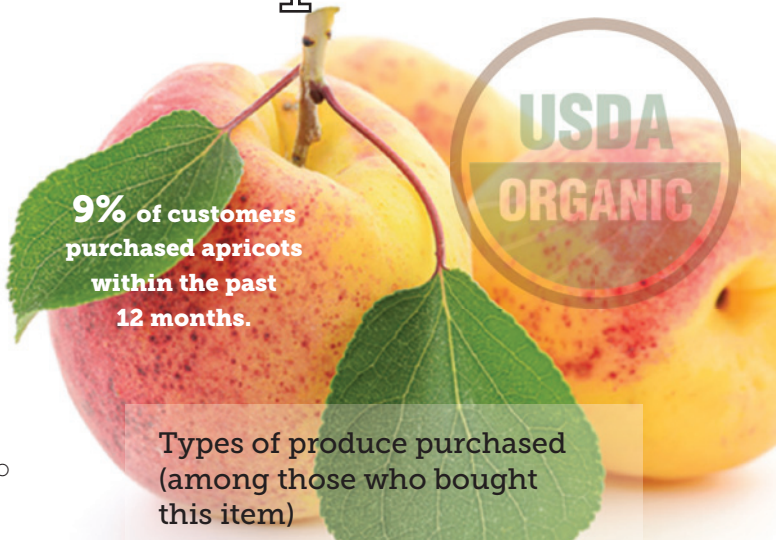


# apricots



**9% of customers purchased apricots within the past 12 months.**

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

Conventional .....	64%
Both conventional and organic .....	24%
Organic .....	9%
Not sure.....	3%

### THE LIKELIHOOD OF AN APRICOT PURCHASE

**SLIPPED** two percentage points from last year. Apricots were one of the least popular items of those studied in the Fresh Trends 2018 survey.

Western shoppers sought out the fuzzy fruit more than those in other regions this year. Southerners comprised the group least likely to buy apricots overall, along with Black shoppers. Hispanic and Asian shoppers (the ethnic groups most likely to buy) were twice as likely to purchase the summer fruit than Black shoppers.

One-third of apricot buyers said they selected organic fruit at least some of the time, a number up from 31% who said the same last year. Nine percent said they always bought organic apricots. <sup>17</sup>

### Likelihood of purchase based on household income

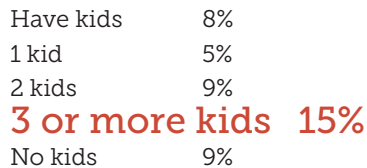


*\*Figures in thousands; Annual household income*

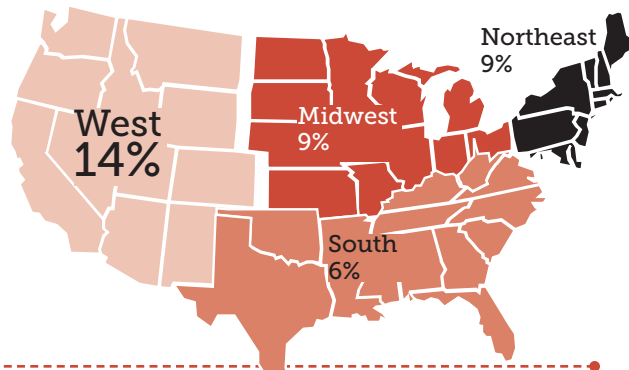
### Likelihood of purchase based on gender



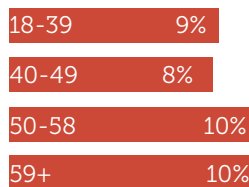
### Likelihood of purchase based on presence of children



### Likelihood of purchase based on region



### Likelihood of purchase based on age\*



*\*Considering primary household buyers*

### Likelihood of purchase based on ethnicity

<b>Hispanic.....</b>	<b>11%</b>
Asian .....	10%
White/Caucasian .....	9%
Other .....	6%
Black/African American .....	5%