



NEWS RELEASE

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United Fresh Releases Q2 2016 FreshFacts® on Retail Report
Value-Added and Organic Sales Continue to Rise

WASHINGTON, D.C. (September 20, 2016) – Consistent growth in both the value-added and organic sectors are highlights of United Fresh Produce Association’s Q2 2016 edition of the *FreshFacts® on Retail* report. This publication examines retail trends in produce for the past quarter, including a spotlight on fresh produce annual spending by region.

“The regionality of fresh produce section will help our members adjust their strategy for planning sales and promotions in different markets,” said Jeff Oberman, Vice President, Trade Relations at United Fresh and the Association’s Retail-Foodservice Board staff liaison. “The Retail-Foodservice board, United Fresh and Nielsen will continue to collaborate on new ways to explore retail produce purchasing data to help our members grow and succeed.”

This quarter’s report also features category deep dives on berries, packaged salad and potatoes, all of which are purchased by more than 75% percent of households annually.

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

The complete *FreshFacts® on Retail* report can be downloaded free of charge for all United Fresh members (\$50 for non-members) by visiting <http://www.unitedfresh.org>. 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 out industry with a common purpose – to build long-term value for our members and grow produce consumption. For more information, visit www.unitedfresh.org