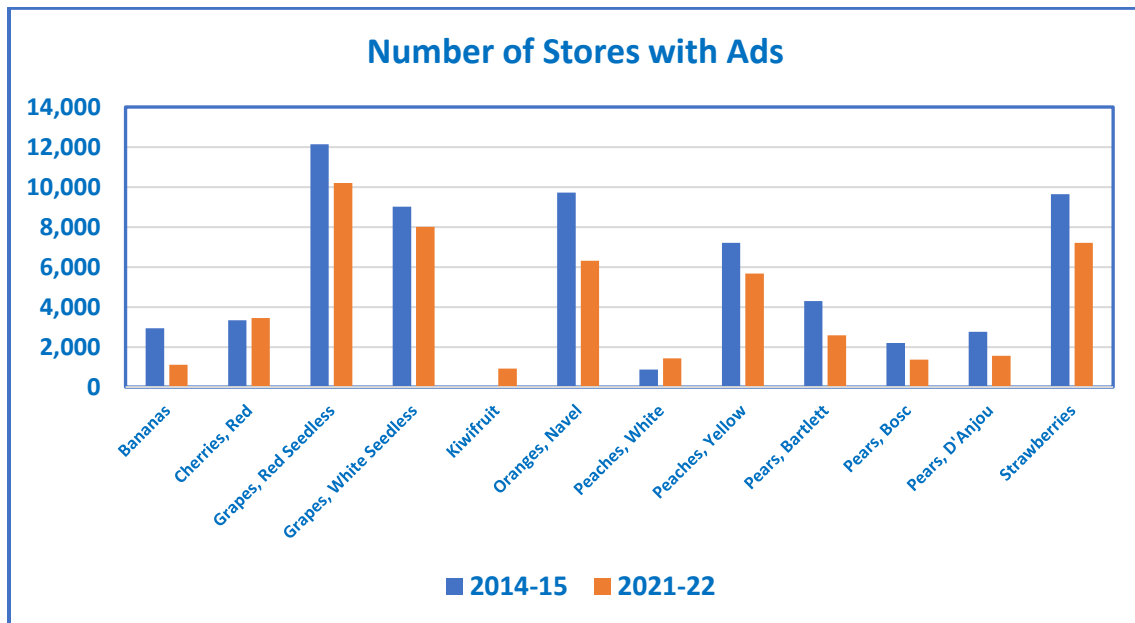


## Fruit Advertising Trends, 2014-15 versus 2021-22

**Introduction.** Small businesses can rarely afford analyses of market trends. However, one free, public source of information is the “National Retail Report – Specialty Crops” published online by the USDA’s Agricultural Marketing Service. While this provides information on trends in advertising for many produce items, it also provides indirect evidence of trends in market demand for those items. Belrose, Inc. has provided seasonal summaries of this information for the September to August marketing years for major fruit items between 2011-12 and 2019-20. Data are presented here for the seasons 2014-15 thru 2021-22.

**Figure 1. Stores with Ads for Conventional and Organic Forms of Major Produce Items, 2014-15 and 2021-22**



**Comment:** 1. The number of stores with ads for the fruits included was lower in every case in 2021-22 than in 2014-15, with the exception of red cherries and white flesh peaches. The number of stores with ads for all 12 produce items combined was 15.6 percent lower in 2021-22 than in 2014-15. It is unclear why retailers would have reduced ad numbers for these fruits.

