



broccoli

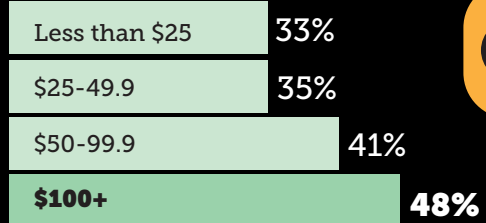
ONE OF THE MOST POPULAR VEGETABLES in *Fresh Trends*, broccoli continues to draw in new consumers. The vegetable was the third most popular item that shoppers said they tried last year that they had not eaten previously.

The likelihood of a broccoli purchase increased according to income and age, as was the case last year. Shoppers age 50 and older were among the most likely to buy the cruciferous vegetable overall this year (along with those in the top income bracket). In the meantime, consumers age 18-39 were among the least likely to buy broccoli overall. 🍷

39%

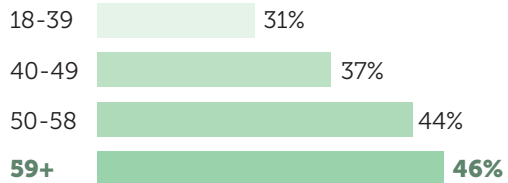
of customers purchased broccoli within the past 12 months

Likelihood of purchase based on household income*



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers