

LEMONS



THIS VERSATILE FRUIT, which can be used for cooking, in drinks, as a fat-free flavor enhancer and even as a garnish, maintains a steady following. The likelihood of purchase slipped four percentage points from last year, but lemons were the ninth most-popular fruit in *Fresh Trends 2013*.

For the fifth consecutive year, the likelihood of purchase increased according to income. Kids also played a role in purchases. While some might think the sour fruit was a turn-off for youngsters, research shows that consumers with kids at home were more likely to buy the tangy fruit, at 54%, than those without kids, at 43%.

In most regions, about half of consumers bought lemons with the exception of shoppers in the Midwest, where only about one-third of people purchased lemons. This is the fourth straight year that Midwesterners have lagged behind other regions with regard to lemon purchases.

The likelihood of an organic-only purchase remained the same as last year, with five percent of lemon buyers saying they bought organic fruit exclusively. However, consumers were more likely to buy organic lemons periodically. Twenty-one percent of buyers said they purchased organic product at least some of the time.

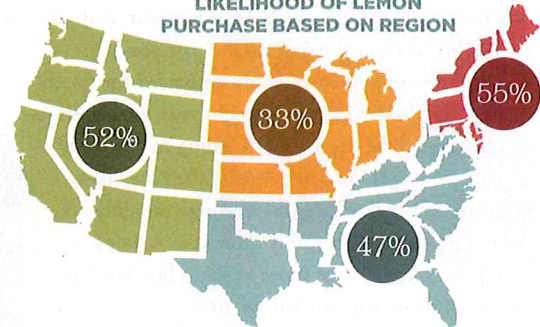
48%
of customers
purchased
lemons within
the past
12 months.

LIKELIHOOD OF LEMON PURCHASE BASED ON HOUSEHOLD INCOME



*FIGURES IN THOUSANDS; ANNUAL HOUSEHOLD INCOME

LIKELIHOOD OF LEMON PURCHASE BASED ON REGION



HAVE KIDS	54%
1 KID	53%
2 KIDS	52%
3 OR MORE KIDS	59%
NO KIDS	43%

LIKELIHOOD OF LEMON PURCHASE BASED ON PRESENCE OF CHILDREN