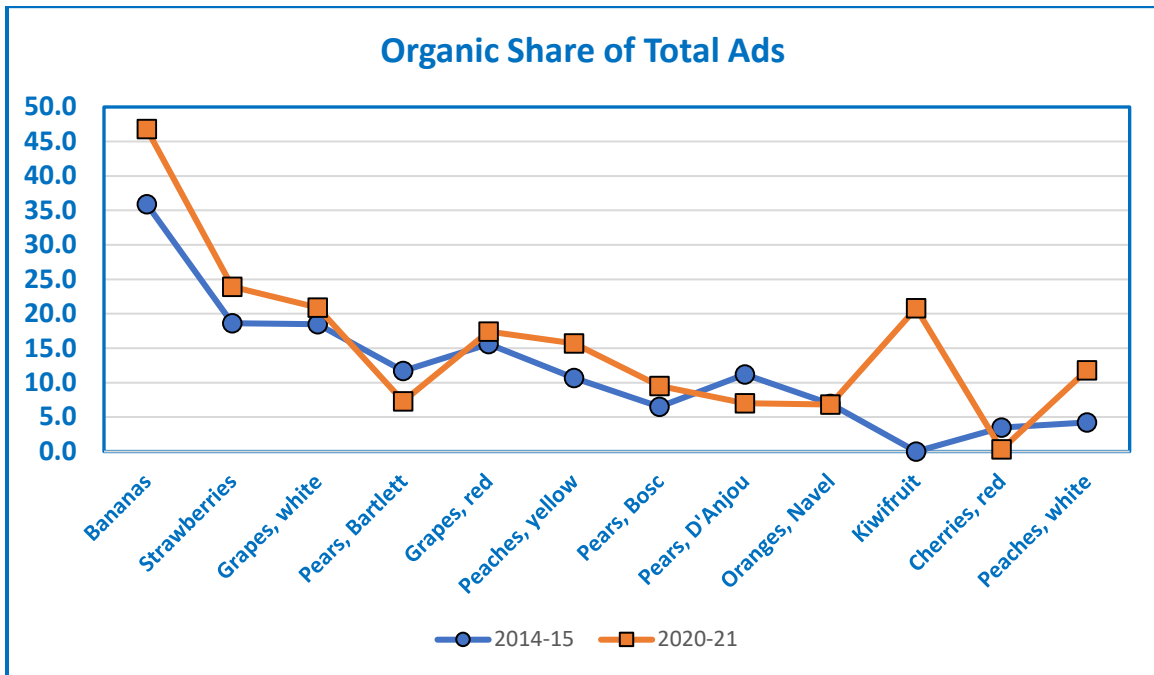
2. The same five items, red seedless grapes, white seedless grapes, navel oranges, yellow peaches and strawberries, had the most stores with ads in both seasons.

3. Surprisingly, the number of stores with ads for bananas was relatively low, despite the fact that bananas lead all fruits in per capita consumption. However, due to their relatively low average price, bananas contribute less per pound to a retailer’s produce sales.

