



NEWS RELEASE

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United Fresh Releases Q1 2017 FreshFacts® on Retail Report

Berries, Packaged Salad and Value-Added Items Dominate Sales Growth

WASHINGTON, D.C. (June 21, 2017) – New product innovation and introductions helped the fruit and vegetable industry weather the challenges of fluctuating supply and prices, according to the United Fresh Produce Association’s Q1 2017 edition of the *FreshFacts® on Retail* report. This quarter’s report examines retail trends in produce for the past quarter, including seasonal category deep dives on melons, berries and stone fruit and a section with insights on produce purchases at convenience stores.

The report notes that foodservice produce trends continue to influence increased retail product availability and sales. A spotlight on organic produce purchasing trends highlights that organics contribute to just shy of 10% of all produce sales, with all of the top ten organic commodities seeing increased sales in Q1.

“Consumers are seeking healthy options, but in today’s ‘on the go’ lifestyle, they also prize convenience,” says Jeff Oberman, United Fresh Vice President of Trade Relations and United Fresh’s Retail-Foodservice Board liaison. “There is great potential for produce companies to find success in the convenience sector, and United Fresh will continue to work with our members and convenience and alternative channel retailers to help drive success for fresh produce in these stores.”

The *FreshFacts® on Retail* report, produced in partnership with Nielsen Fresh and input and direction from the United Fresh Retail-Foodservice Board, measures retail price and sales trends for the top 10 fruit and vegetable commodities as well as other value-added produce categories. The report is sponsored by Del Monte Fresh Produce.

The complete *FreshFacts® on Retail* report can be downloaded free of charge for all United Fresh members (\$50 for non-members) [here](#). For questions about accessing the report, contact [Miriam Wolk](#), United Fresh Vice President of Member Services at 202-303-3410. For questions about specific data contained in the report, contact Matt Lally, Client Manager at Nielsen Fresh 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