



NEWS RELEASE For Immediate Release, May 7, 2019

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United Fresh Releases Q1 2019 FreshFacts® on Retail Report

WASHINGTON, D.C. (May 7, 2019) – Fresh produce continues to lead all perimeter departments in growth, according to the United Fresh Produce Association’s Q1 2019 edition of the *FreshFacts® on Retail* report.

“Health resolutions coupled with key holiday moments made Q1 a prime time of year for consumers to evaluate and restructure their eating habits, including increased consumption of fresh produce,” said Miriam Wolk, United Fresh’s Vice President, Member Services. “*FreshFacts* helps the industry understand how to leverage these trends to help consumers discover fresh produce options for all lifestyles and occasions.”

Q1 data highlights include:

- Fresh produce led all perimeter departments in unit growth, though pounds sold were more modest, indicating that shoppers are trading down to smaller sizes and portions.
- Avocados, blueberries, raspberries and broccoli experienced the greatest growth in Q1.
- A variety of fruits and vegetables continued the growth momentum, bolstered by strong gains in meal prep with mixed vegetables that cater to consumer need for convenience

This quarter’s report features seasonal category deep dives on peaches, watermelons and potatoes, with a comparison of Q3 2018 vs. Q3 2017 results to help companies plan for a successful Q3 2019. 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 and consumers’ views on local produce.

To help drive conversation about the trends covered in the report, United Fresh’s Retail-Foodservice Board has launched a new quarterly webinar series. Moderated by retail produce executives, participants will hear an overview of each quarter’s report and deeper insights from Nielsen Fresh, followed by an opportunity for questions and answers. The first webinar in the series will take place on today at 2:00 pm and will be moderated by Jeff Cady, Director of Produce & Floral, Tops Friendly Markets, and Chairman of the United Fresh Retail-Foodservice Board. Registration is available on the [United Fresh website](#).

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](#), United Fresh's Vice President, Member Services 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