

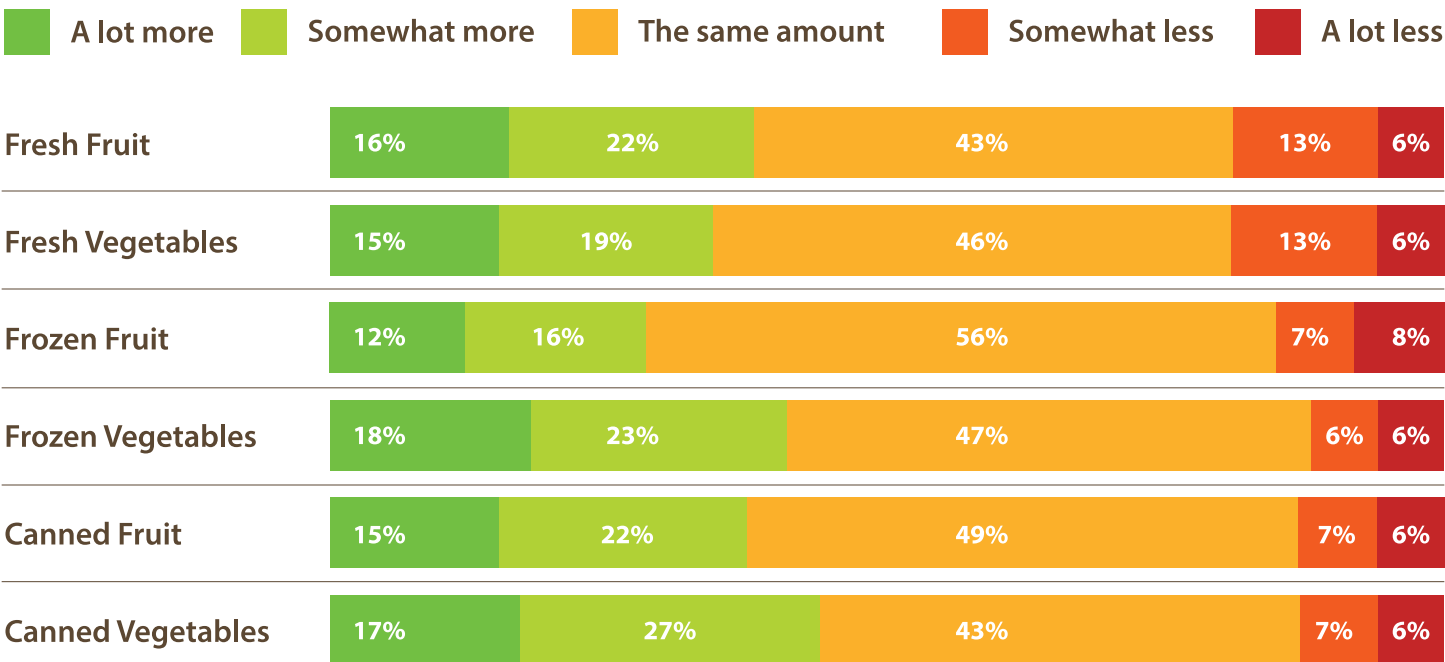


U.S. Consumer Sentiment During the Coronavirus Crisis

PMA's Consumer Sentiment research aims to provide insight into how the Coronavirus pandemic is impacting consumer shopping trends for produce. This is directional information that can help guide PMA and its members with their messaging to consumers during this uncertainty.

"US consumers are not abandoning produce. This demonstrates they understand it is an essential part of their diet."
– Lauren M Scott
Chief Marketing Officer, PMA

Are you buying more, the same amount or less...



Consumers say they are buying more produce than before – including fresh fruit and fresh vegetables. Less than 1/5 say they are buying less than before, in any form. This indicates produce purchasing is more than pantry loading.

