




CAUCASIAN CONSUMERS love sweet corn, and this ethnic group continues to be the most likely to buy. More than half of all Caucasian shoppers said they bought corn according to Fresh Trends 2018. The likelihood of a sweet

45% of customers purchased corn within the past 12 months.

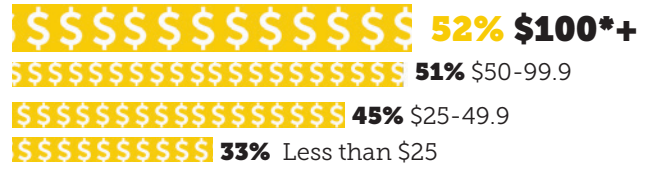
corn purchase increased according to income. Age also played a key role in corn purchases. More than half of all shoppers age 40 and older said they bought corn last year, while only 35% of those age 18-39 said the same. The likelihood of a corn purchase overall

slipped two percentage points from last year.

Consumers with three or more kids in the household were the most likely to buy corn overall.

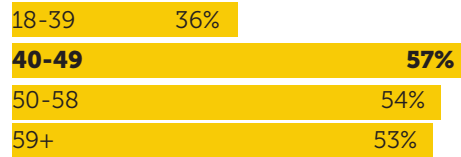
Only a few shoppers opt for organic corn, and that number seems to remain steady from year to year. Nine percent of shoppers said they always bought organic sweet corn, and that number has remained the same for the past three years. More than one-quarter of corn buyers said they bought organic product at least some of the time, a number up four percentage points from last year. 

Likelihood of purchase based on household income



**Figures in thousands; Annual household income*

Likelihood of purchase based on age*



**Considering primary household buyers*

Likelihood of purchase based on ethnicity

