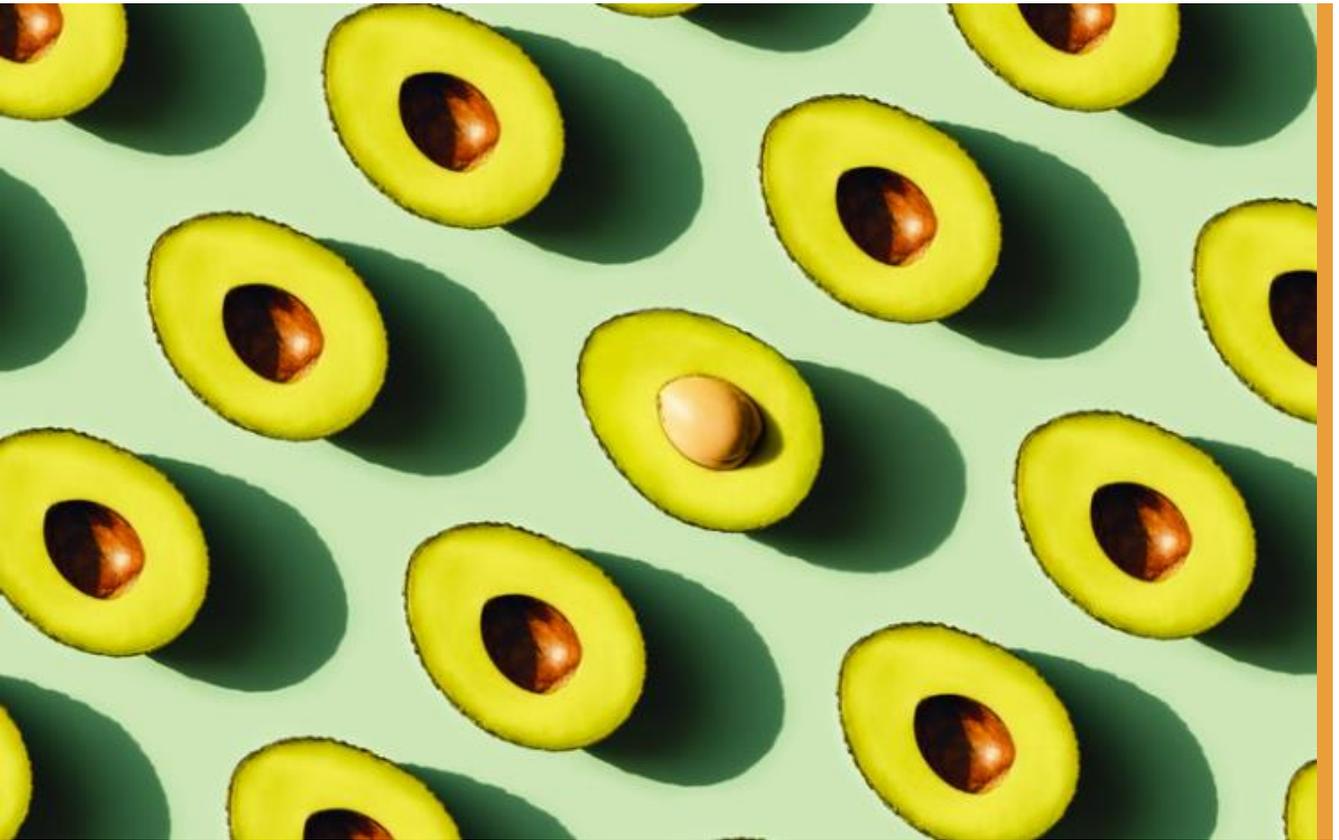


IFPA's U.S. Produce Retail Point of Sales Results

April 2024 | The five weeks ending 4/28/2024

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



April Delivers Fresh Produce Gains Despite the Shift in Easter Sales

While the first of the four April weeks reflected a decrease in year-on-year pound sales as a result of Easter shifting to the first quarter, everyday demand in the remaining three weeks pulled dollars, units and pounds into the plus.

