



Produce Matters – To Our Company, To Our Customers

Fresh produce is a critical part of our offerings – from both a business perspective and a community/customer perspective. It is a win-win. While greater produce sales contribute to the health of our business, greater produce consumption also enhances the health of our customers and the communities we serve. This information from the Produce Marketing Association drives home the importance of what we’re doing. We appreciate all you do to enhance our offerings of fresh produce through our stores.



Produce: A differentiator

Produce is the top differentiator for grocers, including us. It’s why consumers choose “their” store. We want them to choose our stores.

More than **40%** of fresh produce is sold through **merchandising**.

In-store signage is the best promotion vehicle, and we count on our in-store merchandising to boost sales, supplemented by our direct-to-consumer efforts online and off-line.

2020 Power of Produce, FMI

Produce dollar growth overall increased **1.2% in 2019, 8.9% thru April 2020 YOY**.

We want to capitalize on that growth and take it further by making our produce departments the best they can be: attractive, full of variety, well-stocked, well-maintained.

2020 Power of Produce, FMI, IRI

Our people count – all of you.

We expect informed, pleasant, helpful associates to assist our customers in store. And everyone behind the scenes that supports this effort is part of our own critical infrastructure: planning/ordering, distribution, marketing, consumer affairs, and more.

Consumers: Our ultimate focus

Consumers’ desire to be healthier is helping drive incredible growth in plant-based foods. Certainly vegans and vegetarians shop in our stores. All other consumers – flexitarians, pescatarians, omnivores and more also turn to produce as they increase plant foods in their diets. Let’s help them choose our produce at our stores.

Almost half of **Millennials** have children under 18 in their household. They spend about **\$100 more per month** in our stores.

Let’s be sure we consider them in what we offer and help them choose more fresh produce when they are in our stores.

The “Why?” Behind the Buy, Acosta Sales and Marketing

79% of consumers feel they should **share food information** with others.

Let’s give them great experiences/ products and encourage them to share about our stores and associates – on social media and face-to-face.

Gen Food: Shaping the Future of Food, Fleishman Hillard

Consumers are seeking brands that **align with their values**.

72% of consumers expect social responsibility commitments from grocery retailers and we know that’s important to you, our staff, as well.

How Businesses Can Approach Corporate Social Responsibility and Public Relations, Clutch



Health: And beyond

We know produce can enhance our health, help fight disease, while at the same time enhance our meals and happiness because they are tasty, nutritious and convenient. Produce in our stores can satisfy consumers' wants and needs.

Fruits and vegetables should be **half our plate.**

Help our customers recognize the role produce plays in a full and vibrant life. Help them choose produce when they're deciding what they want to fuel their bodies and minds.

USDA MyPlate

Globally, **1 in 4 people is currently obese,** and more than half are overweight in 34 of 36 countries.

A recent study estimates that nearly half the U.S. population will be obese within 10 years, and life expectancy will drop nearly four years over the next 30 years. Seven in 10 adults in the U.S. have a chronic disease; 4 in 10 have two or more. About 70% of diseases in the U.S. are chronic and lifestyle-driven.

Diet can have an impact here, and our produce departments are an **important part of the solution.**

The Heavy Burden of Obesity from the Economics of Prevention, Organisation for Economic Co-operation and Development

Nearly a quarter of U.S. adults are trying to **manage a health or medical condition with healthy choices.**

Younger adults, ages 18-24, are particularly interested in using foods to improve health. Help them choose our produce.

Health Aspirations & Behavioral Tracking Service, The NPD Group

Consumers say greater fruit and vegetable consumption is linked to **mental well-being and life satisfaction.**

A diet full of fresh fruits, veggies, and grains is associated with higher reported happiness and lower rates of depression. Our produce departments help our customers with more than just physical health.

World Economic Forum



Eating for Health

William W. Li, MD, internationally renowned physician, scientist and the author of *New York Times* Best Seller "EAT TO BEAT DISEASE."



"No single factor in our lives is going to prevent sickness, but there are ways to boost our bodies' health defense systems, especially our immunity. Eating fresh produce is a powerful way to help ward off illnesses including those caused by viruses."

– William W. Li, MD | @drwilliamli



#JoyOfFresh Produce Marketing Association (PMA) whose members, like you, are growing a healthier world.

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