

sweet potatoes

34%
of customers
purchased sweet
potatoes within
the past 12 months

ABOUT A THIRD OF CONSUMERS have opted for sweet potatoes within the past year.

Older shoppers gravitate toward this orange vegetable. In fact, shoppers age 60 and older were the most likely overall to buy this vitamin C-rich tuber. Families without children at home were more likely to buy the vegetable than those with kids, and the more

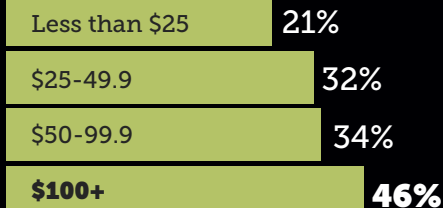
kids at home, the less likely the family was to make a sweet potato purchase.

For the third consecutive year, the likelihood of a purchase increased according to income and age. (This marks a dozen years that the most affluent consumers have been among the top sweet potato purchasers.) Shoppers earning more than \$100,000 annually were more than twice as likely to buy the orange tubers as those in the lowest income bracket.

Asian shoppers were more likely to buy sweet potatoes than those from other ethnic or racial backgrounds, while Caucasian consumers—who were most likely to buy last year—were least likely to buy.

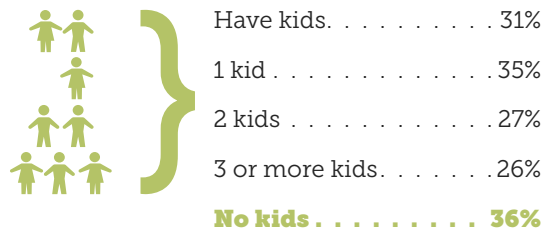
While the majority of consumers bought conventionally grown sweet potatoes, one-quarter of buyers said they selected organic product at least some of the time. Shoppers age 18-29 were the most likely overall to make a periodic organic purchase (half of all shoppers in this age range said so), followed by African American shoppers and those with two kids living at home. **ET**

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

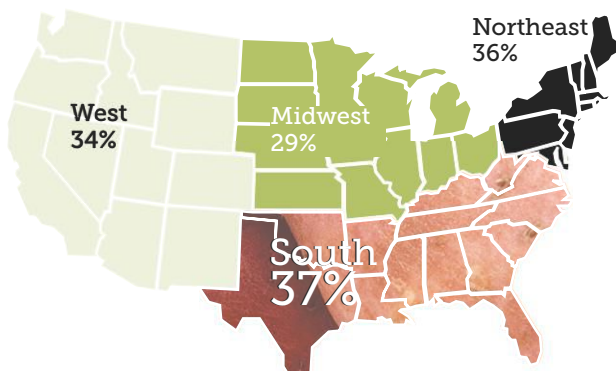
Likelihood of purchase based on presence of children



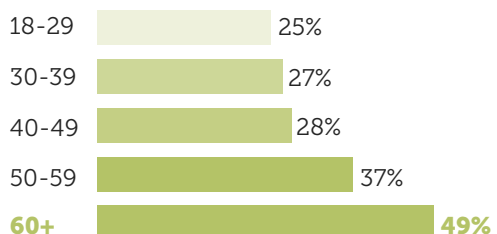
Likelihood of purchase based on ethnicity/race



Likelihood of purchase based on region



Likelihood of purchase based on age*



*Considering primary household buyers



OVERVIEW

Organic sweet potato sales are steadily climbing. After a 7% rise in sales in 2019, they increased nearly 10% in 2020. Organic sweet potatoes make up more than 13% of all sweet potato sales. Provide shoppers with an organic option, especially during the holidays, to add some dollars to your bottom line.

FRESH TRENDS 2021

13% of consumers said they purchased organic sweet potatoes exclusively, up from 8% last year, while another 12% said they bought organic sweet potatoes at least some of the time.

HANDLING

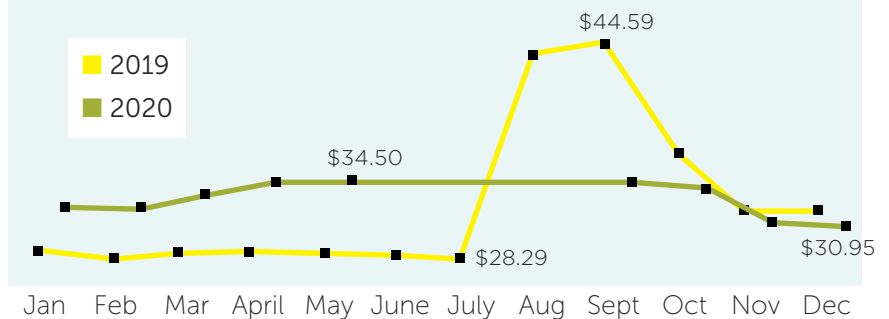
- > Temperature: 55 to 60°F, 13-15.6°C
- > Relative humidity: 85-90%
- > Mist: no
- > Typical shelf life: 10 to 14 days after packaging (before packaging, sweet potatoes store well under proper conditions for 52 weeks)
- > Ethylene-sensitive (Do not store or transport ethylene-sensitive items with commodities that produce ethylene.)
- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a higher

Sales	2020	% change from 2019
Pounds sold	62,452,335	4.5%
Retail sales	\$90,901,853	9.4%
	2020	2019
Average retail price per lb.	\$1.46	\$1.39
Dollar share of organic vegetables	\$1.82	\$1.95
Organic percent of retail sweet potato sales 2020: 13.3%		

Source: IRI

Organic monthly shipping point prices 2019-20

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



temperature.)

- > If stored for any length of time, sweet potatoes must first be cured for about four to

five days at 85°F, 30°C, with a relative humidity of 85-90% or above.

- > Do not refrigerate.



Dynamic Displays



Photos: Farm Journal

1 Display organic sweet potatoes with a variety of other organic items, including squash, onions and tomatoes.



Photos: Farm Journal

2 Don't just stick with the traditional orange sweet potato. Offer up something different by including organic purple sweet potatoes in your store.



Photos: Farm Journal

3 Use signs to clearly define the type of organic sweet potato you are selling as well as to explain its flavor characteristics.

MARKETING TIPS

Organic sweet potatoes are traditionally heavy movers during the winter holidays, but they can be enjoyed year-round. Encourage shoppers to view organic sweet potatoes not just as a holiday favorite but as a nutritious and tasty side dish for just about any meal. Promote organic sweet potatoes' many health benefits to attract health-conscious shoppers. Include them in larger potato promotions and displays to get shoppers thinking about sweet potatoes. Provide recipes and preparation tips to help shoppers learn new ways to prepare the orange tubers.

DOS AND DON'TS

✓ DO: Display organic sweet potatoes with other organic potatoes to avoid cross-contamination with conventional product.

✗ DON'T: Don't let cross-promotion opportunities pass you by. Cross-merchandise sweet potatoes with organic butter and brown sugar as well as organic meat.



To read more, scan the QR code.