



## NEWS RELEASE

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## United Fresh Releases Q2 2017 FreshFacts® on Retail Report

*Healthy Options for Consumers Across Store Pose Challenges to Produce Sales*

WASHINGTON, D.C. (August 25, 2017) – With the produce department facing its second consecutive quarter of decreased sales, understanding consumer exposure to new products and how they engage with food will help retailers meet changing needs as the produce department, according to the United Fresh Produce Association's Q2 2017 edition of the *FreshFacts® on Retail* report.

This quarter's report features seasonal category deep dives on apples, potatoes and lettuce with a close look at important Q4 2016 vs. Q4 2015 results to help companies plan for a successful Q4 2017. A spotlight on organic produce, which represents 10% of all produce sales, showcases purchasing trends and commodities that still have room for growth in the organic sector. The report also looks at value-added fruits and vegetables, including a continued feature on the packaged salad category.

Building on Q1 2017's report on fresh produce at convenience stores, the Q2 2017 report explores produce's role in healthy snacking more broadly. "Consumers are seeking healthy options, and produce departments are seeing competition for dollar share as healthy snack options are featured in all corners of the retail store," says Jeff Oberman, United Fresh Vice President of Trade Relations and United Fresh's Retail-Foodservice Board liaison. "However, there is great potential for produce companies to find success in cross-merchandising and partnerships with other food companies to maintain a presence with the consumer across the store, which will help retailers continue to fresh produce sales success."

The *FreshFacts® on Retail* report, produced in partnership with Nielsen Fresh and input and direction from the United Fresh Retail-Foodservice Board of Directors, 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](#). If you have questions, contact [Miriam Wolk](#), at 202-303-3410. 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](http://www.unitedfresh.org)