



**NEWS RELEASE**

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## **United Fresh Retail Trend Report Signals Category and Volume Growth in Q2 2015**

WASHINGTON, D.C. (October 7, 2015) – United Fresh Produce Association released the Q2 2015 edition of the *FreshFacts<sup>®</sup> on Retail* report, which examines overall retail trends in produce by quarter and compares trends year to year to provide insights into performance and consumer data for fresh produce.

The *FreshFacts<sup>®</sup> 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. The Q2 2015 report also includes consumer demographic research and a feature on Gen X. The report shares that although a smaller demographic than Boomers and Millennials, Gen X maintains purchasing importance due to their influence over children's consumption.

"*FreshFacts<sup>®</sup> on Retail* provides our member companies throughout the entire supply chain with data they can use to understand consumer trends and develop their sales and promotional strategies on the supply and buy side," said Jeff Oberman, Vice President, Trade Relations and Retail-Foodservice Board staff liaison. "Increased category spotlights, consumer data, as well as insights on produce's impact across 'total store' revenues help our members' operations."

*FreshFacts<sup>®</sup> 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.