4. Yellow peaches continued to have four times as many stores with ads as white peaches.

5. The Bartlett variety was the most heavily advertised pear variety.

**Figure 2. Stores with Organic Ads as Share of Total Ads, 2014-15 and 2021-22**  
(Percent of Total Ads)

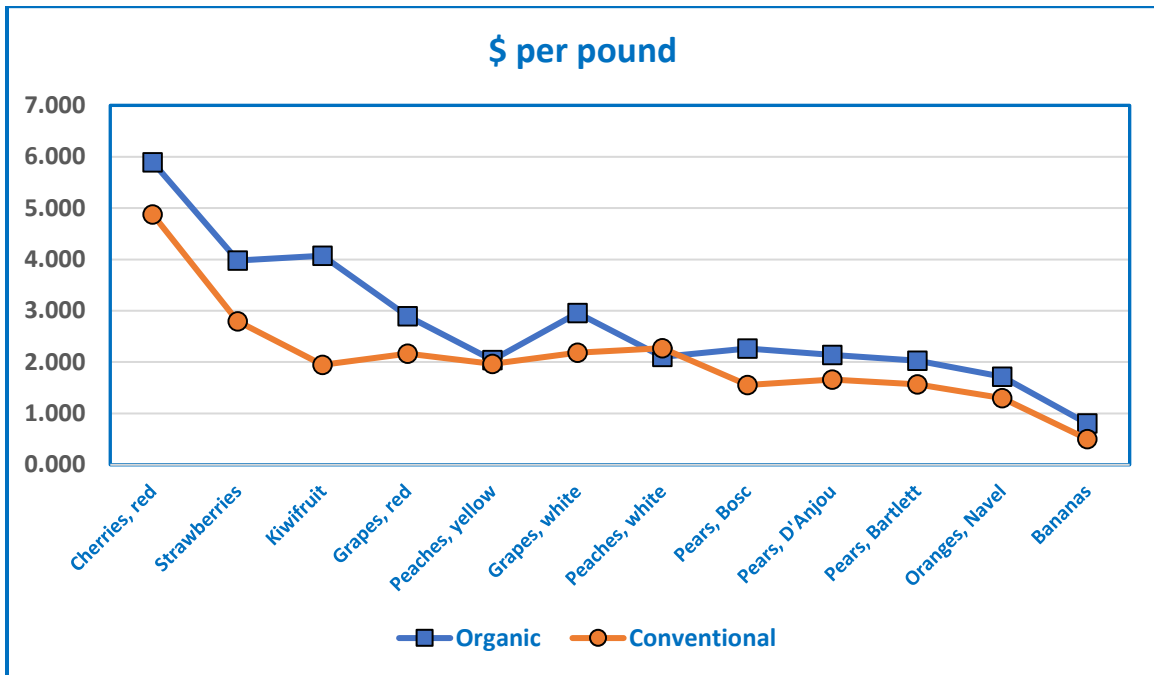


**Comment:** 1. The percent of total ads that were for organic for each fruit are arrayed from left to right, from highest to lowest. Kiwifruit and white peaches displaced red grapes and yellow peaches in the top six fruits. Bananas had by far the largest share of its ads being for organic in both seasons.

2. The organic share was higher in 2021-22 than in 2014-15 for 8 of the 12 items shown.

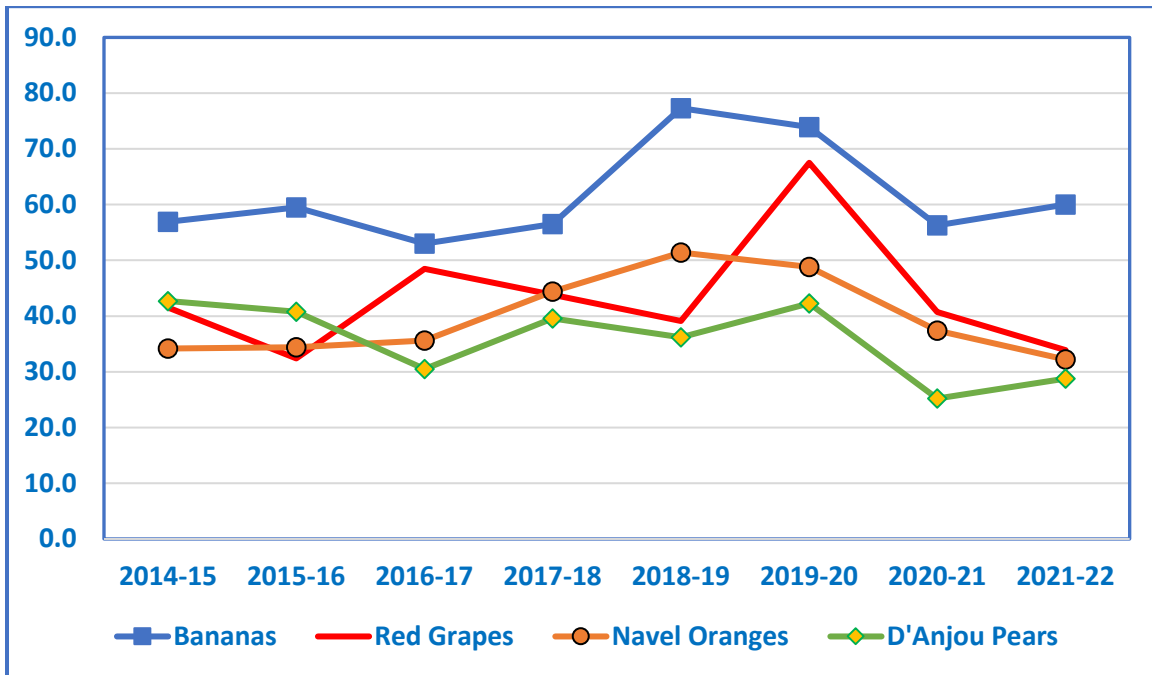
3. There were significant differences in the share of organic ads within the peach and pear categories. However, these differences were not consistent between seasons.

