

Vegetables and Fruit - Canada - May 2017

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"Nearly all Canadians eat fruits and vegetables, though half of consumers claim they get the recommended servings of fruits and vegetables daily. Furthermore, a third of consumers state they are purchasing less produce as it's become more expensive, even as prices of fresh vegetables and fruit have dropped in the past year."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Lower income Canadians are less likely to eat fresh vegetables
- Over a third of parents need help in getting their kids to eat fruits and vegetables
- A third of Canadians are eating less produce due to price

Considering this, producers and retailers can look beyond promoting freshness, nutrition and provenance to also promote value, which can include convenience and solutions to address issues around perishability and waste. Other considerations include evolving tastes and demand for 'supercharged' health benefits, which are issues this Report will touch on.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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