WHAT'S NEW

FOODSERVICE
INFLATION**Value Continues to Dominate the Meal Landscape**

- In an April study among 1,700 U.S. consumers, 210 Analytics found that 34% of consumers are worse off financially now than they were one year ago. While food-at-home inflation has been mild all year, the cumulative impact of inflation has nine in 10 shoppers concerned about grocery and restaurant prices.
- Food-away-from-home inflation has outpaced at-home inflation in the past few months. According to Circana's Darren Seifer, restaurant traffic for the first quarter fell 2%, reflecting the consumer concern.
- Among those with greater financial pressure, home-cooked meals are seen as a solution to help balance spending. The study found that these households are more focused on price and sales promotions when shopping for groceries and tend to de-emphasize nutrition and time-saving solutions. They are more likely to purchase private-brand items and show a much greater willingness to change what they are purchasing, while keeping a close eye on sales promotions across multiple stores. Households with improved finances are more likely to buy from restaurants more often.
- The April numbers are impacted by Easter shifting from the second to the first quarter of this year. While the week ending 3/31 in last month's report showed big year-on-year increases in volume across departments, the results of the week ending 4/7/2024 in this report reflect the gap versus last year's Easter.

MARKET
IMPACT**The Earlier Easter Impacted the Weekly Sales View**

Easter timing moved from April 9th in 2023 to March 31st in 2024. This was the earliest timing of the Easter season in many years – moving volume from the second to the first quarter of the year. The week-by-week view shows the impact. The first April week showed a decline of 7.4% in volume sales. However, the remaining three April weeks experienced strong demand with pound increases ranging from 2.2% to 3.5% – pulling the month into the plus.

Produce department	Dollar sales	Dollar sales vs. YA	Volume sales vs. YA
April 2024	\$7.097B	+2.5%	+0.1%
W.E. 04-07-24	\$1.756B	-3.5%	-7.4%
W.E. 04-14-24	\$1.776B	+5.3%	+2.6%
W.E. 04-21-24	\$1.795B	+5.0%	+3.5%
W.E. 04-28-24	\$1.770B	+3.6%	+2.2%

POWER FACTS

STATE OF PRODUCE

April 2024	Price/Lb.	\$ Sales	\$ vs. YA	Lbs. vs. YA
Fresh Fruits	\$1.80 +3.2%	\$3.6B	+3.5%	+0.3%
Fresh Vegetables	\$2.04 +1.7%	\$3.4B	+1.5%	-0.2%

Share of Dollars



TOP GROWTH COMMODITIES (NEW \$)

\$ Absolute \$ gain vs. YA

For the first time in many months, berries are not the number one commodity in the Top 10 reflecting absolute dollar growth. Berries were the number five on the list, adding \$26.3 million in April 2024 versus April 2023. Grapes are the new number one, though dollar gains were inflation driven.

Avocados were the number two, benefitting from the combination of higher prices and strong demand. Mandarins closed out the top three.

Product	\$ vs. YA	Lbs vs. YA	Dollar Sales Change vs YA
Grapes	+\$56.9M	\$408M	-3.1%
Avocados	+\$43.1M	\$282M	+3.2%
Mandarins	+\$34.7M	\$234M	+14.8%
Onions	+\$32.6M	\$261M	+3.1%
Berries	+\$26.3M	\$1.0B	+12.4%
Lettuce	+\$22.2M	\$298M	+2.8%
Tomatoes	+\$21.2M	\$393M	+5.4%
Cucumbers	+\$14.8M	\$172M	+4.4%
Peppers	+\$13.9M	\$246M	+1.1%
Tangerines	+\$11.3M	\$19M	+172%



SEASONAL COMMODITY SPOTLIGHT

Grapes are a \$5.0 billion category, up 9.3% year-on-year. For the 52 weeks ending 4/28/2024:

- Seedless green grapes are the largest seller, up 24.0% in dollars and 14.2% in pounds
- Seedless red grapes are the second largest seller, up 8.8% in dollars, but down 5.7% in pounds
- Cotton candy grapes have grown to become the fifth-largest seller and continued to contribute to category growth. Cotton candy grape sales increased 14.0% in dollars and 14.0% in pounds.