**Figure 3. Advertised Prices, Selected Fruits, Organic and Conventional, 2021-22  
(\$ per pound)**



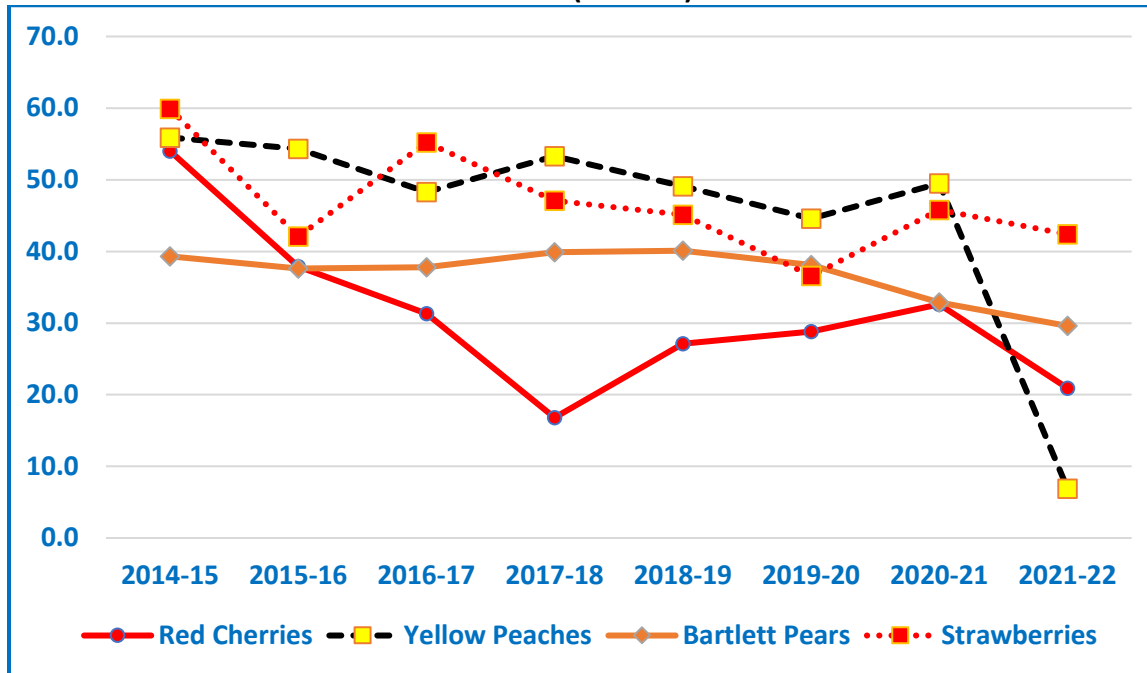
- Comment.**
1. For every fruit but yellow and white peaches, the advertised organic price was significantly higher than the advertised conventional price. In general, the organic price moved in step with the conventional price, suggesting a strong correlation.
  2. The highest value items, both organic and conventional, were red sweet cherries, strawberries and kiwifruit.
  3. The lowest value items, both organic and conventional, were the most widely available fruits, bananas, oranges and Bartlett pears.

**Figure 4A. Price Premiums for Selected Advertised Organic Fruit, 2014-15 to 2021-22 (Percent)**



- Comment:**
1. The organic premium for bananas has been consistently above 50 percent each season covered. It soared above 70 percent in both 2018-19 and 2019-20.
  2. The upward trend in the percent organic premium for red grapes and Navel oranges reversed in 2020-21.
  3. There was no perceptible trend in the organic premium for D'Anjou pears which averaged close to 40 percent. However, the premium fell sharply in 2020-21 and 2021-22.

Figure 4B. Price Premiums for Selected Advertised Organic Fruit, 2014-15 to 2021-22  
(Percent)



**Comment:** 1. Strawberries are an exception in having a large percentage premium for organic, even though the conventional price is already relatively high. The organic premium has remained stable in recent seasons.

2. The organic premium for both yellow peaches and Bartlett pears has also been drifting downwards over time.

3. The wide swings in the organic premium for red sweet cherries probably reflects the wide swings in supplies from season to season because of the vulnerability of sweet cherry supplies to adverse weather.