

Opportunities for marketing organics

Tackle organics face on, take specific steps to boost sales

By Janice M. Kresin

As the organic category matures, it gets more challenging to add incremental sales from this category within the produce department. Most shoppers know about organics and have purchased them before, so target marketing may be the industry's best bet to broaden category sales. When it comes to maximizing sales for organic produce, marketers can capitalize on three things to help drive consumers' decisions in favor of organics, based on research in *Organic Fresh Trends 2019*.

1 TARGET SPECIFIC GROUPS

Age seems like an easy target category, as shoppers age 50 and older were among the most unlikely to buy organics, according to the *Organics Fresh Trends 2019* survey. Direct signs and promotions toward the older set. But think beyond age, too. There's an opportunity for marketing specifically to Caucasian consumers and African American shoppers with regard to organics. These two groups were the least likely ethnic groups to buy organic produce overall, based on the commodities studied in *Organic Fresh Trends 2019*.

Another area for growth apparent in this year's data is families without children. This group consistently fell in line behind families with kids regarding likelihood of purchase. Families with children were always more likely to buy organic—whether exclusively or periodically—than those without children, *Organic Fresh Trends 2019* found. The survey showed that often families with three or more kids at home were less likely to buy organics than those with fewer kids, possibly because of the fact that organics generally cost more.

2 FOCUS ON—DON'T FIGHT—COST

Speaking of cost, be sure you're up front about the price of organics, because it's something most consumers focus on when considering a purchase. Touting the benefits that make organics worth an elevated price may be the key to getting some shoppers to buy into the value of organics. When asked how they decide whether to buy organic produce or not, 37% of survey respondents said they weigh the price vs. the advantage to their health before making a selection.

Thirteen percent of shoppers said they were not willing to pay any more money for organic produce than they would over the cost of conventionally grown fresh produce. This may be driven strictly by finances (or a lack thereof). Seniors age 50 and older (some of which may be on a fixed income) were among those most likely to forgo paying more for organics, as were those earning less than \$50,000 annually and those with three children living at home—families that may be more strapped for cash.

Asian shoppers and those in their 40s were the most likely to pay 10%-24% more for organics. Male consumers, shoppers age 18-39 and African American shoppers were the most likely to pay between 25%-50% more for organic fruits and vegetables.

For those who are least concerned with the price of organics and were willing to pay 50% more for them, consumers with three or more children at home were the most likely to do so. In fact, they were at least two times more likely to pay 50% more than people in most other demographic groups.

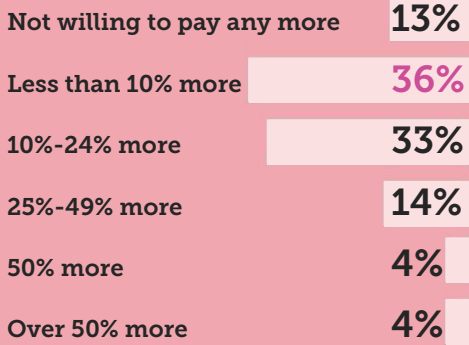
3 MAKE SENSE OF DISPLAYS

Marketers may think of displaying organic fruits and vegetables in terms of what's easiest for managing the produce department. But consumers sometimes see things in a different light.

Nearly two-thirds of respondents to *Organic Fresh Trends 2019* (65%) said that they preferred to have organics grouped together in their own separate area of the produce department. Southern shoppers were the most likely to prefer organics merchandised in this manner. Thirty-five percent of shoppers said they would rather see organics integrated with other commodities (like placing organic apples next to conventional apples marked with signage to distinguish the two). No matter how they're displayed, organics need clear signage so there's no confusion in the produce aisle. 🍎

Weighing in on price

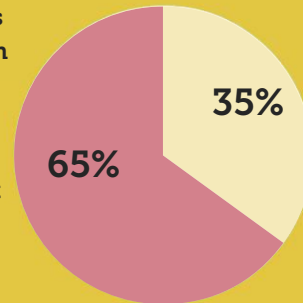
How much more shoppers are willing to pay for organic produce over what they'd pay for conventionally grown items



Realities at retail

How consumers say they prefer to have organics displayed

All organics in their own separate area of the produce department



Intermixed with other items (organic apples next to conventional apples, marked with signs)

