



**NEWS RELEASE**

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## **United Fresh Releases Q3 2016 FreshFacts® on Retail Report**

*Value-Added and Organic Sales Continue to Rise*

WASHINGTON, D.C. (November 30, 2016) – Consistent growth in both the value-added and organic sectors highlight the United Fresh Produce Association’s Q3 2016 edition of the *FreshFacts® on Retail* report. This publication examines retail trends in produce for the past quarter, including a section with insights on produce spending by different generations within multicultural groups.

This quarter’s report also features seasonal category deep dives on apples, citrus and cooking vegetables. There is also mention that foodservice produce trends continue to influence increased retail product availability and sales. A spotlight on organic produce notes purchasing trends, including organic preferences driving increased annual trips to the grocery store and higher overall spend.

“We’re seeing more and more diversity among consumers and their produce shopping preferences,” says Jeff Oberman, United Fresh Vice President of Trade Relations and United Fresh’s Retail-Foodservice Board liaison. “Consumers are seeking healthier foods and turning to fresh, but it’s important for the industry to know the nuances of how geography, culture and generational trends affect their buying preferences. The Retail-Foodservice Board will continue to work to identify trends and data that can help our members customize their marketing and sales strategies.”

The *FreshFacts® on Retail* report, produced in partnership with 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) [here](#). 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 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)