

FOR IMMEDIATE RELEASE

Contact: [Heather Garlich](mailto:Heather.Garlich@fmi.org), 202-220-0616

Suggest Suggests One Look could determine the *Power of Produce at Retail*

August 1, 2017 – ARLINGTON, VA – Produce, a category that outpaces total store sales at \$63 billion, increased in dollars 3.3 percent and grew in volume 2.6 percent over the 52 weeks ending March 19. Food Marketing Institute's (FMI) *Power of Produce 2017* identified the catalysts for growth and increased trips as primarily due to produce purchases among millennial shoppers and purchases of more value-added, organic and branded items.

The analysis, conducted by 210 Analytics and supported by data from IRI and Nielsen, reveals strategies for food retailers to consider as they bolster their produce merchandising and marketing programs. One of the study's top findings explores that while price remains an important factor in produce selection, appearance easily dominates. In fact, 58 percent of impulse produce purchases are a result of eye-catching displays.

"Consumers continue to look at ads and price when deciding where they plan to shop, but ultimately, when they are in the store, the eyes decide; the final purchase and incremental purchases are based on quality product and eye-catching merchandising," Rick Stein, vice president for fresh foods at FMI, said.

Stein continued, "In addition to customer-perceived quality and freshness, the research emphasizes that the shopping experience matters for the produce shopper. Notably, increased sales can occur when knowledgeable associates can assist shoppers: Fifty percent of shoppers tend to repeatedly purchase the same items, but 83 percent welcome advice on unfamiliar items or preparation techniques."

While the majority of the findings in *Power of Produce 2017* favored strategies and opportunities for traditional food retailers, this year's analysis proposes that millennials are driving growth in alternative channels, such as specialty organic stores and farmers' markets when it comes to local and organic purchases. The popularity of locally-grown also continues to soar, with 54 percent of shoppers hoping for an expanded local selection, and local receives preference over organic among many consumers in a direct comparison.

The research was made possible by the generous support of [Hillphoenix](#) and [Yerecic Label](#).

For Media:

- Registered members of the press can request a gratis copy of the *Power of Produce 2017* by contacting media@fmi.org
- [Click here](#) for a copy of the top-10 findings of the *Power of Produce 2017*

About FMI

Food Marketing Institute proudly advocates on behalf of the food retail industry. FMI's U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies, representing a combined annual sales volume of almost \$770 billion. Through programs in public affairs, food safety, research, education and industry relations, FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. FMI membership covers the spectrum of diverse venues where food is sold, including single owner grocery stores, large multi-store supermarket chains and mixed retail stores. For more information, visit www.fmi.org and for information regarding the FMI foundation, visit www.fmifoundation.org.