

INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION



2024 Consumer Tracker  
**USA**

Americans & The Produce Industry



**The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.**



# Research Purposes & Objectives

The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing fresh fruit and vegetables.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in the United States with 754 consumers.

## Margin of Error:

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for the USA.



# Methodology and Sample Composition

**A total of 754 U.S. based surveys were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.**

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18-78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within the United States
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.







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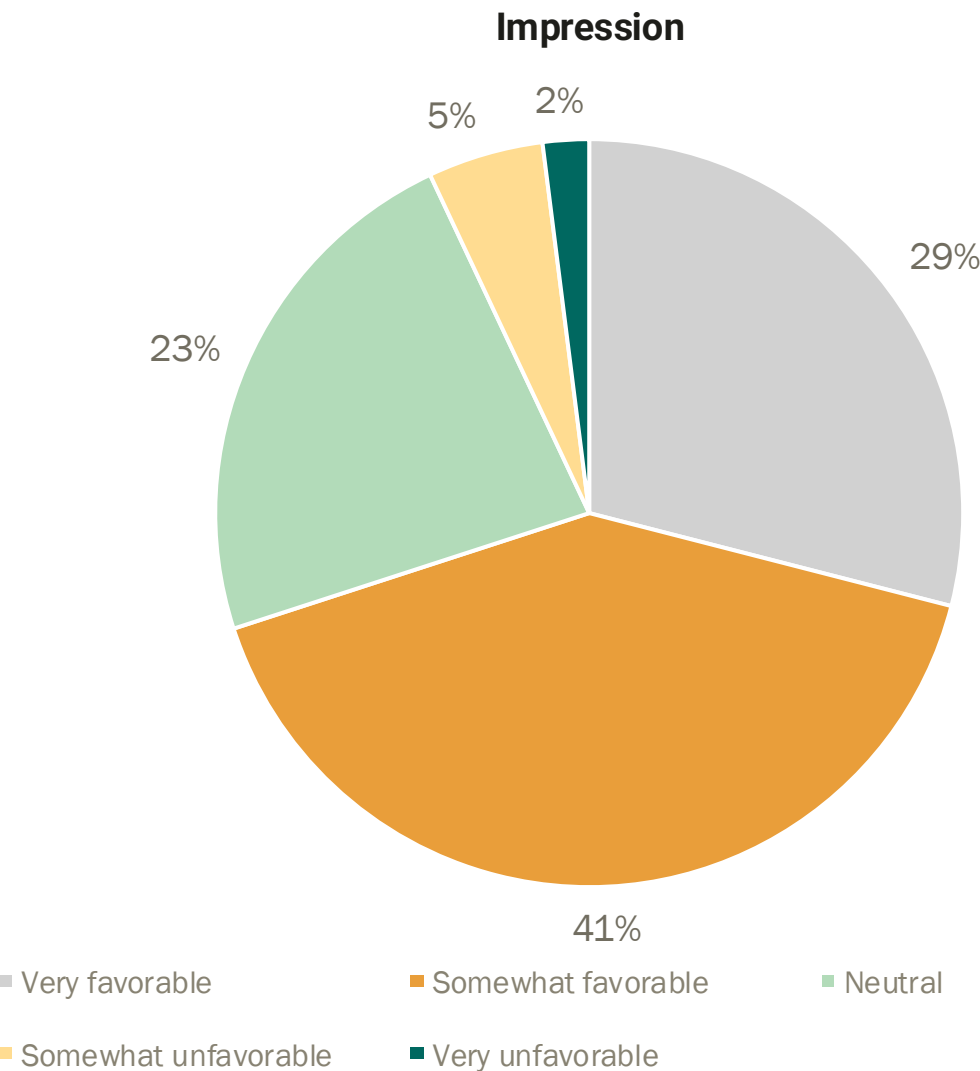
Produce Industry



**70% Americans have a favorable impression of the produce industry. 45% Americans feel the produce industry has positive momentum. The personality of the produce industry in the US is trustworthy, consistent and simple.**



