

sprouts

THESE SMALL SHOOTS have a small but steady following; 10% of respondents have said they purchased fresh sprouts in each of the past three years.

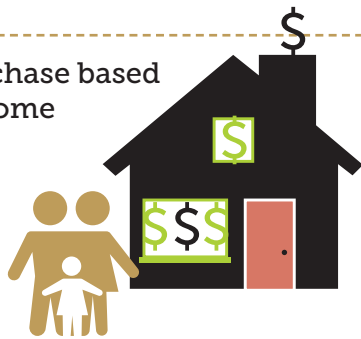
The likelihood of a purchase increased according to income; shoppers in the top income bracket were among the most likely to buy sprouts overall, along with Asian shoppers.

For the fifth straight year, Western shoppers were more likely to buy the salad vegetable than those in other regions. The likelihood of a purchase increased with age, with those age 40 and older being more likely to buy than those age 18-39.

Of those that bought sprouts, nearly half (48%) said they bought organic product at least some of the time, making this vegetable the No. 3 item that shoppers purchased periodically as organic. Eighteen percent of buyers said they always selected organic sprouts.

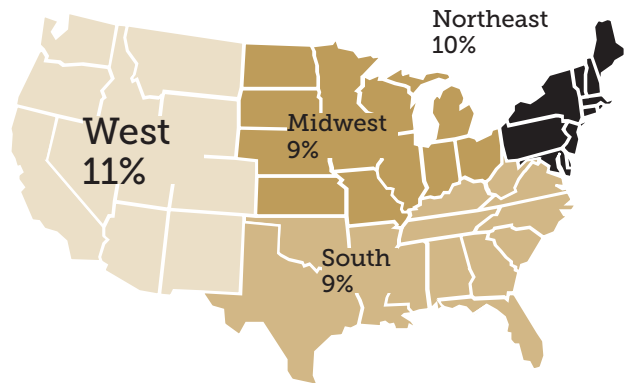
10% of customers purchased sprouts within the past 12 months

Likelihood of purchase based on household income



*Figures in thousands; Annual household income

Likelihood of purchase based on region



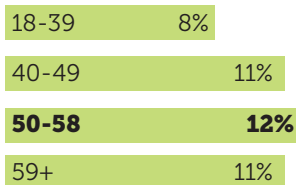
Likelihood of purchase based on ethnicity



Likelihood of purchase based on gender

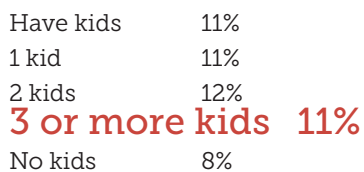


Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on presence of children



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

