

-broccoli

MORE PEOPLE ARE PUTTING THIS CRUCIFEROUS VEGETABLE into their carts and onto their plates. Broccoli was the No. 3 item that shoppers said they are buying now that they did not buy previously (it was the No. 2 item in that same category last year).

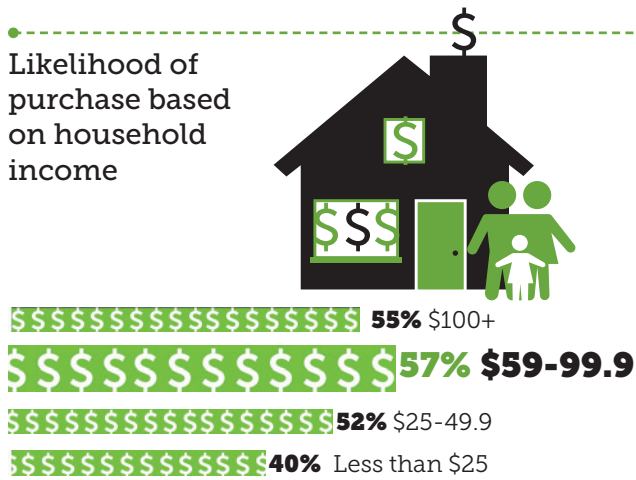
Families like broccoli, and those with kids are more likely to make a purchase, at 53%, than those without kids, at 50%.

The likelihood of a broccoli purchase increased according to age, with shoppers age 59 and older being among the most likely to buy broccoli overall. Consumers in the "all other" ethnic group and those earning less than \$25,000 annually were the least likely to buy overall.

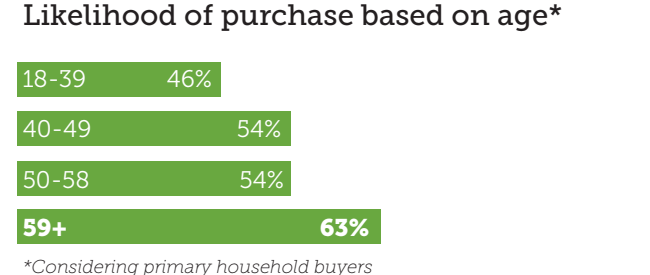
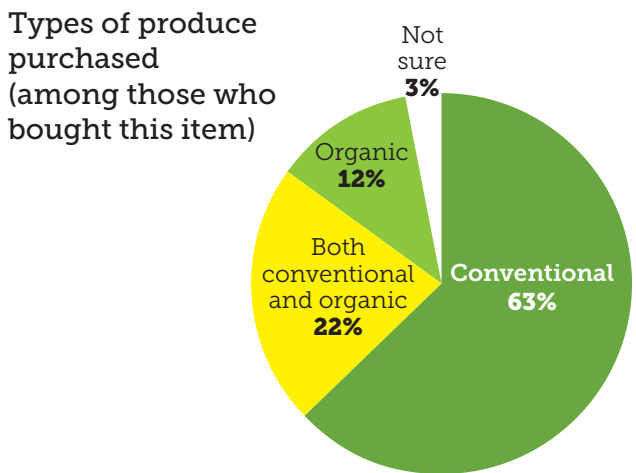
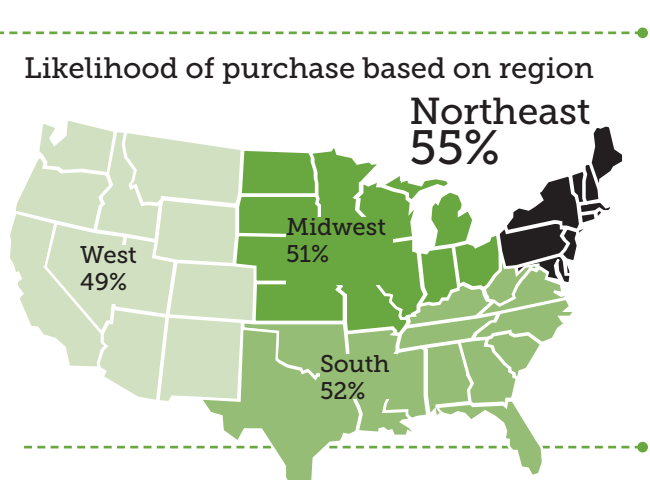
More than one-third (34%) of buyers said they bought organic broccoli at least some of the time, a number up four percentage points from last year. Twelve percent said they always selected organic product; 10% said the same in Fresh Trends 2017. 🌱



51% of customers purchased broccoli within the past 12 months.



*Figures in thousands; Annual household income



*Considering primary household buyers

