

-artichokes

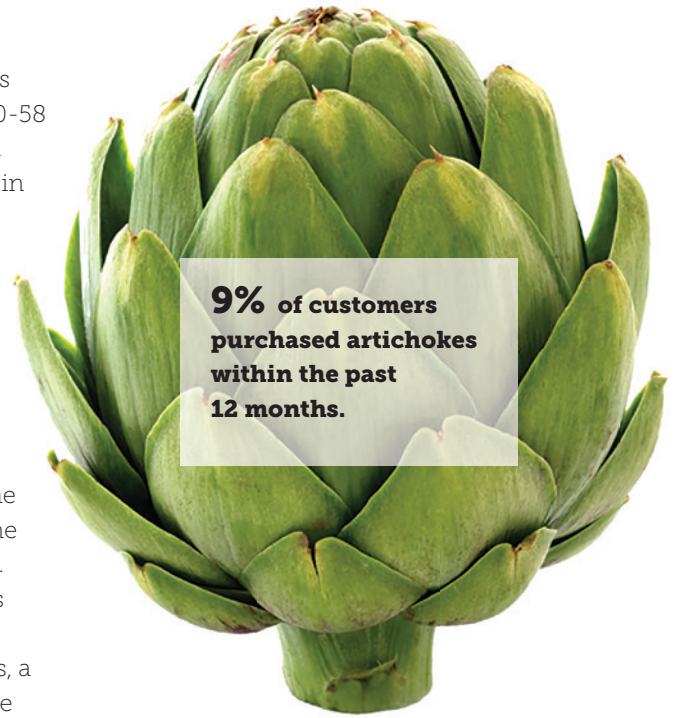
LIKELY BECAUSE THEY'RE GROWN NEARBY, artichokes are popular with Western shoppers – they were the most likely group to buy the vegetable overall and were two to three times more likely to purchase artichokes than those in other regions. Fresh Trends 2018 marks the sixth year in a row that the West has been the top region for artichokes.

The likelihood of an artichoke purchase increased according to income, as those in the top income bracket were nearly twice as likely to purchase the spiky vegetable as those earning less than

\$25,000 annually. Shoppers age 18-39 and those age 50-58 were more likely to make a purchase than consumers in other age groups.

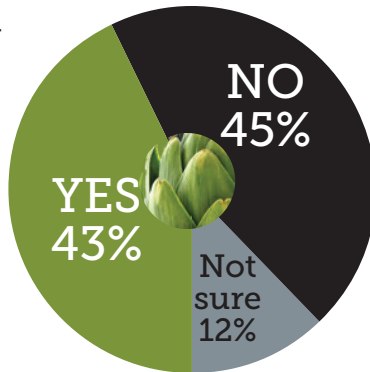
The likelihood of an artichoke purchase increased one percentage point from last year.

Interest in organic artichokes is growing; 44% of buyers said they picked up organic artichokes in the past year, while 36% said the same in Fresh Trends 2017. Eighteen percent of buyers this year said they always selected organic artichokes, a number up four percentage points from last year. 🌱

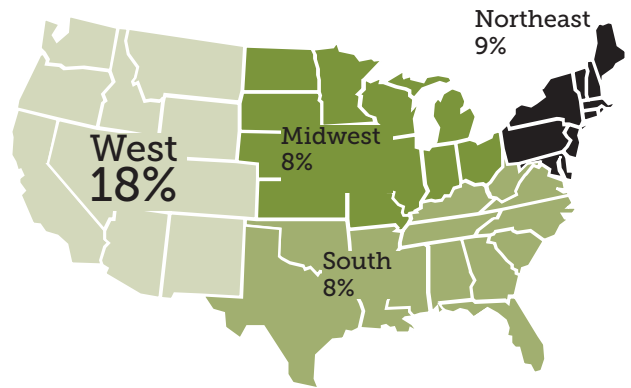


9% of customers purchased artichokes within the past 12 months.

Purchased baby artichokes in the past year



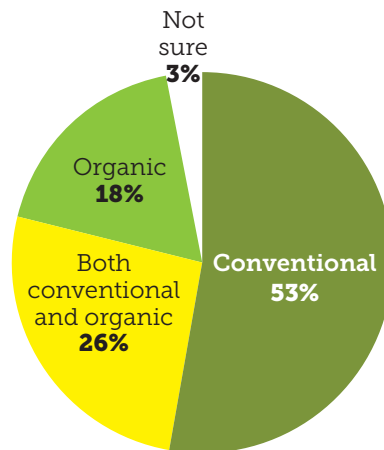
Likelihood of purchase based on region



Likelihood of purchase based on household income



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



*Figures in thousands; Annual household income