



NEWS RELEASE

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United Fresh Releases Quarterly Retail & Foodservice Trend Reports

Retail & Foodservice Trends to be covered at upcoming convention & expo education

WASHINGTON, D.C. (May 23, 2018) – United Fresh has released two quarterly retail and foodservice trend reports:

The **FreshFacts® on Retail Q1 2018** report, produced in partnership with Nielsen Fresh, 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. Q1 2018 showed positive growth at retail, thanks to consistent growth of fresh vegetable sales, along with increasing availability of organic produce. The report features a seasonal category deep dive on cherries, sweet corn and tomatoes, as well as a look at opportunities for fresh produce in the emerging meal kit channel.

Developed in partnership with Datassential, a leading market research firm dedicated to the food industry, the **Fresh Insights for Foodservice Spring 2018** report uses data from Datassential's extensive menu database, *MenuTrends*, and provides a comprehensive look at how chefs and restaurants are featuring fresh produce on their menus, along with broader applications for retail, meal kits and more. The report looks at "in season" menu options of cantaloupe and broccoli, along with how fruit is being incorporated into desserts, while the "on the horizon" section looks forward to mandarin oranges, carrots and Fall appetizer trends. The report closes with a "view from above" look at produce's role in Quick Service Restaurant menus.

Both reports are developed with input and guidance from the [United Fresh Retail-Foodservice Board](#), a United Fresh market segment board focused on the needs and issues of greatest concern to retail and foodservice operators with the goal of providing supermarkets, restaurants and emerging channels with tools and services that allow them to maximize the value and sales of fresh produce to consumers.

"The entire fresh produce supply chain benefits from understanding retail and foodservice consumer trends," said Miriam Wolk, Vice President of Member Services, United Fresh. "Companies across the supply chain can leverage the data in these reports to plan sales and merchandising strategies to meet customers' needs, develop seasonal menu promotions, and predict how their company will take advantage of trends in the season ahead."

In addition to this research, industry professionals can supplement their retail and foodservice strategies with focused education taking place June 25-27 in Chicago at United Fresh 2018. Session topics will cover consumer trends in the "better-for-you" food segment, consumer marketing, the digital retail landscape, connecting with consumers through food media, consumer convenience demands, launching new product categories, private label, organics, eCommerce, customer loyalty, and more! Full details of the educational programming can be found at <http://www.unitedfreshshow.org>.

Both *FreshFacts on Retail* and *Fresh Insights for Foodservice* are free to United Fresh Members and \$50 each to non-members. To access the report, visit www.unitedfresh.org. If you have questions, contact [Miriam Wolk](mailto:Miriam.Wolk@unitedfresh.org) at 202-303-3410. For questions about the data or content in *Fresh Insights for Foodservice*, contact Mike Kostyo, Datassential at mike.kostyo@datassential.com.

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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. And, 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.