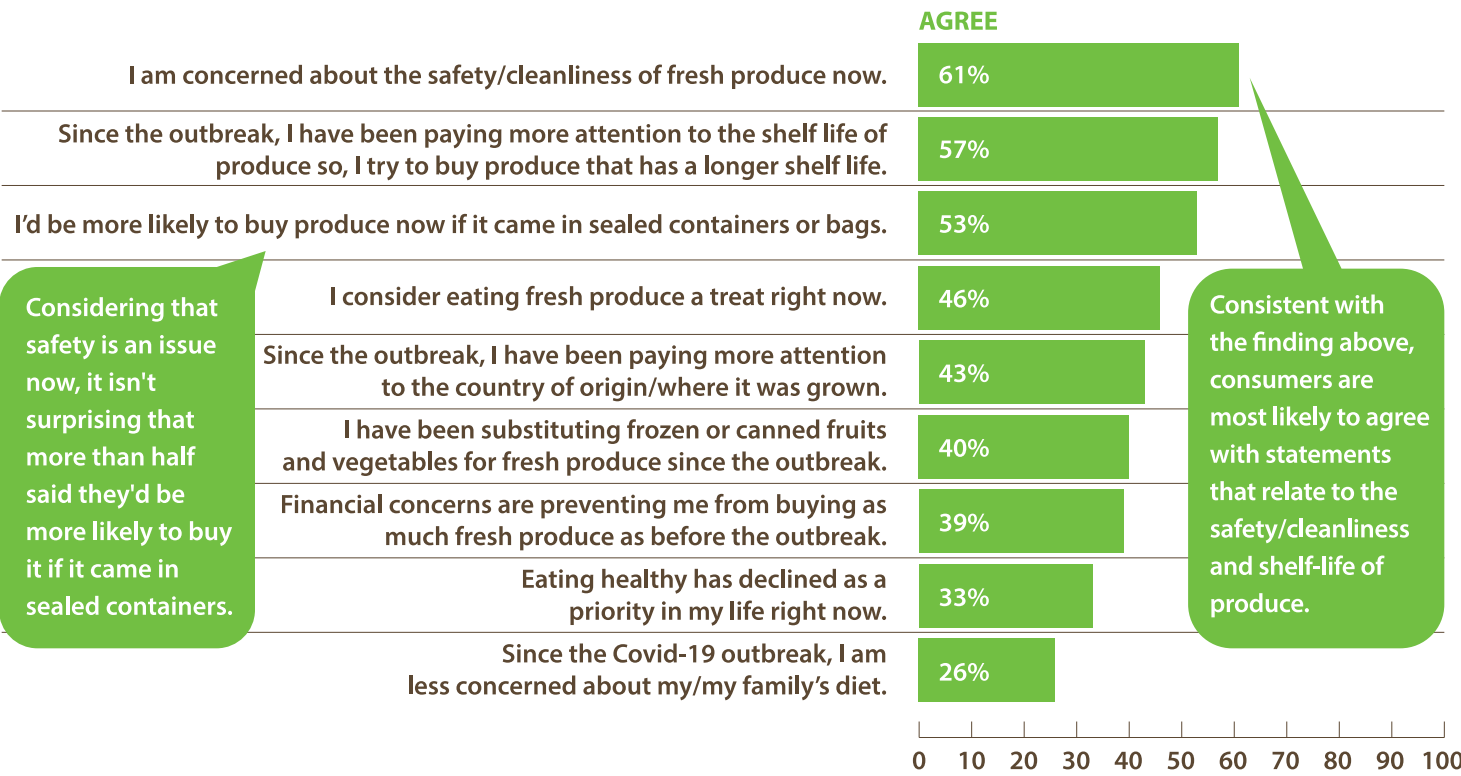


Why would you say you are buying less fresh produce?



The top 2 reasons for buying less fresh produce are concerns about duration and safety.

How much do you agree or disagree with the following statements?



Considering that safety is an issue now, it isn't surprising that more than half said they'd be more likely to buy it if it came in sealed containers.

Consistent with the finding above, consumers are most likely to agree with statements that relate to the safety/cleanliness and shelf-life of produce.

Source: Produce Marketing Association April 1, 2020. IPSOS N=500 shoppers in US.

*Research conducted among 500 respondents in the US, age 18+ who are the primary food/drink shoppers OR share the food and drink responsibilities with someone else and are responsible for at least half of the food and drink shopping. Results should not be projected to the entire US population.