


# cherries-

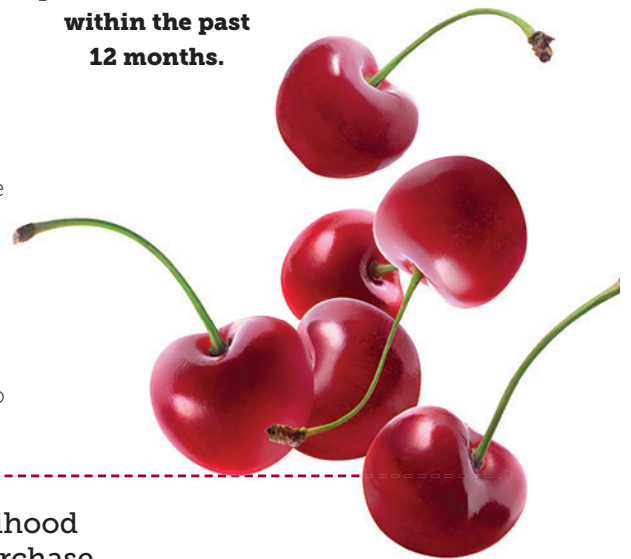
**THE LIKELIHOOD OF A CHERRY PURCHASE** slipped three percentage points from last year.

The likelihood of a cherry purchase increased according to income and age. Shoppers age 59 and older and those in the top income bracket were the most likely overall to buy cherries, along with female shoppers.

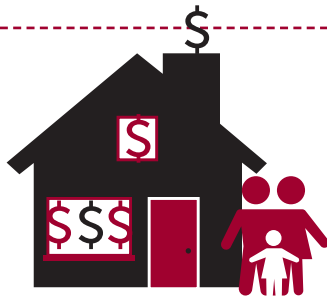
Northeastern shoppers were a bit more likely to buy this sweet fruit than those in other regions. Black consumers and those in the "all other" ethnic group were least likely to buy overall.

Eleven percent of cherry buyers said they always purchased organic product, a number up one percentage point from last year. Asian shoppers and those age 18-39 were the most likely to buy organic cherries exclusively. Twenty-nine percent of buyers said they periodically picked up organic cherries, up from 23% who said the same last year. 

**34% of customers purchased cherries within the past 12 months.**

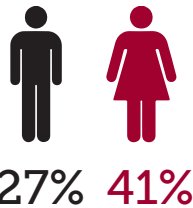


Likelihood of purchase based on household income

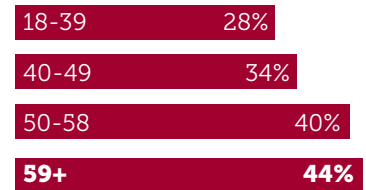


\*Figures in thousands; Annual household income

Likelihood of purchase based on gender



Likelihood of purchase based on age\*



\*Considering primary household buyers



**HOOD RIVER**  
*Cherry Company*

**Sweetest High Elevation Cherries Available**

VARIETALS JULY—SEPT 2018: Bing, Rainier, Regina, Lapin, Skeena, Sweetheart

Sales & Inquiries: [info@HRCherryCompany.com](mailto:info@HRCherryCompany.com) | 541-386-2183 | 800-709-4722 | [HRCherryCompany.com](http://HRCherryCompany.com)