WHAT THIS MEANS

The strength in produce sales is driven by more trips and more dollars spent per trip. This has resulted in an increase in the annual dollars per buyer as well as the total "in basket" dollars when fresh produce is purchased.



Source: Circana, Total U.S., All Outlets, Household Panel, 52 weeks ending 4/21/2024, change vs. YA

“**The strength of fresh produce sales this month is very telling for the rest of the year. Consumers are clearly dialed into fresh produce with its many benefits. Consumers are shopping the department more often this year and that means produce has a chance to do what produce does best: impress and drive impulse and incrementality.**

Fruit has experienced a very strong year so far and I expect many of the summer powerhouses to come on strong in the next few months. Grilling season is about to kick off and produce can be the budget hero helping to offset the high beef prices.

– Joe Watson, IFPA's VP of Retail, Foodservice and Wholesale

FUTURE OUTLOOK

What's Next?

The 210 Analytics survey found that holidays, special occasions and entertaining are the top three reasons when shoppers tend to be willing to spend a little extra. This could be a premiumized purchase or an extra item to round out the occasion.

- May has a number of big holidays that can help turn 2024 into a growth year, including Cinco de Mayo, Mother's Day and the unofficial start of grilling season, Memorial Day. According to the April Circana research, 53% of Americans plan some kind of special activity for Memorial Day, led by 34% getting together with friends and family and 26% firing up the grill. Additionally, retailers have been successful with self-invented holidays and occasions that help attract shoppers to the store and aisle, such as the world's largest avocado display by El Rio Grande in Fort Worth, Texas last week.
- The next two reasons to spend a little extra are if something is deemed a little healthier or to do something nice for themselves. Younger generations are more focus on the nutritional content and benefits of foods and beverages — a powerful reason to call out important nutrients on the front of pack. Self-care is becoming a growing sales driver for not just little indulgences but also to spend a little extra on a favorite brand, flavor, type or production attribute.

For any questions, please reach out to Joe Watson, IFPA's VP of Retail, Foodservice, and Wholesale at jwatson@freshproduce.com

METRICS

April 2024 sales	\$ Sales	\$ vs. YA	Lbs. vs. YA
Fresh Fruits and Vegetables	\$7.1B	+2.5%	+0.1%
Fresh fruit	\$3.6B	+3.5%	+0.3%
Berries	\$1.0B	+2.7%	+12.4%
Grapes	\$408M	+16.2%	-3.1%
Apples	\$380M	-3.4%	+10.8%
Bananas	\$316M	+3.7%	+2.0%
Avocados	\$282M	+18.1%	+3.2%
Melons	\$261M	-10.5%	-21.7%
Mandarins	\$234M	+17.4%	+14.8%
Oranges	\$145M	+8.0%	+9.4%
Pineapples	\$103M	-1.8%	-15.2%
Mixed fruit	\$90M	-6.0%	-10.4%
Product	Dollars	\$ vs. YA	Lbs vs. YA
Fresh vegetables	\$3.4B	+1.5%	-0.2%
Tomatoes	\$393M	+5.7%	+5.4%
Potatoes	\$307M	-9.8%	-3.8%
Lettuce	\$298M	+8.1%	+2.8%
Salad kits	\$272M	+0.8%	-2.5%
Onions	\$261M	+14.3%	+3.1%
Peppers	\$246M	+6.0%	+1.1%
Cucumbers	\$172M	+9.4%	+4.4%
Carrots	\$129M	+5.0%	+1.2%
Broccoli	\$118M	-1.5%	+7.0%
April 2024 sales	\$ Sales	\$ vs. YA	Units vs. YA
Frozen Fruits and Vegetables	\$1.0B	+0.3%	-0.6%
Shelf Stable Fruits	\$592M	-0.7%	-7.0%
Shelf Stable Vegetables	\$725M	+3.6%	-2.1%
Meat department	\$7.1B	+2.5%	+1.2%
Dairy aisle	\$6.1B	+0.3%	+0.7%
Deli department	\$4.2B	+3.5%	+3.6%
Bakery department	\$3.6B	-1.2%	-0.9%

For more information, please reference IFPA's full consumption data at <https://www.freshproduce.com/resources/Commodities/>