

radishes

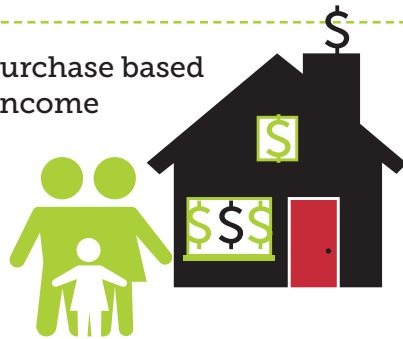
THE LIKELIHOOD OF A RADISH PURCHASE SLIPPED five percentage points from last year. Age and income clearly affect radish purchases. Shoppers age 59 and older were the most likely to buy the spicy vegetable overall, and these buyers were three times more likely to buy radishes than the youngest consumers age 18-39.

Caucasian consumers represent the ethnic group most likely to buy radishes, a trend now in its third year. (Black shoppers have remained the least likely group to buy for the same amount of time.)

Southern shoppers comprised the region least likely to buy the vegetable. Three in 10 radish buyers said they purchased organic product at least some of the time, a number up five percentage points from last year. The likelihood of an organic-only purchase also increased from Fresh Trends 2017.

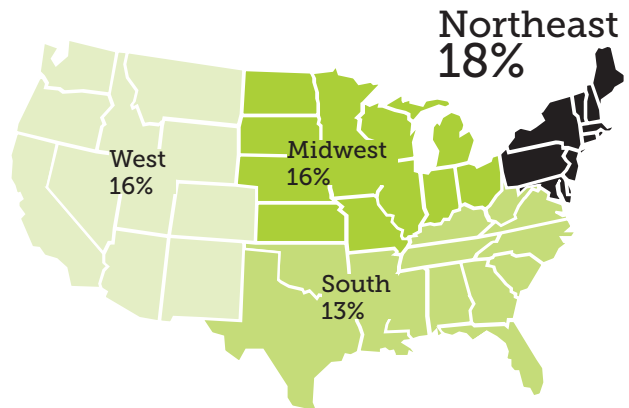
15% of customers purchased radishes within the past 12 months

Likelihood of purchase based on household income

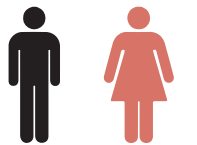


*Figures in thousands; Annual household income

Likelihood of purchase based on region

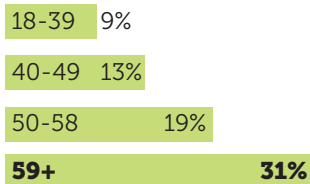


Likelihood of purchase based on gender



13% **18%**

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

White/Caucasian	17%
Asian	17%
Hispanic	15%
Other	15%
Black/African American	7%

Likelihood of purchase based on presence of children

Have kids	13%
1 kid	13%
2 kids	9%
3 or more kids	16%
No kids	18%

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

