

asparagus



30% of customers purchased asparagus within the past 12 months.

THESE SLIM STALKS ARE WORKING THEIR WAY into consumers' diets, as asparagus were the No. 2 item (tied with bell peppers) that consumers said they bought last year that they did not buy previously.

A decade-long trend shows that the likelihood of an asparagus purchase increases according to income. Shoppers on both coasts were more likely to buy the green stalks than those in the Midwest or South this year.

Men were 15 percentage points less likely to buy asparagus than women.

Nine percent of buyers said they always bought organic asparagus, as was the case last year. Twenty-eight percent said they bought organic product at least some of the time, a number up two percentage points from last year.

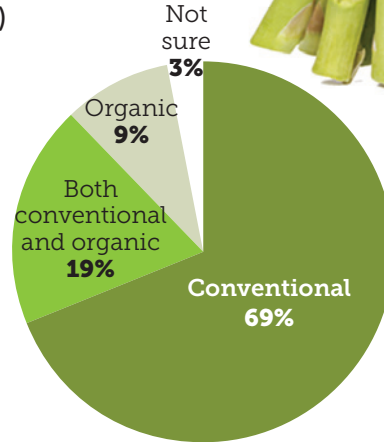
The likelihood of an asparagus purchase fell two percentage points from last year. 📉

Likelihood of purchase based on household income



*Figures in thousands; Annual household income

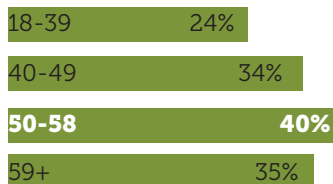
Types of produce purchased (among those who bought this item)



Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers



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