

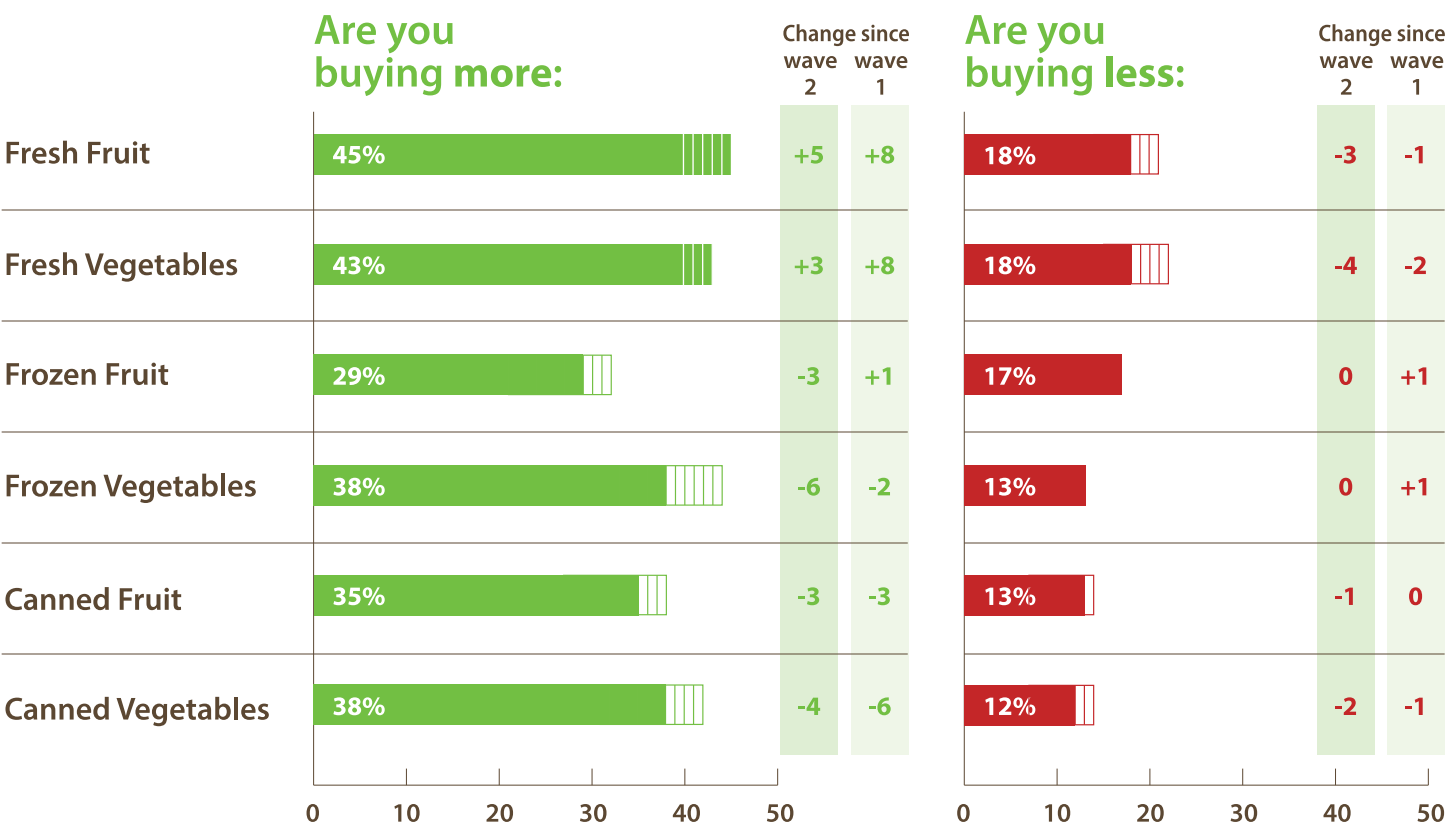


PMA Research

# U.S. Consumer Sentiment During the Coronavirus Crisis: Wave 3

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.

"We see positive signs of fresh produce purchases rising as shopping frequency increases and concerns about safety, while still a leading issue, are starting to wane."  
 – Lauren M Scott  
 Chief Marketing Officer, PMA



We have seen positive gains for the purchase of fresh produce since Wave 1. Over the past couple of weeks, a significantly higher % of shoppers say they are buying more fresh fruit (45% vs. 37% in Wave 1) and fresh vegetables (43% vs. 35%).



## Why would you say you are buying less fresh produce?

		Change since wave 2	wave 1
I am shopping less frequently so I am concerned about how long it will last	50%	-6	-1
I am concerned about its safety/cleanliness	41%	+3	0
It is hard to find what I want in the stores where I shop	29%	0	-3
It costs too much/am having financial issues	15%	-2	-5
I am not satisfied with the quality that is available where I shop	11%	-2	-4
I am concerned about its country of origin/where it was grown	21%	+3	+7
I am not that concerned about eating healthy right now	9%	+2	-1
I consider eating fresh produce a treat right now	9%	+1	0
I am shopping more online now and don't trust the quality of online produce	16%	+2	+7

## How much do you agree with the following statements?

I am concerned about the safety/cleanliness of fresh produce now.	61%	-8	0
Since the outbreak, I have been paying more attention to the shelf life of produce so, I try to buy produce that has a longer shelf life.	61%	-1	+4
I'd be more likely to buy produce now if it came in sealed containers or bags.	49%	0	-4
I consider eating fresh produce a treat right now.	49%	0	+3
Since the outbreak, I have been paying more attention to the country of origin/where it was grown.	45%	-1	+2
I have been substituting frozen or canned fruits and vegetables for fresh produce since the outbreak.	43%	-5	+3
Financial concerns are preventing me from buying as much fresh produce as before the outbreak.	38%	-6	-1
Eating healthy has declined as a priority in my life right now.	36%	-3	+3
Since the Covid-19 outbreak, I am less concerned about my/my family's diet.	28%	-1	+2

0 10 20 30 40 50 60 70

The reasons for buying less have remained consistent—with shopping frequency and safety being the top two reasons. On a positive note, concerns about the safety/cleanliness of fresh produce returned to Wave 1 levels, reducing from Wave 2.