

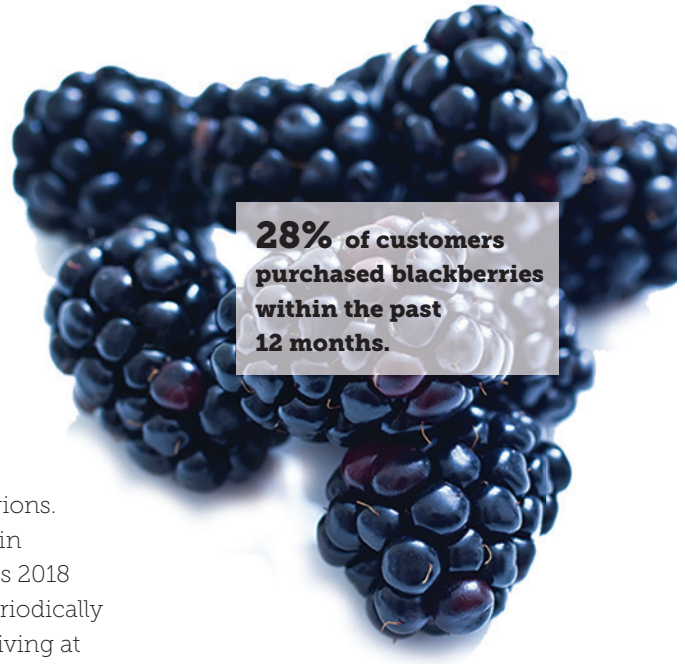
-blackberries

AGE AND INCOME are definitive factors that affect blackberry purchases.

The likelihood of a purchase increased according to income. In fact, shoppers in the highest income bracket were more than twice as likely to buy blackberries as those earning less than \$25,000 annually, the group least likely to buy the berries overall.

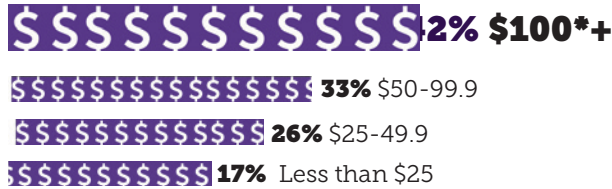
These dark-hued berries are more appealing to middle-age shoppers – those age 40-58 – who were more likely to buy them than those older or younger.

While the berries are popular in all regions, shoppers in the South were more likely to buy the fruit than those in other regions. Over the years, consumers have been consistently interested in organic blackberries. Twelve percent of buyers in Fresh Trends 2018 said they always bought organic berries, and 38% said they periodically purchased organic fruit. Consumers with three or more kids living at home and those earning \$100,000 annually were the most likely to buy organic blackberries at least some of the time. 🍓



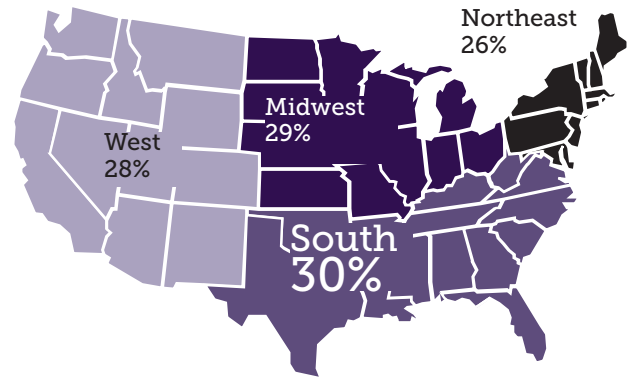
28% of customers purchased blackberries within the past 12 months.

Likelihood of purchase based on household income

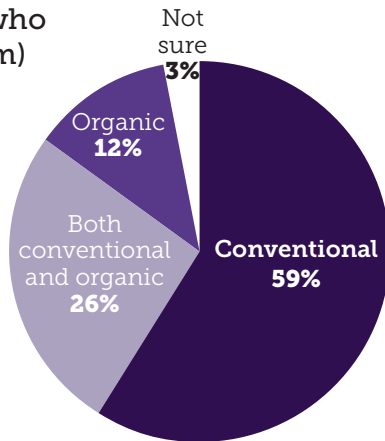


*Figures in thousands; Annual household income

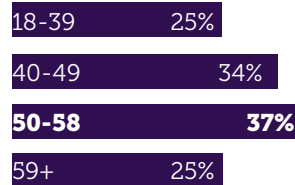
Likelihood of purchase based on region



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



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

