



NEWS RELEASE

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Contact: Mary Coppola
mcoppola@unitedfresh.org
202-303-3425

REPORT AVAILABLE UPON REQUEST

United Fresh Releases Q1 2015 Fresh Facts on Retail Report
Report Includes Insights on Consumer Behavior, Generational Differences

WASHINGTON, D.C. (June 23, 2015) – Organic sales approaching the \$1 billion mark and double digit growth in the value-added produce sector are two of the highlights of United Fresh Produce Association’s Q1 2015 edition of the *FreshFacts® on Retail* report. This publication examines overall retail trends in produce for the past year, and includes new features designed to provide 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 other value-added produce categories. This quarter’s report also features insights on organics, as well as category deep dives on popular summer items, including stone fruit, cherries and sweet corn. The report explores how produce in the deli provides solutions for shoppers seeking healthy and convenient meal solutions, how the Boomer generation’s spending power impacts the fresh produce industry and a look at perceptions of how different income groups purchase fresh produce.

“*FreshFacts® on Retail* provides our member companies with data they can use to understand consumer trends and develop their retail produce strategy,” said Jeff Oberman, Vice President, Trade Relations at United Fresh and the Association’s Retail-Foodservice Board staff liaison. “Increased category spotlights, deep dives into generational data, as well as insights on produce’s impact across channels and the total store will help our members drive their businesses forward.”

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

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About United Fresh Produce Association

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. For more information, visit www.unitedfresh.org