70% of Americans have a **favorable impression of the produce industry.**

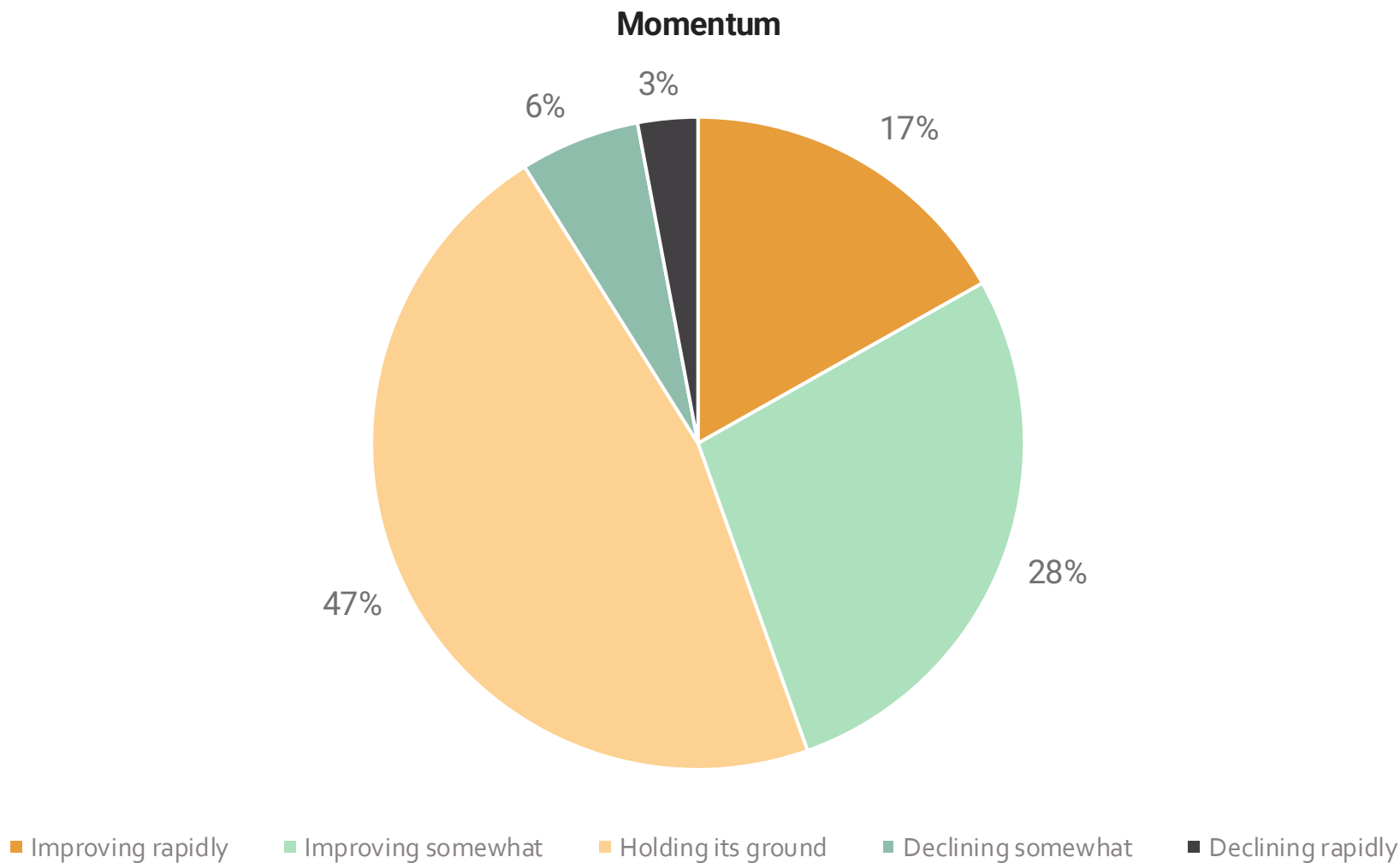


What is your overall impression of the produce industry and the floral industry?

