



NEWS RELEASE

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REPORT AVAILABLE

United Fresh Unveils Enhanced Fresh Facts® on Retail Report *New Report Includes Insights on Consumer Behavior, Generational Insights*

WASHINGTON, D.C. (March 2, 2015) – The 2014 Year in Review edition of the *FreshFacts® on Retail* report is now available. The report, which annually examines overall retail trends in produce from the prior year now features insights into performance and consumer data for fresh produce.

The *FreshFacts® on Retail* report, produced in partnership with the Nielsen Perishables Group and sponsored by Del Monte Fresh Produce, is released quarterly by United Fresh, concluding each year with the Year In Review edition. Each report measures retail price and sales trends for the top 10 fruit and vegetable commodities, as well as value-added, organic and other produce categories. New features which will appear throughout 2015 in the quarterly editions include the addition of consumer behavior measures, such as household penetration and basket size, seasonal rotation of spotlight categories and insights to help readers understand the produce buying behavior of specific generations.

“United Fresh’s Retail-Foodservice Board worked together to enhance data and presentation of content within the *FreshFacts® on Retail* report adding greater value to the publication,” said Jeff Oberman, Vice President, Trade Relations and Retail-Foodservice Board staff liaison. “We look forward to the coming year’s reporting that will feature increased category spotlights, deep dives into generational data, and insights on produce’s impact across channels and the total store.”

Highlights of the “Year in Review” report include:

- A look at U.S. household spending on fresh foods vs. center store
- Price and volume trends for the Top 10 Fruit & Vegetable Commodities for 2014 vs. 2013
- Category spotlights on avocados, grapes and tomatoes, as well as organic produce
- Analysis of the value-added fruit and vegetable categories
- Generational spotlight on the produce purchasing habits of millennials

The complete *FreshFacts® on Retail* report can be downloaded free of charge for all United Fresh members (\$50 for non-members) by clicking [here](#). If you have questions, contact **Jeff Oberman**, at 831-600-8922. For questions about specific data contained in the report, please contact Cara Ammon at Nielsen Perishables Group at 773-769-3550.

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Founded in 1904, the **United Fresh Produce Association** brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.