



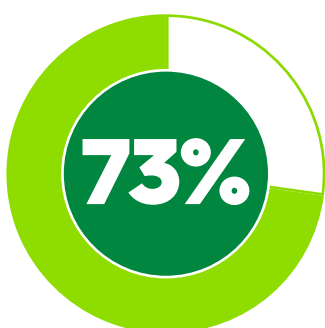
# The Trend Toward Keeping

## AVOCADOS FRESHER LONGER DURING AND AFTER COVID-19

Since COVID-19 began, there has been a shift toward consumers wanting their produce to last longer, especially avocados.<sup>1</sup>

### RETAIL BEHAVIORS DRIVEN BY COVID-19:<sup>1</sup>

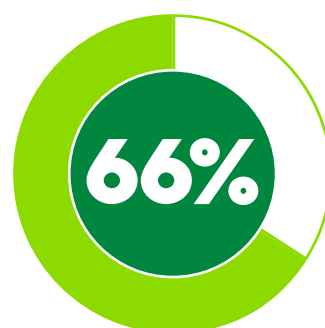
As COVID started to spread in the United States, there was a shift in the purchasing habits of shoppers.



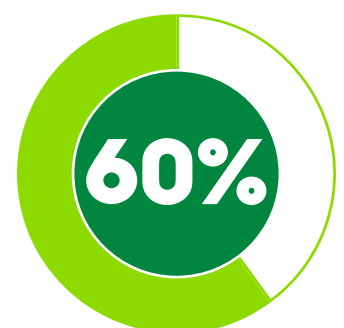
prepare meals with produce more often



are more interested in how to make produce last longer

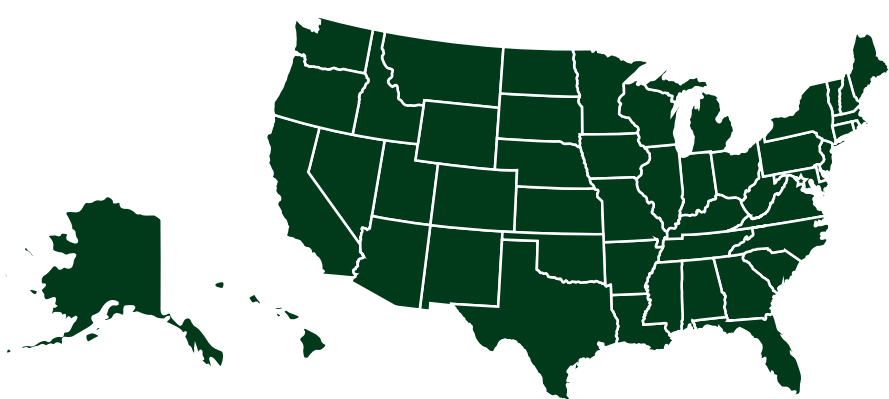


are eating healthy foods to boost their immune system



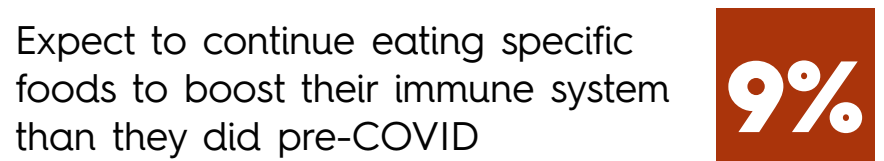
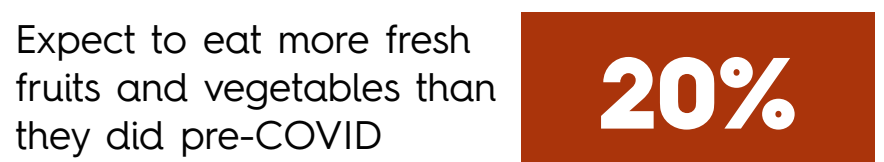
buy more produce on shopping trips than they used to

### Behavior Shifts in the Hispanic Market:<sup>1</sup>



### Permanent Behavior Changes Driven by COVID-19:<sup>1</sup>

After COVID, consumers expect to continue some of their healthy purchasing behaviors.

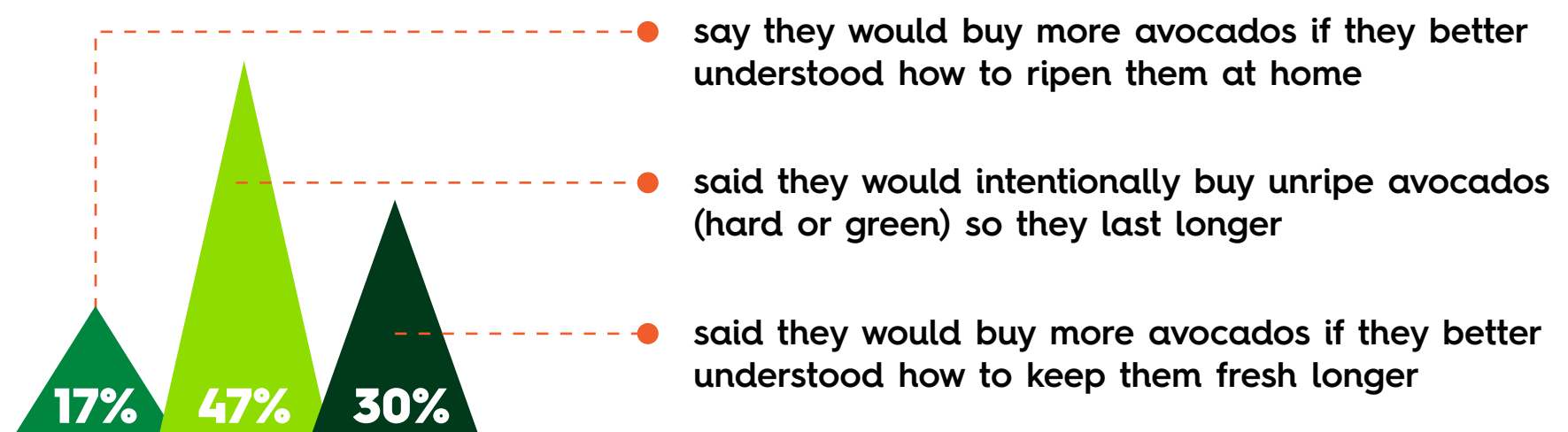


## CONSUMERS WANT THEIR Avocados to Last Longer<sup>2</sup>

In both Hispanic and Non-Hispanic markets, 30% OF CONSUMERS state they would be more likely to purchase avocados if they learned how to keep them fresh longer.



### PURCHASE INTENT (Hispanic and Non-Hispanic):<sup>2</sup>



For more information and ways to grow your business, contact your AFM regional director.



Sources: 1. AFM COVID Forecast (2020) q19, q40; The Cambridge Group, Numerator. 2. AFM COVID Forecast (2020) q47, q46b; The Cambridge Group.