



NEWS RELEASE

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United Fresh Releases FreshFacts® on Retail 2015 Year in Report
Report Features Include Insights on Consumer Behavior, Generational Insights

WASHINGTON, D.C. (March 15, 2016) – United Fresh Produce Association released the 2015 Year in Review edition of the *FreshFacts® on Retail* report, which examines overall retail trends in produce for the past year, as well as 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, measures retail price and sales trends for the top 10 fruit and vegetable commodities, as well as value-added, organic and other produce categories, along with consumer behavior measures, such as household penetration and basket size. This edition of the report also features data on how perimeter departments, including produce, drive store growth.

“Fresh produce is the number one factor shoppers consider when choosing where they will shop for groceries,” said Jeff Oberman, Vice President, Trade Relations at United Fresh and Retail-Foodservice Board staff liaison. “With data on consumer behavior and category performance trends, this report provides retail produce executives and produce companies the consumer and commodity insights they need to drive success for their businesses.”

Additional highlights of the “Year in Review” report include:

- A look at U.S. household spending on fresh foods as compared to center store.
- The impact of produce on basket size.
- Price and volume trends for the top 10 fruit and vegetable commodities for 2015 over 2014.
- Analysis of value-added fruit and vegetable categories.
- Spotlight on the continued growth of organic produce.

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 Matt Lally at Nielsen Perishables Group at 813-366-8556.

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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.