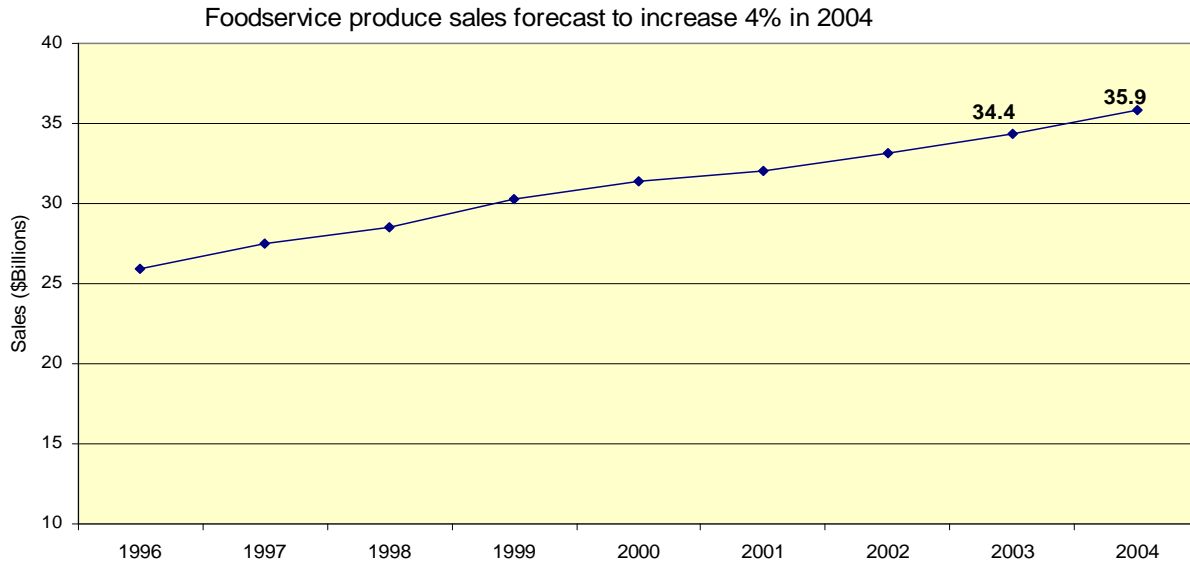




# Fresh Produce Foodservice

This PMA member service was compiled by the Produce Marketing Association Information Center P.O. Box 6036, Newark, DE, USA, 19714-6036, Phone (302)738-7100 Fax (302)731-2409 Trade Web Site: <http://www.pma.com>

## TREND IN FOODSERVICE PRODUCE SALES

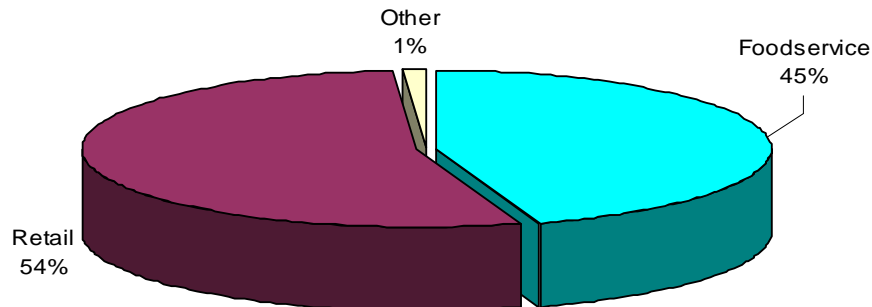


Source: A Menu of Opportunity: Produce in the Foodservice Sector, PMA & Cornell University, 2003

