


THE LIKELIHOOD OF A GREEN BEAN PURCHASE climbed two percentage points from Fresh Trends 2017.

This is the ninth year that the likelihood of a green bean purchase increased according to income. Consumers in the top income bracket were nearly twice as likely to buy the vegetable as those earning less than \$25,000 annually. Consumers

39% of customers purchased green beans within the past 12 months

earning more than \$100,000 annually comprised the group most likely to buy green beans overall this year.

Middle-aged consumers are more likely to snap up beans than those younger and older. Shoppers age 50-58 have comprised the age group most likely to buy for the past two years.

Nearly one-third of green bean buyers (32%) said they bought organic product at least some of the time, a number up six percentage points from last year. Twelve percent said they always bought organic; last year 9% said the same. 

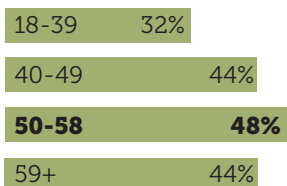


Likelihood of purchase based on household income



*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

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

