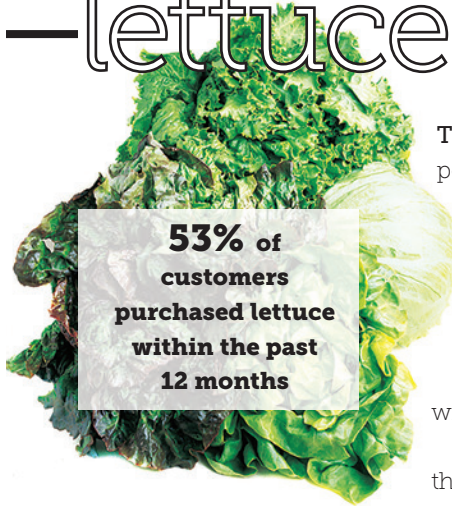


-lettuce



53% of customers purchased lettuce within the past 12 months

THE LIKELIHOOD OF A WHOLE LETTUCE PURCHASE fell six percentage points from Fresh Trends 2017. Topping a burger with lettuce or adding shreds to tacos or some other recipe was a mainstay for more than a third of shoppers – 36% said they used lettuce as an ingredient. But the overwhelming majority, 86%, used lettuce in the traditional way, as a salad. Consumer preferences for lettuce variety remained constant, with romaine being the most popular choice followed by iceberg and more distantly by leaf lettuces.

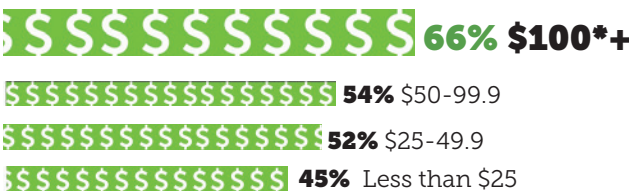
Consumers in the highest income bracket were the most likely to buy overall, with two-thirds of these shoppers saying they bought lettuce in the past year.

Middle-age shoppers were more likely to grab bulk lettuce than those younger than age 40 or those 59 and older. 🍴

Ways consumers use lettuce

As a salad	85%
As an ingredient in a recipe	36%
As a side dish	30%
As a main dish	17%
As an appetizer	14%
As a snack	11%

Likelihood of purchase based on household income

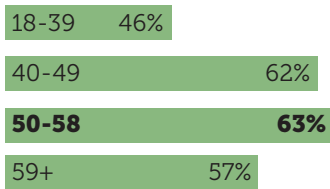


*Figures in thousands; Annual household income

Likelihood of purchase based on gender

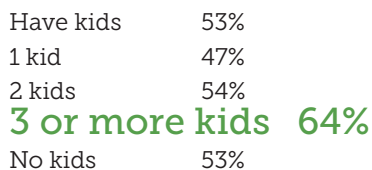


Likelihood of purchase based on age*



*Considering primary household buyers

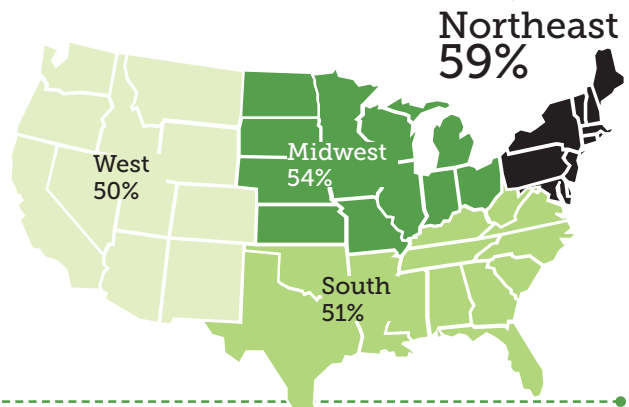
Likelihood of purchase based on presence of children



Varieties consumers prefer to purchase

Romaine	40%	Boston/bib.....	3%
Iceberg.....	34%	No preference.....	9%
Leaf.....	14%		

Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

White/Caucasian	56%
Hispanic.....	49%
Black/African American.....	45%
Other.....	42%
Asian.....	37%

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

