



INCOME MATTERS with plum purchases. The likelihood of a purchase increased according to income for the ninth consecutive year. The same pattern rang true when studying age as well – the likelihood of a purchase increased as shoppers got older. Consumers

23% of customers purchased plums within the past 12 months

age 50 and older comprised the group most likely to buy plums overall.

The likelihood of a plum purchase slipped two percentage points from Fresh Trends 2017.

Asian consumers and shoppers age 18-39 were least likely overall to buy plums.

Shoppers in the Northeast often represent the region most likely to buy plums, and that was the case again

this year. Midwestern consumers were least likely to buy.

More than one-quarter of buyers (28%) said they felt comfortable selecting ripe plums for immediate consumption, but only 15% said they knew how to ripen the stone fruit once they got it home.

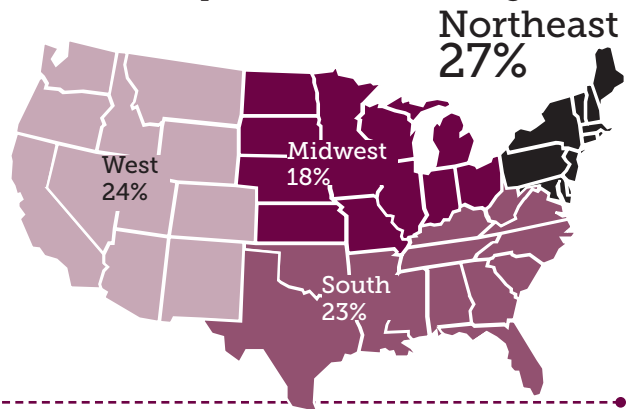
The likelihood of an exclusively organic plum purchase nearly doubled over last year, with 11% of buyers saying they always selected organic product. Thirty-one percent of buyers said they purchased organic plums at least some of the time, a number up from 20% in Fresh Trends 2017. 🍷

Likelihood of purchase based on household income



*Figures in thousands; Annual household income

Likelihood of purchase based on region



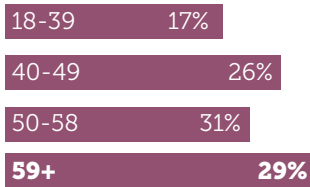
Likelihood of purchase based on ethnicity

Other.....	27%
Black/African American.....	25%
White/Caucasian.....	23%
Hispanic.....	22%
Asian.....	13%

Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on presence of children

Have kids	23%
1 kid	23%
2 kids	20%
3 or more kids	27%
No kids	23%

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

