## 5 Forces Affecting Produce and Floral



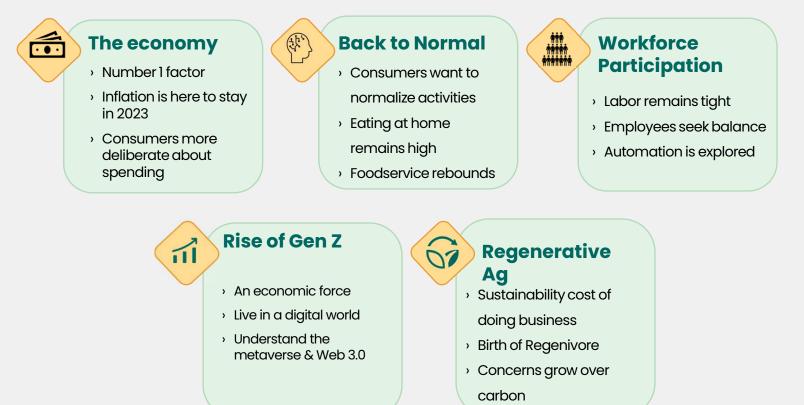
Consumers survived a pandemic and economic downturn and are ready for a vibrant future!



The combination of consumer and market data is powerful as we try to maneuver in the current marketplace.

IFPA is your guide to consumer and industry insights.

## The industry and consumer trends at the foundation of 2023's business environment



## **Questions?**

We are here to help provide context for your business decisions. Gina Jones: gjones@freshproduce.com Rachel Blake: rblake @freshproduce.com Maddie Rennardson: mrennardson@freshproduce.com

