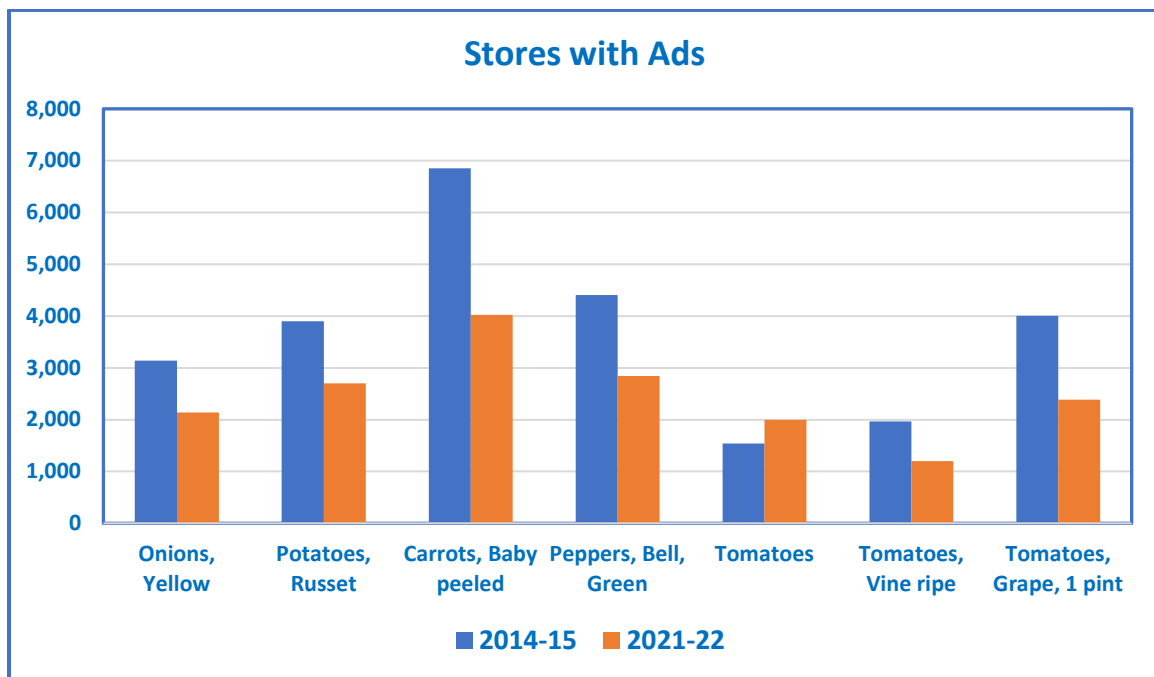


Advertising Seasonal Trends, Selected Vegetables

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. The survey covers over 400 retailers, comprising 29,200 individual stores, with weekly online advertised features. Belrose, Inc. has collated this data for the September-August marketing years since 2011-12. While these figures provide information on trends in advertising for many produce items, they also provide indirect evidence of trends in market demand for those items.

Figure 1. Stores with Ads for Selected Vegetables, Conventional and Organic, 2014-15 to 2021-22 (Number)



Comment: 1. Only selected packs of each vegetable for 2014-15 and 2021-22 are shown to keep charts simple. In general, the most popular packs were selected.

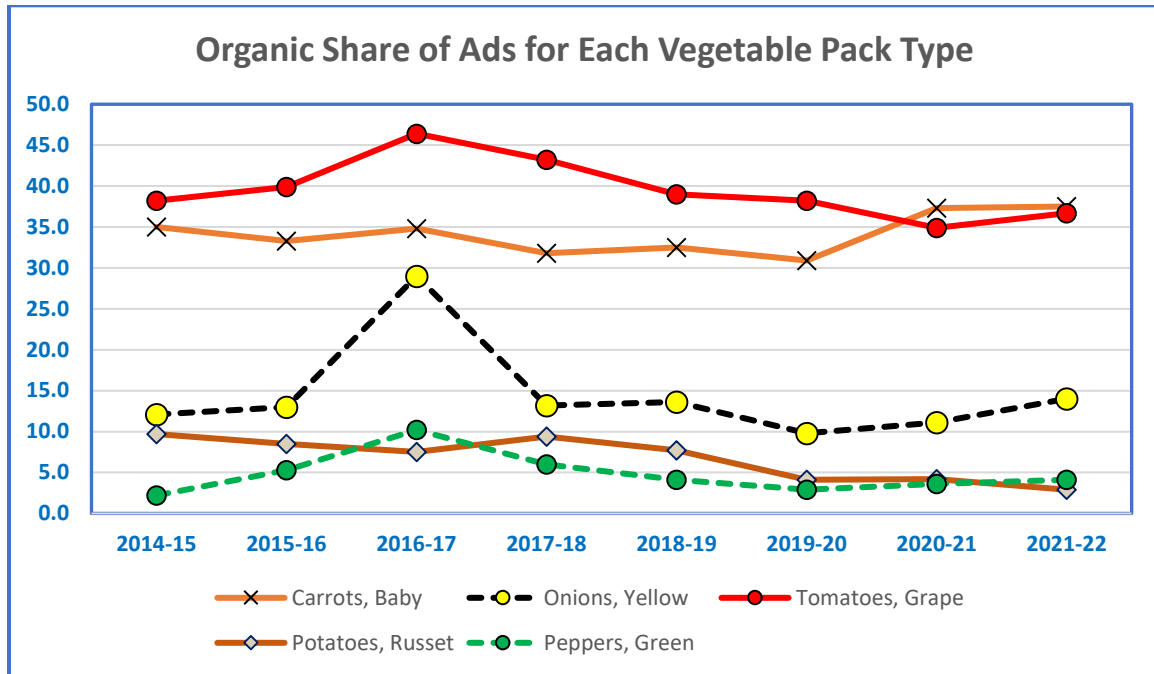
2. The number of stores with ads decreased substantially for each selected vegetable except regular tomatoes between 2014-15 and 2021-22.

