



**19% of customers purchased kale within the past 12 months**

**THIS NUTRIENT-RICH VEGETABLE** is most popular with the most affluent consumers. The likelihood of a kale purchase increased according to income for the third year in a row, and shoppers earning more than \$100,000 annually were the most likely to buy salad vegetable overall. The likelihood of a kale purchase rose two percentage points from Fresh Trends 2017.

Asian consumers and those in the "all other" ethnic group were two to three times less likely to buy kale than those from other ethnicities.

Kale has a huge organic following. In fact, it was the No. 1 item that shoppers purchased as organic at least some of the time and the No. 2 items that they bought

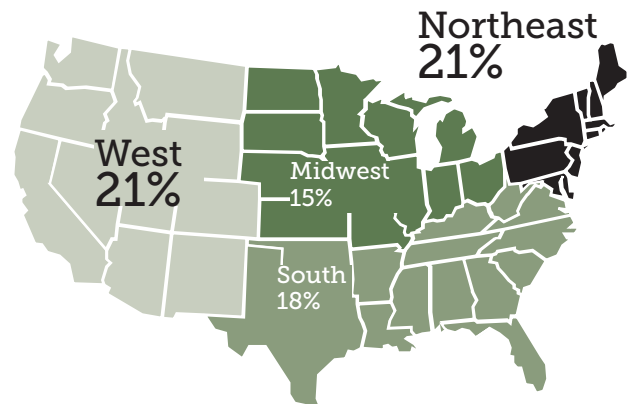
as exclusively organic. Half of kale buyers said they purchased organic product in the past year, down from 55% who said the same in Fresh Trends 2017. Twenty-one percent of buyers said they always bought organic kale, a number down five percentage points from last year. **FT**

### Likelihood of purchase based on household income



*\*Figures in thousands; Annual household income*

### Likelihood of purchase based on region

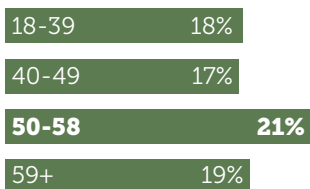


### Likelihood of purchase based on gender



**16%**   **21%**

### Likelihood of purchase based on age\*

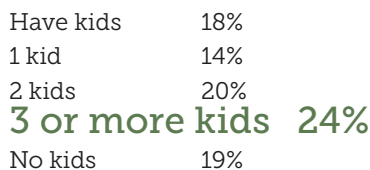


*\*Considering primary household buyers*

### Likelihood of purchase based on ethnicity

White/Caucasian	20%
Hispanic	19%
Black/African American	18%
Asian	12%
Other	6%

### Likelihood of purchase based on presence of children



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