## MARKET SHARE

### Foodservice & Retail

Foodservice share of produce sales estimated at 45% in 2004



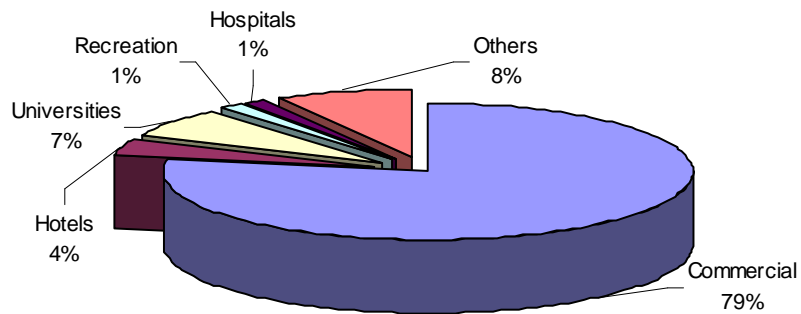
Source: A Menu of Opportunity: Produce in the Foodservice Sector, PMA & Cornell University, 2003



## MARKET SHARE

### Type of Establishment

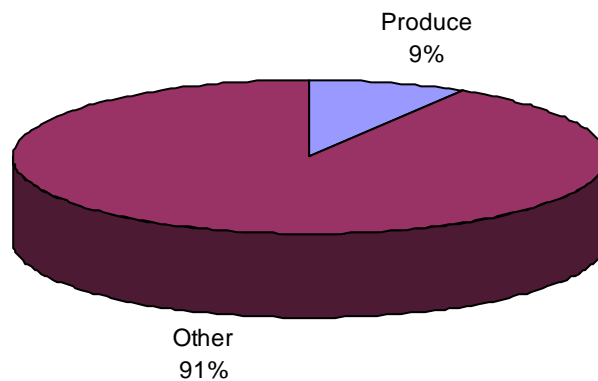
Commercial establishments captured 79% of produce sales in 2003\*



\*Estimate

### Share of Total Foodservice

Produce captured 9% of foodservice sector in 2003



Source: Menu of Opportunity: Produce in the Foodservice Sector, PMA & Cornell University, 2003



Fresh Produce Foodservice, 2004 ©

## TOP FRUITS AND VEGETABLES CONSUMED AT RESTAURANTS

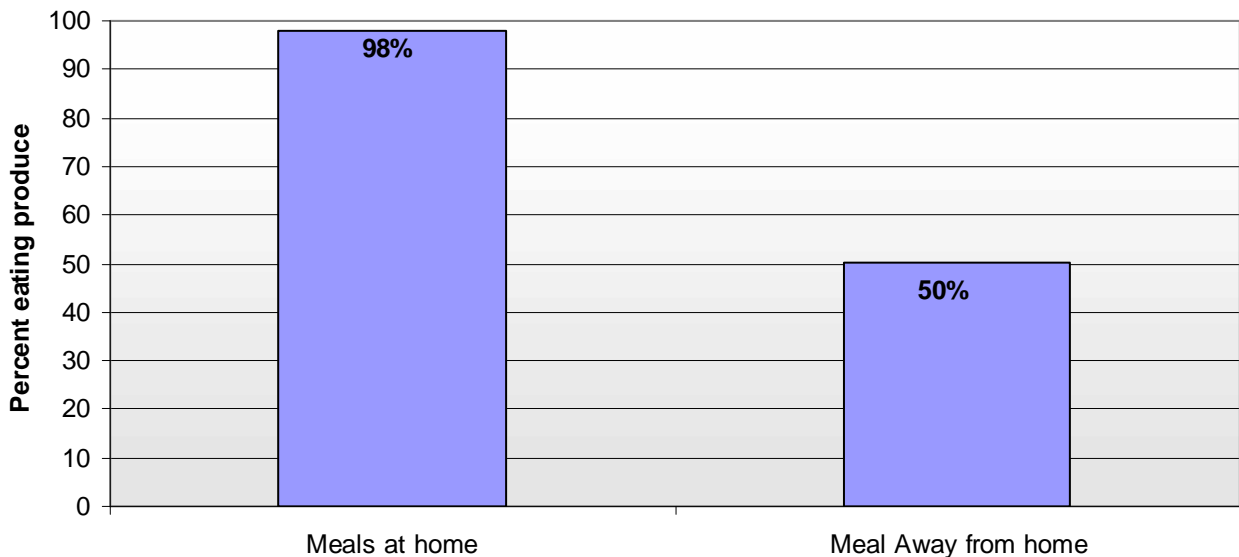
### Percent of restaurants that serve fresh produce