3. Baby peeled carrots had the most stores with ads in both seasons covered.

4. Of the three categories of tomatoes featured here, the two special packs, vine ripers and grape type packs reported decreases in the number of stores with ads. Some of this decrease may have been due to retailer efforts to simplify inventories in response to the supply disruptions caused by Covid-19.

5. The number of stores with ads for the three tomato packs shown was on a par with that for the most popular vegetable packs.

Figure 2. Organic Share of Stores with Ads for each Vegetable Pack, 2014-15 to 2021-22 (Percent)

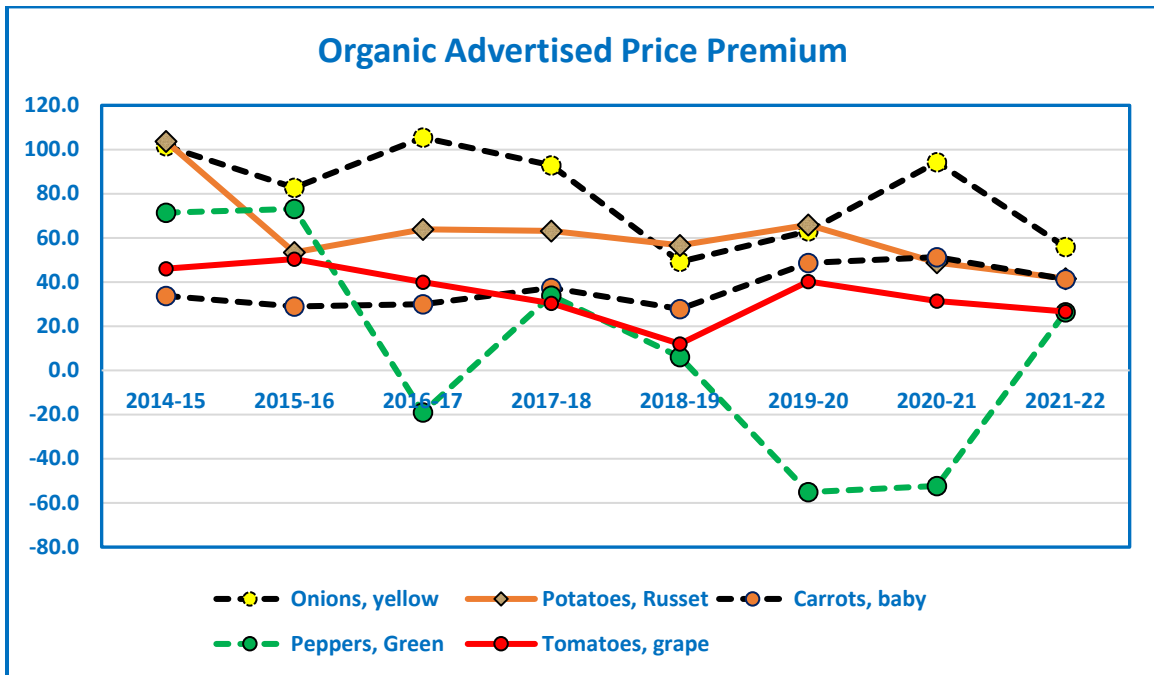


Comment: 1. The share of ads that were organic peaked in 2016-17 for grape tomatoes, yellow onions and green peppers, but has fallen since. The organic share for all five vegetables stabilized in 2021-22, but well below the 2016-17 peak.

2. The organic share for vine ripe tomatoes (not shown in Figure 2) was relatively low. For regular tomatoes, the organic share stabilized at 13.0 percent in 2021-22.

3. The organic share of ads for any vegetable can be affected by the availability of organic supplies, and by consumer willingness to pay a premium for organic versions of that vegetable. Vegetable growers have continued to face challenges in meeting organic standards while combating pests and diseases.

Figure 3. Advertised Prices, Organic Premiums for Selected Vegetables, 2014-15 to 2021-22, (Percent above Conventional Advertised Prices)



- Comment:**
1. The organic price premiums for yellow onions and green peppers have been highly volatile over the reporting period.
 2. The premiums for yellow onions and russet potatoes have occasionally exceeded 100 percent. However, the organic premiums for all five vegetables began to converge in 2021-22.
 3. The organic premium for green peppers was negative in three seasons, 2016-17, 2019-20 and 2020-21.