



NEWS RELEASE

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United Fresh Releases Q3 2017 FreshFacts® on Retail Report

Healthy Options for Consumers Across Store Pose Challenges to Produce Sales

WASHINGTON, D.C. (November 27, 2017) – As retailers prepare for consumers to migrate towards online platforms for packaged goods, fresh offerings in the perimeter are playing a key role in attracting shoppers to store, according to the United Fresh Produce Association's Q3 2017 edition of the *FreshFacts® on Retail* report.

This quarter's report features seasonal category deep dives on berries, avocados and grapes, with a comparison of Q1 2017 vs. Q1 2016 results to help companies plan for a successful Q1 2018. A spotlight on the strength of organic produce showcases purchasing trends and commodities that still have room for expansion in this sector. The report also looks at value-added fruits and vegetables, including a continued feature on the packaged salad category.

In addition, the Q3 2017 report explores how innovation in the produce department is driving consumer demand for alternatives to pasta and rice. "Health and convenience are both key factors in the rise of new products in the produce department," said Jeff Oberman, United Fresh Vice President of Trade Relations and United Fresh's Retail-Foodservice Board liaison. "From kits to veggie noodles, we expect continued growth and expansion of fresh-cut and value added products, both in private label and branded produce."

The *FreshFacts® on Retail* report, produced in partnership with Nielsen Fresh 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 Fresh 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