as trending stats on ORGANIC strawberries and why you need to keep these ruby red beauties as front-runners on your produce floor.

strawberries



THESE ATTRACTIVE RED BERRIES TIED WITH GRAPES FOR THE TITLE OF NO. 2 FRUIT in the *Fresh Trends 2019* survey (although the title of No. 1 fruit also saw a tie this year between bananas and apples). The berries were the sixth most

The Packer's 2019 Fresh Trends Survey: STRAWBERRIES

popular commodity overall this year.

Strawberries are popular among all segments of the population. Three-quarters of shoppers age 59 and older said they bought the red fruit in the past year, which makes them the most likely group overall to buy.

For years, families with kids had been more likely to buy strawberries than those without kids, but *Fresh Trends* has seen a shift in that trend during 2018 and 2019. This year families without kids, at 64%, were more likely to buy strawberries than those with kids, at 61%. Consumers with one child living at home were more apt to make a purchase than those with more kids at home.

The likelihood of a strawberry purchase generally increased according to income, with consumers earning \$100,000 or more annually being among the most likely to buy overall. 🍓

Top growth items in organic



↑ Blackberries – 137%
\$98M in 2018 sales



↑ Blueberries – 131%
\$258M in 2018 sales



↑ Mushrooms – 88%
\$120M in 2018 sales



↑ Bananas – 51%
\$303M in 2018 sales



↑ Strawberries – 46%
\$296M in 2018 sales



↑ Avocados – 45%
\$111M in 2018 sales



↑ Raspberries – 40%
\$147M in 2018 sales



↑ Potatoes – 38%
\$312M in 2018 sales

Source: Presentation by Steve Lutz at the 2019 Global Organic Produce Expo

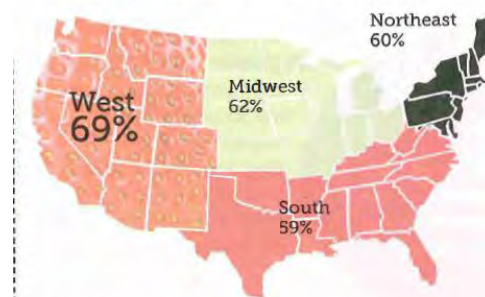
Strategies for Strawberry Sales

- Take advantage of the strawberry's perennial popularity and display alongside complimentary products i.e. leafy greens for salads, dry snacks, shortcake, and whipped cream.
- Showcase strawberries with multiple-berry promotions
- Remind customers why this top-ranking fruit is so versatile and vibrant via multi-berry recipes alongside berry displays, artful dessert creations, and samples of snacking solutions

Produce Retailer:
**ORGANIC
STRAWBERRIES**

strawberries

Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

| | |
|------------------------|-----|
| White/Caucasian | 70% |
| Black/African American | 50% |
| Hispanic | 64% |
| Asian | 55% |
| Other | 67% |



2018 SALES increase

creme strawberries +55.3% \$0.8 Mil
chocolate-covered +31.4% \$48.4 Mil

\$330.7 Mil
10.4%
ORGANIC

annual sales:

3.2 BILLION



89.6%
CONVENTIONAL
\$2.8 Bil

Snapshot

*Data provided by the USDA

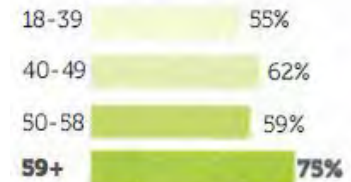
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Likelihood of purchase based on household income*



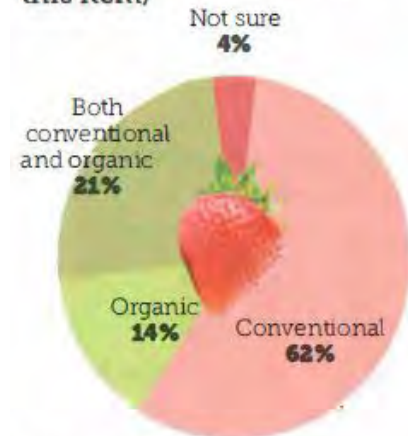
*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

Types of produce purchased (among those who bought this item)





organic strawberries

STRAWBERRIES WERE ONE OF THE TOP ORGANIC ITEMS shoppers purchased as organic of those studied in *Organic Fresh Trends 2019*, along with tomatoes and bananas. The likelihood of an organic only strawberry purchase increased from 12% in *Organic Fresh Trends 2018* to 14% this year.

Both volume and average retail price per pound of organic strawberries increased from 2016 to 2017. Organic berries accounted for more than one-tenth of retail strawberry sales (10.6%) in 2017, bringing in more than \$322.4 million in sales, according to data from IRI/FreshLook Marketing. The average retail price rose 22 cents from 2016 to 2017, and organic strawberries accounted for 5.6% of total organic produce sales in 2017, the data shows.

