United Fresh Releases Q4 2019 FreshFacts® on Retail Report

WASHINGTON, D.C. (February 21, 2020) – United Fresh’s FreshFacts® on Retail Q4 2019 is now available. The issue includes Q4 insights as well as a full 2019 Year in Review.

Among the findings, this issue reports that fresh perimeter categories have emerged as the growth engines of the store, with the produce department continuing to grow. The report features seasonal category deep dives on asparagus, mangos and strawberries, with a year-to-year comparison of the last three years’ Q2 results to aid in planning for a successful Q2 2020. A spotlight on e-commerce sheds light on the omni-channel shopping preferences of consumers.

“The Year in Review issue provides an overall perspective on category performance and trends across the past twelve months,” said Miriam Wolk, United Fresh’s Vice President of Member Services. “As companies plan their programs for 2020, this report will provide a strong forum for discussions on how to react to the market and engage with retail customers and vendor partners.”

Q4 Data highlights include:

- Blueberries and Raspberries benefit by extending their reach among the U.S. households and Strawberries grew as average household spending on them grows.
- Value added vegetables continued growth momentum, bolstered by strong gains by both fruits and vegetables. Celery, watermelons, and broccoli, which cater to a consumer need for wellness and convenience, saw the greatest growth.

The Year in Review 2019 section of the report highlights include:

- The produce department grew 2.3 percent year-over-year, driven largely by vegetables like onions, lettuce, broccoli, and pre-packaged salad.
- While fruit remained flat, the growth in snacking and organic points to consumer interest in conscientious convenience.

As an added value, the United Fresh Retail-Foodservice Board and Nielsen Fresh will host a webinar to highlight statistics included in the Q4 2019 report. Featuring analysis from Mike Galaburda, Client Director for Nielsen, the webinar will take place on Wednesday, March 4 at 2:00 pm 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 Chairman of the United Fresh Retail-Foodservice Board.
The *FreshFacts*® on Retail 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. The report is produced in partnership with Nielsen Fresh, with direction from the United Fresh Retail-Foodservice Board.

*FreshFacts*® on Retail can be downloaded free of charge for all United Fresh members ($50 for non-members) on the United Fresh website. If you have questions, contact Miriam Wolk, United Fresh’s Vice President of Member Services at 202-303-3410. For questions about specific data contained in the report, contact Mike Galaburda, Client Director for Nielsen.

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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](http://www.unitedfresh.org)