



NEWS RELEASE

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United Fresh Retail Trend Report Signals Category and Volume Growth in Q3 2015

WASHINGTON, D.C. (December 15, 2015) – United Fresh Produce Association released the Q3 2015 edition of the *FreshFacts[®] 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[®] 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 Q3 2015 report also includes a spotlight on organic produce, where dollar sales have increased by 15.9% compared to Q3 2014, as well as a look at the rise of brand proliferation in the produce department.

"*FreshFacts[®] on Retail* provides our member companies across 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, United Fresh's Vice President, Trade Relations and Retail-Foodservice Board staff liaison. "Increased seasonal commodity spotlights, as well as insights on the produce department's impact across 'total store' revenues have a direct impact on our members' operations."

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 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.