Asian consumers comprised the group most likely overall to always buy organic strawberries.

| Sales | 2016 | 2017 |
|-------------------------------------------|---------------|---------------|
| Pounds sold | 65,585,495 | 74,351,350 |
| Average retail price per pound | \$4.12 | \$4.34 |
| Retail sales | \$269,930,916 | \$322,457,863 |
| Percent of total organic produce sales | 5.1% | 5.6% |
| Organic percent of retail commodity sales | 9% | 10.6% |

Source: IRI/FreshLook Marketing

Those age 18-39 and those with one child living at home were next in line, but the difference between strawberry buyers with one child and those with three or more was significant—those with a single child were three times more likely to buy organic strawberries exclusively than those with three or more kids living at home.

Region affects periodic organic purchases. Western shoppers were more likely to buy organic berries sometimes than those in other regions, as was true in *Organic Fresh Trends 2018*. Midwestern consumers tend to be the least likely to make a periodic organic strawberry purchase, according to a two-year trend.

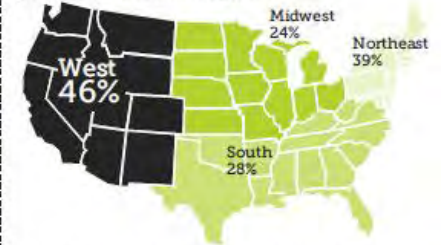
Affluent consumers earning more than \$100,000 annually were more likely to buy organic strawberries at least some of the time, a trend that continues from last year.

Likelihood of PERIODIC ORGANIC purchase based on household income*

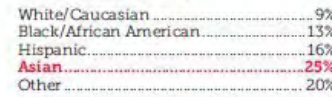


*Figures in thousands; Annual household income

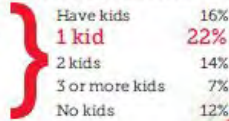
Likelihood of PERIODIC ORGANIC purchase based on region



Likelihood of ORGANIC ONLY purchase based on ethnicity



Likelihood of ORGANIC ONLY purchase based on presence of children



Likelihood of ORGANIC ONLY purchase based on gender



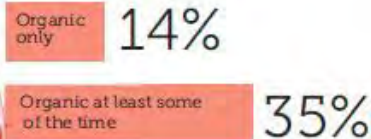
Likelihood of PERIODIC ORGANIC purchase based on age*



*Considering primary household buyers



Organic purchasing patterns of strawberries



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For more *Fresh Trends* data online, including interactive features, visit:
www.ThePacker.com/Fresh-Trends-Data



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The Packer's 2019 Fresh Trends Survey Focus

ORGANIC STRAWBERRIES

strawberry

STATS by size

10_{oz}

\$13.3 Mil
(+9.5% DOLLAR CHANGE vs YA)
1.9 Mil lbs
(+7.5% VOLUME CHANGE vs YA)

16_{oz}

\$2.2 Bil
(-1.6% DOLLAR CHANGE vs YA)
808.4 Mil lbs
(-5.3% VOLUME CHANGE vs YA)

32_{oz}

\$857.6 Mil
(+31.9% DOLLAR CHANGE vs YA)
396.9 Mil lbs
(+42.2% VOLUME CHANGE vs YA)

48_{oz}

\$6.9 Mil
(-75.7% DOLLAR CHANGE vs YA)
3.6 Mil lbs
(-78.1% VOLUME CHANGE vs YA)

64_{oz}

\$8.0 Mil
(+72.1% DOLLAR CHANGE vs YA)
6.6 Mil lbs
(+154.1% VOLUME CHANGE vs YA)

OTHER SIZES

\$80.7 Mil
(+16.2% DOLLAR CHANGE vs YA)
13.4 Mil lbs
(+13.4% VOLUME CHANGE vs YA)

PINT*

\$19.8 Mil
(-10.8% DOLLAR CHANGE vs YA)
4.2 Mil lbs
(-13.3% VOLUME CHANGE vs YA)

*A dry pint is about 11 oz

More strawberry sales tips
including Foodservice ideas:

<https://www.producemarketguide.com/produce/strawberries>

FRESH trends DATA

berries

Likelihood of purchase based on region

Northeast

| | |
|--------------|-------|
| Blackberries | - 26% |
| Blueberries | - 46% |
| Cranberries | - 13% |
| Raspberries | - 24% |
| Strawberries | - 60% |



Midwest



| | |
|--------------|-------|
| Blackberries | - 25% |
| Blueberries | - 39% |
| Cranberries | - 10% |
| Raspberries | - 27% |
| Strawberries | - 62% |

West Coast

| | |
|--------------|-------|
| Blackberries | - 33% |
| Blueberries | - 53% |
| Cranberries | - 14% |
| Raspberries | - 35% |
| Strawberries | - 69% |



South

| | |
|--------------|-------|
| Blackberries | - 26% |
| Blueberries | - 38% |
| Cranberries | - 18% |
| Raspberries | - 27% |
| Strawberries | - 59% |



Source: The Packer's Fresh Trends 2019

Slapstick Strawberry Silly Humor

Q: What did the strawberry say when he was given a gift?

A: Thank you berry much.

Q: Who scared the strawberry?

A: The boo-berry.

Q: What do you call a sad strawberry?

A: A blueberry.

Source: <https://funkidsjokes.com/jokes-about-strawberries/>

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