Produce Industry



45% of Americans feel the **produce industry has positive momentum.**

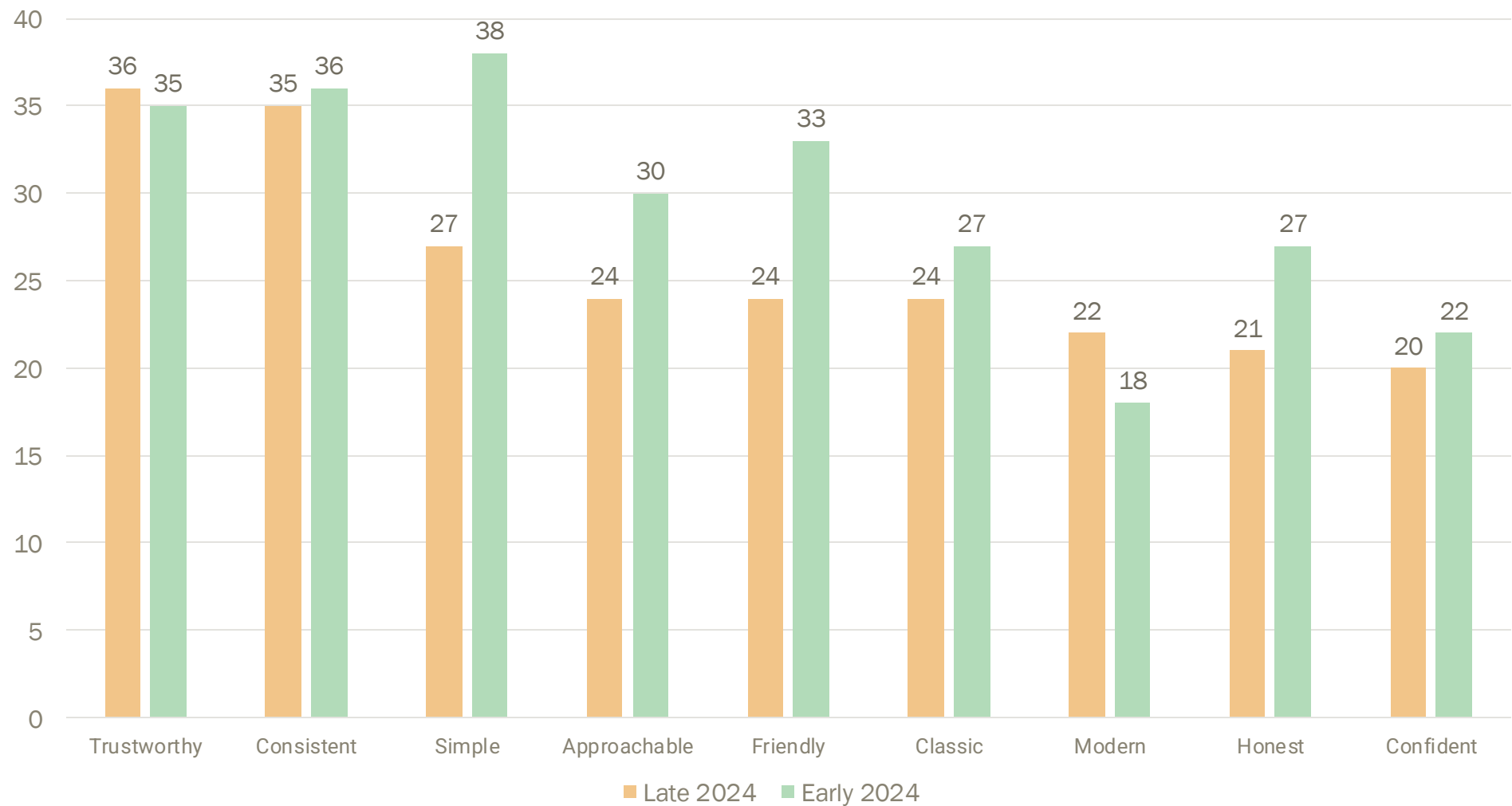


When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't.

Which of these statements best describes how you feel about the produce industry?



