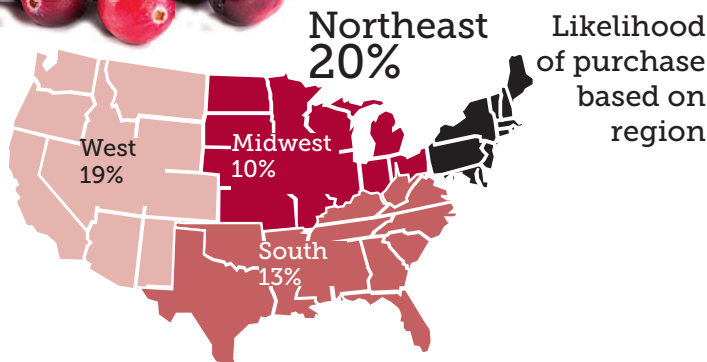


—cranberries

FOR THE SEVENTH STRAIGHT YEAR, the likelihood of a cranberry purchase increased according to income. Shoppers earning more than \$100,000 annually comprised the group most likely to buy the berries overall. Shoppers age 50 and older were more likely to buy cranberries

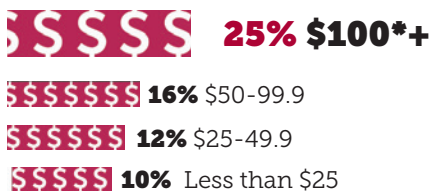
15% of customers purchased cranberries within the past 12 months.

than younger consumers, a trend that has continued for several years.

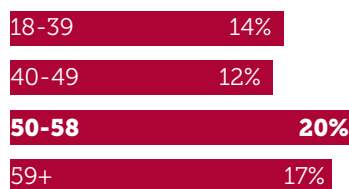
Coastal shoppers in the West and Northeast were more likely to buy cranberries than those in the Midwest or South.

The likelihood of an organic-only cranberry purchase nearly doubled from last year, up nine percentage points from Fresh Trends 2017. In fact, cranberries showed the most growth in the likelihood of an organic-only purchase over last year. **15**

Likelihood of purchase based on household income



Likelihood of purchase based on age*



*Figures in thousands;
Annual household income

*Considering primary household buyers