



**NEWS RELEASE**

**For Immediate Release, June 8, 2016**

**Contact:** Mary Coppola  
[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)  
202-303-3425

**United Fresh Releases Q1 2016 FreshFacts® on Retail Report**  
*Nielsen Perishables Group to Present on Produce Consumer Research  
at United Fresh 2016*

WASHINGTON, D.C. (June 8, 2016) – Organic produce sales have surpassed the \$1 billion mark, while consumers continue to drive demand for convenience and value-added items, according to the United Fresh Produce Association’s Q1 2016 edition of the *FreshFacts® on Retail* report.

These and other highlights will be featured in the workshop “Who’s Buying Your Produce?” at the United Fresh 2016 convention in Chicago, coming up June 20-22. The workshop will be led by Jen Campuzano and Matt Lally from Nielsen Perishables Group, and will include varied shopper behaviors by generation, income and ethnicity, as well as key recommendations on how produce suppliers and retailers can succeed in today’s marketplace.

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 category deep dives on lettuce, melons and grapes. The report explores consumer perceptions of local produce, including generational demand.

“*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. “Category spotlights, deep dives into generational data and insights on produce’s impact across channels 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.

###

**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](http://www.unitedfresh.org)