

specialty peppers



FESTIVE FLAVOR is the name of the game with these often fiery veggies. More than one-fifth of consumers (21%) said they picked up specialty peppers (including cayenne,

21% of customers purchased specialty peppers within the past 12 months

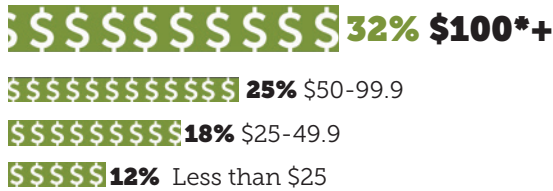
poblano, jalapeno, Anaheim and habanero) in the past year.

In direct contrast to many other items, specialty peppers boast a reverse-age trend, with shoppers age 59 and older being least likely to choose them. The likelihood of a specialty pepper purchase increased with income; shoppers earning at least \$50,000 annually were

more likely to buy than those earning less.

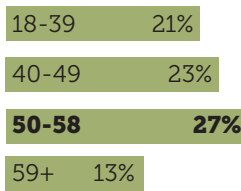
These spicy veggies are a favorite for families with kids. Twenty-four percent of consumers with kids at home snapped up the variety peppers, while only 18% of those without kids said the same. Specialty peppers barely even registered with shoppers who were part of the "all other" ethnic group. Organic interest in specialty peppers stayed steady, with 31% of buyers saying they purchased organic peppers at least some of the time. Twelve percent said purchased organic specialty peppers exclusively in Fresh Trends 2018.

Likelihood of purchase based on household income



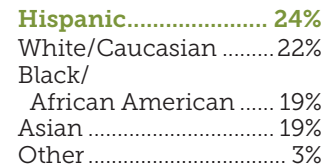
*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity



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