

canteloupe



CANTALOUPE IS POPULAR with middle-aged and older consumers, a trend now in its fifth year. Shoppers age 40 and older were the most likely overall to buy the orange-fleshed fruit. Consumers in the youngest age group of 18-39 were among the least likely to make a cantaloupe purchase overall, along with Asian

38% of customers purchased cantaloupe within the past 12 months.

shoppers and those in the "all other" ethnic group.

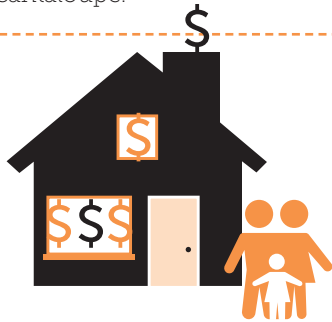
The likelihood of a purchase increased according to income.

Consumers in the top

income bracket were more than twice as likely to buy the melon than those earning less than \$25,000 annually. Families without kids were more apt to buy cantaloupe than those with kids. Most shoppers prefer conventionally grown cantaloupe.

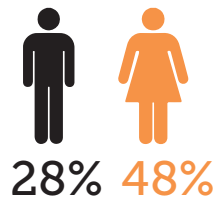
In fact, it was the No. 1 item that consumers bought as conventionally grown last year. Eight percent of buyers always selected organic cantaloupe, as was the case last year. Twenty-one percent said they bought the organic version of the melon at least some of the time.

Likelihood of purchase based on household income

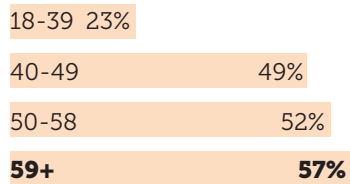


*Figures in thousands; Annual household income

Likelihood of purchase based on gender

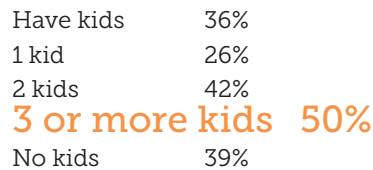


Likelihood of purchase based on age*



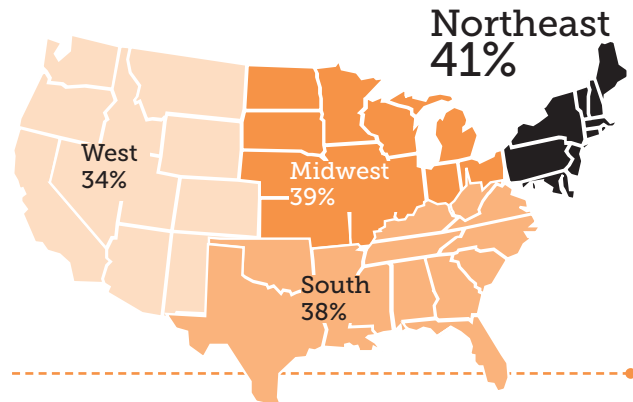
*Considering primary household buyers

Likelihood of purchase based on presence of children



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Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



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

