



**48% of customers purchased lemons within the past 12 months**

**LEMONS ARE LIKED BY MANY.** For the third straight year, Hispanic consumers represented the ethnic group most likely to buy, and they were also among those most likely to buy the sour fruit overall.

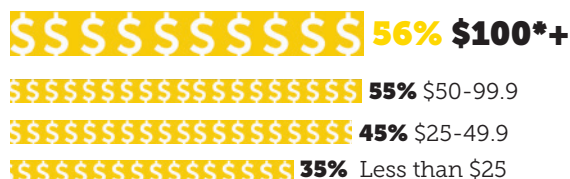
The likelihood of a lemon purchase increased according to income and age. Shoppers age 40 and older were quite a bit more likely to buy lemons than younger consumers.

Shoppers in the Midwest were less likely to grab

lemons than consumers in other regions.

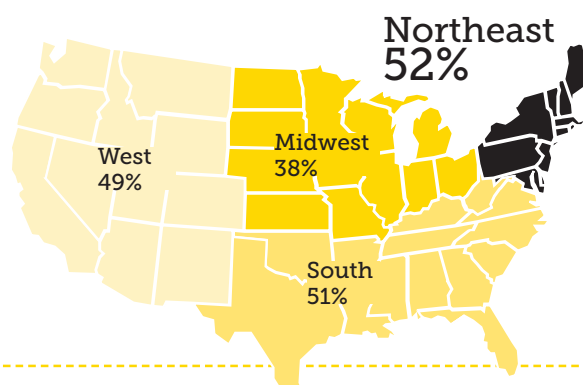
There's a steady interest in organic lemons. Eleven percent of buyers said they always bought organic product. Twenty-nine percent said they made a periodic organic lemon purchase, a number up four percentage points from last year.

**Likelihood of purchase based on household income**

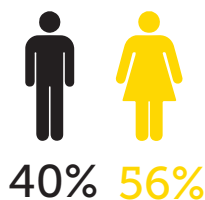


*\*Figures in thousands; Annual household income*

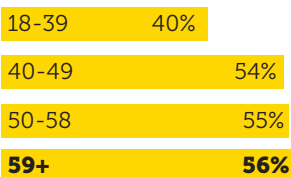
**Likelihood of purchase based on region**



**Likelihood of purchase based on gender**



**Likelihood of purchase based on age\***

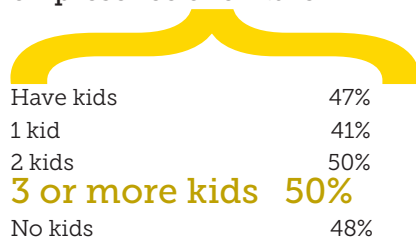


*\*Considering primary household buyers*

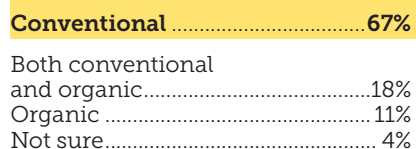
**Likelihood of purchase based on ethnicity**



**Likelihood of purchase based on presence of children**



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



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