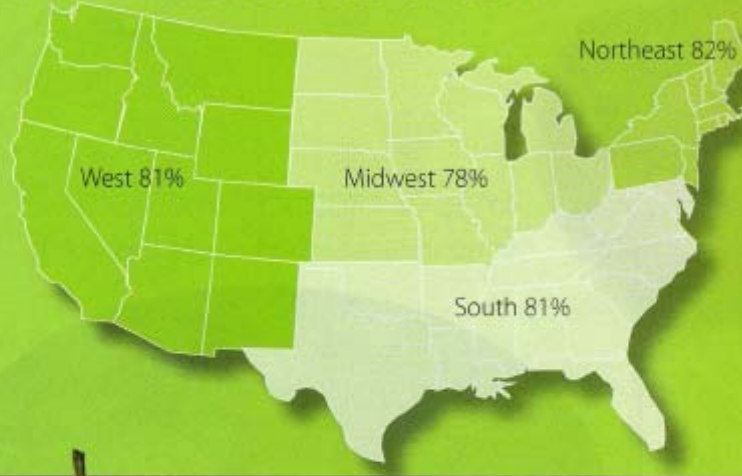


LIKELIHOOD OF PURCHASE BASED ON REGION



LIKELIHOOD OF PURCHASE BASED ON HOUSEHOLD INCOME

Less than \$30	72%
\$30-49.9	78%
\$50-74.9	86%
\$75+	88%

**Figures in thousands; Annual household income*

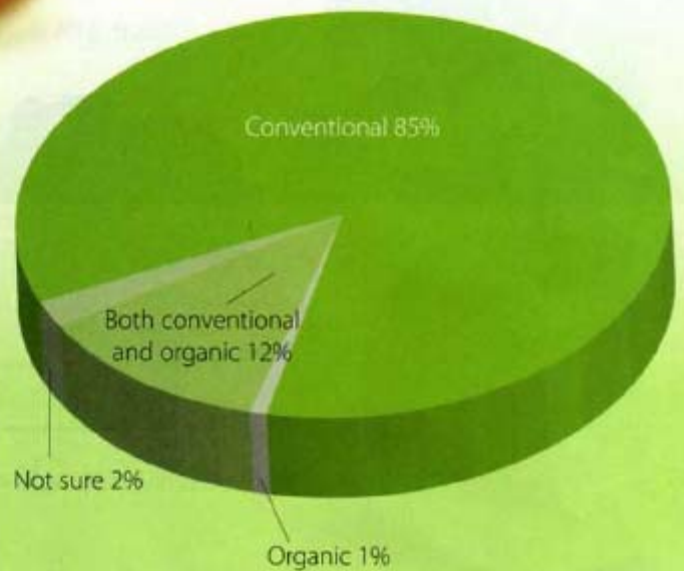


LIKELIHOOD OF PURCHASE BASED ON MARITAL STATUS

Married	85%
Single	74%
Separated/divorced/widowed	74%



TYPES OF PRODUCE PURCHASED (among those who bought this item)



Likelihood of purchase based on gender

Male	75%
Female	85%

apples

Apples were the second most popular

fruit of those studied in *Fresh Trends*

2007, after bananas.

Red delicious, granny smith and golden delicious varieties were the most popular varieties, in that order. Fujis slipped to sixth place this year as consumers favored gala and macintosh apples instead. Jonathan apples also fell further down the list this year as shoppers opted for cortland, rome beauty

and pink lady varieties.

Consumers with no kids in the household were slightly more likely to buy apples, at 81%, than shoppers with kids at home, at 77%. Shoppers earning \$50,000 or more annually, married consumers and female shoppers were the most likely groups to buy apples. Consumers earning less than \$30,000 annually were the least likely to buy the fruit.

While the majority of apple consumers purchased conventionally grown apples, 13% of those surveyed said they purchased organic product at least some of the time.

80% of consumers purchased apples within the past 12 months.

WAYS CONSUMERS USE APPLES

As a snack _____	94%	As a side dish _____	13%
As an ingredient in a recipe _____	37%	As an appetizer _____	11%
As a dessert _____	34%	As a main dish _____	4%
As a salad _____	19%	Not sure _____	1%

VARIETY CONSUMERS MOST PREFER TO PURCHASE

Red delicious _____	23%
Granny smith _____	18%
Golden delicious _____	13%
Gala _____	10%
Macintosh _____	8%
Fuji _____	7%
Braeburn _____	2%
Cortland _____	2%
Rome beauty _____	2%
Pink lady _____	1%
Jonagold _____	1%
Empire _____	1%
Jonathan _____	1%
Ginger Gold _____	<1%
Idared _____	<1%
Other _____	1%
No preference _____	9%

LIKELIHOOD OF PURCHASING APPLES

2007 _____	80%
3-year average _____	82%

