



NEWS RELEASE

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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh Releases Q4 2017 FreshFacts® on Retail Report

Report Includes Bonus Year in Review Content

WASHINGTON, D.C. (March 5, 2018) – 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 Q4 2017 edition of the *FreshFacts® on Retail* report.

“Our members have shared that having access to Q4 data is key to their annual planning cycle,” said Miriam Wolk, Vice President, Member Services. “This report shares this information, as well as the full year in review – content that our members find valuable for benchmarking the industry year to year.”

This quarter’s report features seasonal category deep dives on citrus, mushrooms and cooking vegetables, 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.

The *FreshFacts® on Retail* report, produced in partnership with Nielsen Fresh and direction from the United Fresh Retail-Foodservice Board, 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