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The Packer

For Immediate Release

The Packer Introduces the First Organic Consumer Study

Lenexa, Kan. (Jan. 10, 2017)—The produce industry's leader in news and information, The Packer, kicked off a new initiative delivering in-depth insights into consumer trends in organic produce. The new Organic Fresh Trends Report leverages organic produce-specific data from The Packer's highly respected Fresh Trends Consumer Study, as well as retail scan data from FreshLook Marketing, to compile the industry's first organic consumer study of both attitudes and behavior.

This Organic Fresh Trends Report creates a retailer resource for merchandising, promoting and sourcing produce. The report highlights the data and trends on key organic products in this increasingly important segment of the industry.

The special report has specific organic produce data. For instance, organic bananas saw an increase of nearly 30% for both dollar sales and volume growth for the year period ending Oct. 1, which is consistent with findings from The Packer's 2016 Fresh Trends that found 12% of shoppers chose organic bananas every time they bought them, up from 8% in our 2015 survey.

The Packer's Organic Fresh Trends Report was distributed to the newly expanded circulation of 18,000 recipients of The Packer in the Dec. 26 issue.

"In a relatively short time, organic produce has gone from niche to nearly 10% of overall retail produce sales," said Greg Johnson, Editor of The Packer. "Consumers are driving this demand. So produce retailers and marketers will find this Fresh Trends survey and actual retail scan data very useful to learn what's behind this movement."

The company has also recently announced its new Produce Market Guide site (www.producemarketguide.com), which will be extended into specialized resource guides in the coming year, including a comprehensive 2017 Organic Produce Market Guide.

For a copy of the Organic Fresh Trends Report, please contact Greg Johnson at (913) 438-0784 or gjohnson@farmjournal.com.

About The Packer & Farm Journal Media (www.farmjournalmedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. Started 139 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the

online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.