The personality of the produce industry in the US is **remains trustworthy, consistent and simple.**

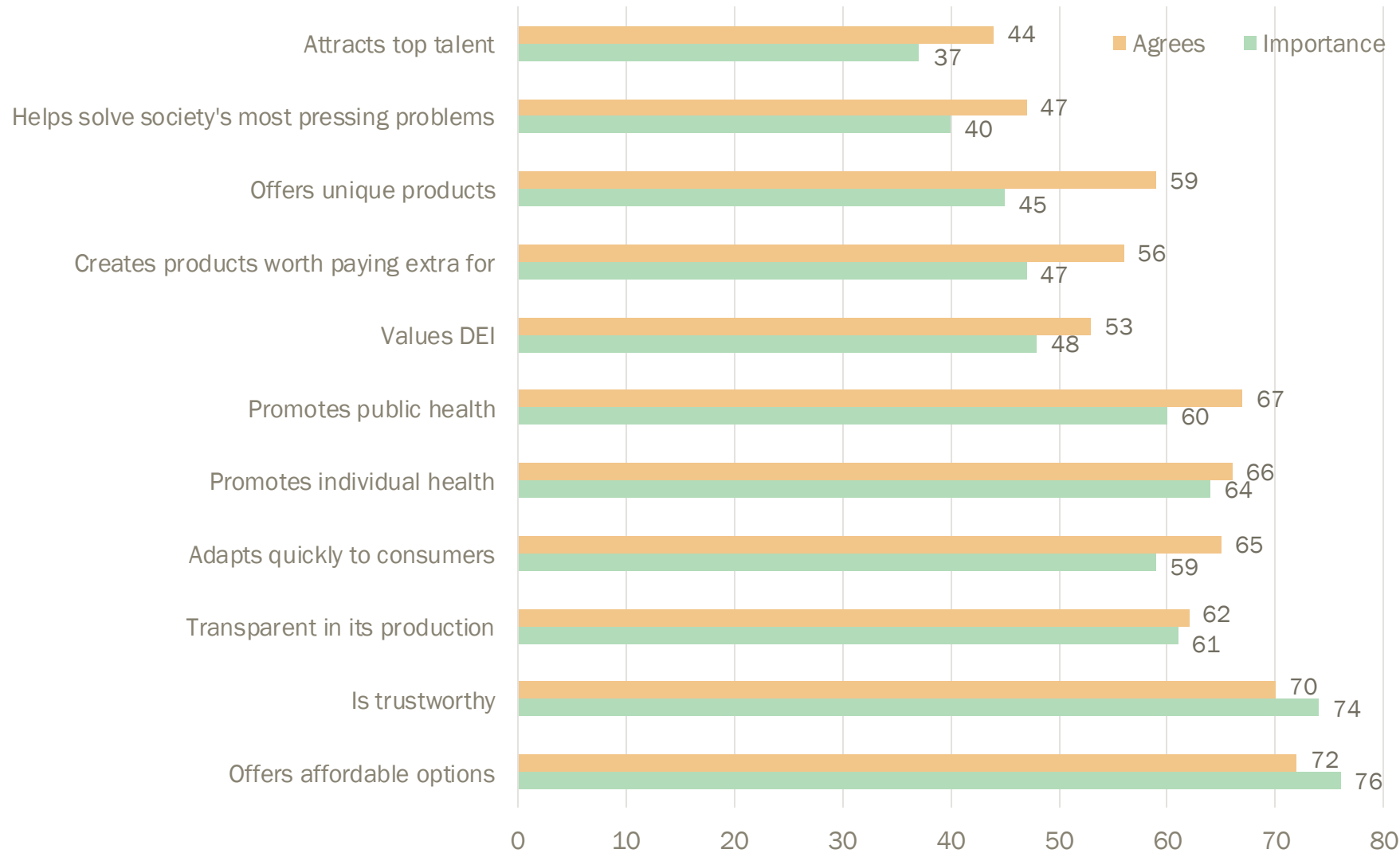


Which of the following describes the produce industry?

