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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh Releases FreshFacts® on Retail Q2 2019

WASHINGTON, D.C. (August 5, 2019) – The Q2 2019 issue of United Fresh’s *FreshFacts® on Retail* is now available to download from the publications library of the United Fresh website. This quarterly report measures retail price and sales trends for the top 10 fruit and vegetable commodities, as well as value-added, organic and other produce categories.

Q2 data highlights include:

- Fresh produce continues to grow, though unit growth has slowed compared to other fresh departments and the grocery department.
- Value added vegetables continued the growth momentum, bolstered by strong gains in meal prep.
- A variety of fruits and vegetables continue to influence overall organic growth and also present opportunities to innovate and attract health-conscious consumers.

“At a time when the total store growth remains challenging, consumers’ demand for healthy and convenient eating options represents a unique growth opportunity for players in the retail and consumer packaged goods industry,” said Miriam Wolk, United Fresh’s Vice President, Member Services. “Fresh food categories are favorably positioned to capitalize on both these trends.”

This quarter’s report features seasonal category deep dives on apples, celery, and brussel sprouts, with a comparison of Q4 2018 vs. Q4 2017 results to help companies plan for a successful Q4 2019. In addition, the report looks at top commodities purchased by families with children in their household.

As an added value, the United Fresh Retail-Foodservice Board and Nielsen Fresh will host a webinar to highlight statistics included in the Q2 2019 report. Featuring analysis from Matt Lally, Associate Director, Nielsen Fresh, the webinar will occur Wednesday, August 14 at 2:00 EST, providing an opportunity for participants to ask questions and gain a broader understanding of what may be driving current trends. Registration for the webinar is available [here](#). The webinar will be moderated by Jeff Cady, Director of Produce and Floral at Tops Friendly Markets and United Fresh Retail-Foodservice Board Chairman.

The *FreshFacts® on Retail* report is produced in partnership with Nielsen Fresh, with direction from the United Fresh Retail-Foodservice Board. The report is sponsored by Del Monte Fresh Produce.

The complete *FreshFacts® on Retail Q2 2019* 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, Nielsen Perishables Group, at 312-723-9157.

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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.