



Produce Marketing Association

Mail: PO Box 6036 • Newark, Delaware 19714-6036 • USA

Address: 1500 Casho Mill Road • Newark, Delaware 19711 • USA

Phone: +1 (302) 738-7100

Fax: +1 (302) 731-2409

www.pma.com



Industry and Consumer Facts from the Produce Marketing Association

Throughout 2004, the Produce Marketing Association has conducted ongoing industry and consumer research to find out what shoppers are thinking about fresh fruits and vegetables. Below is a compilation of survey highlights on a variety of topics.

- Taste ranks first in consumers' produce purchasing decisions. When asked "what is most important to you in deciding what types of fruits and vegetables to buy," 22% of respondents said that taste is most important to them. Both "appearance" and "health benefits" earned 19% of consumer responses, while 12% said "price" and 8% said "freshness" were most important.
- Consumers ages 60 and older (as well as consumers with incomes between \$25,000 and \$50,000) are more likely to buy produce for its health benefits.
- Nearly 80% of all bulk and packaged produce sold to consumers carries a label of some sort. Seventy-one percent of bulk produce sold carries a Price Look Up (PLU) sticker or other label on the product itself, while 29% does not.
- 49% of consumers consider fruits and vegetables to be very important and take the availability of produce items on the menu into consideration when selecting a restaurant.
- 35% of consumers say loose produce items make up between 76 to 100% of their fresh produce purchases, while 42% said pre-packaged items make up less than 15% of their purchases.
- 72% of primary shoppers say loose produce "delivers consistently better quality and taste," 51% of these same shoppers describe packaged produce as "more sanitary," while 41% describe packaged produce as being "safer."
- 40% of the companies (147 total) that participated in PMA's Radio Frequency Identification Webcast earlier this year are actively pursuing RFID programs.
- 54% of consumers choose supermarkets as their most likely point of purchase for fresh fruits and vegetables during peak growing seasons in their regions.
- 58% of consumers say they are most likely to purchase fresh produce from supermarkets because of the convenience factor, while 22% say they purchase produce from local farm stands or small stores for this reason.