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The US produce industry is satisfying **what is important to Americans.**

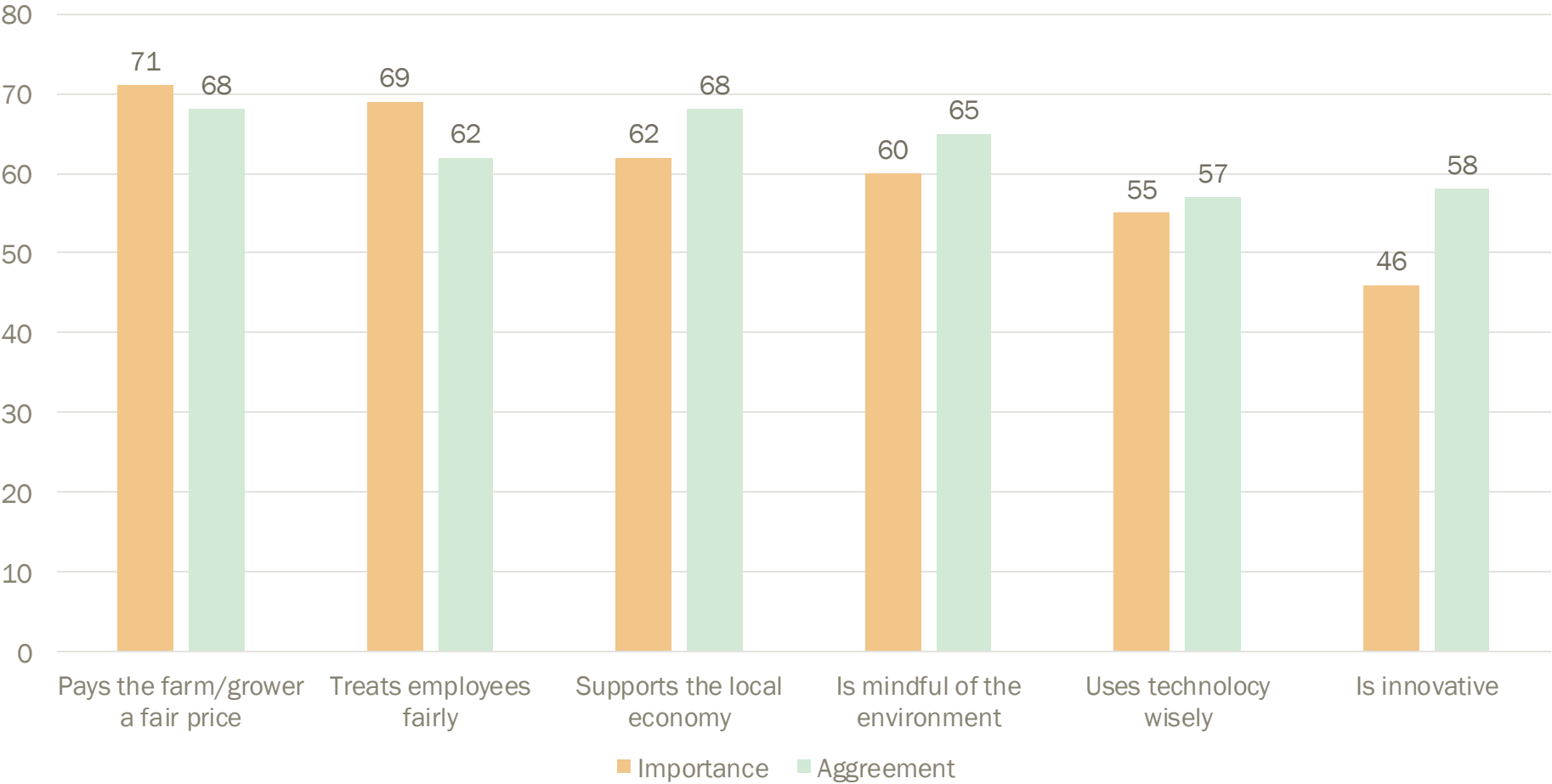


**How important is it to you  
that the produce industry do  
the following?**

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The produce industry **is living up to the importance** that Americans place on the industry social responsibilities.



When thinking about the produce industry, how much do you agree with the following?

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