	Fast Food Restaurants (%)	Family Style Restaurants (%)
Total Fruit/Vegetable Eatings Annually	53.3	68.9
Vegetable Salads	15.8	20.5
Vegetable Side Dish (beans, corn, broccoli, carrots)	14.5	18.8
Potatoes (mashed, baked)	13.8	17.5
Fruit Salad (apple, banana, salad)	5.1	7.4
Fruit Juice	4.1	4.8

Source: Consumer research commissioned by Produce for Better Health Foundation with funds contributed by Produce Marketing Association and Florida Department of Agriculture and Consumer Services

## WHERE ARE PEOPLE EATING PRODUCE?

Far more consumers eating meals at home eat produce than those eating out

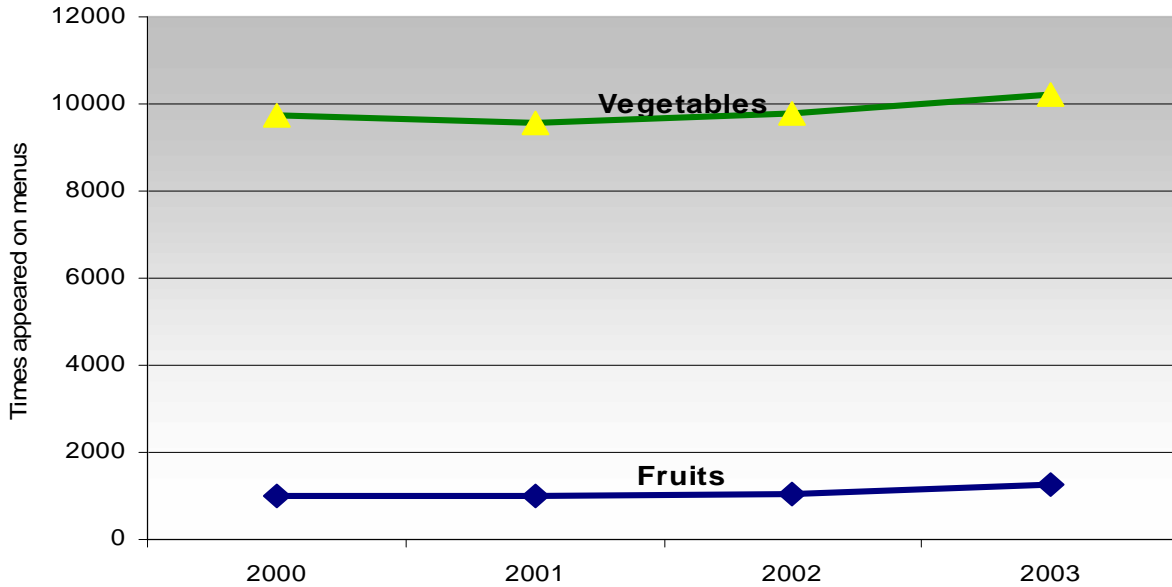


Source: Consumer research commissioned by Produce for Better Health Foundation with funds contributed by Produce Marketing Association and Florida Department of Agriculture and Consumer Services



# MENUS AND PRODUCE

How often fruits and vegetables appear on menus



## Items most frequently on menus in 2004

Ranking	Vegetable
1	Tomato
2	Onion
3	Leafy Greens
4	Peppers
5	Potato*
6	Mushrooms
7	Beans
8	Unspecified
9	Spinach
10	Corn

Ranking	Fruit
1	Unspecified
2	Avocado
3	Strawberry
4	Lemon
5	Apple
6	Pineapple
7	Banana
8	Lime
9	Tropical
10	Citrus

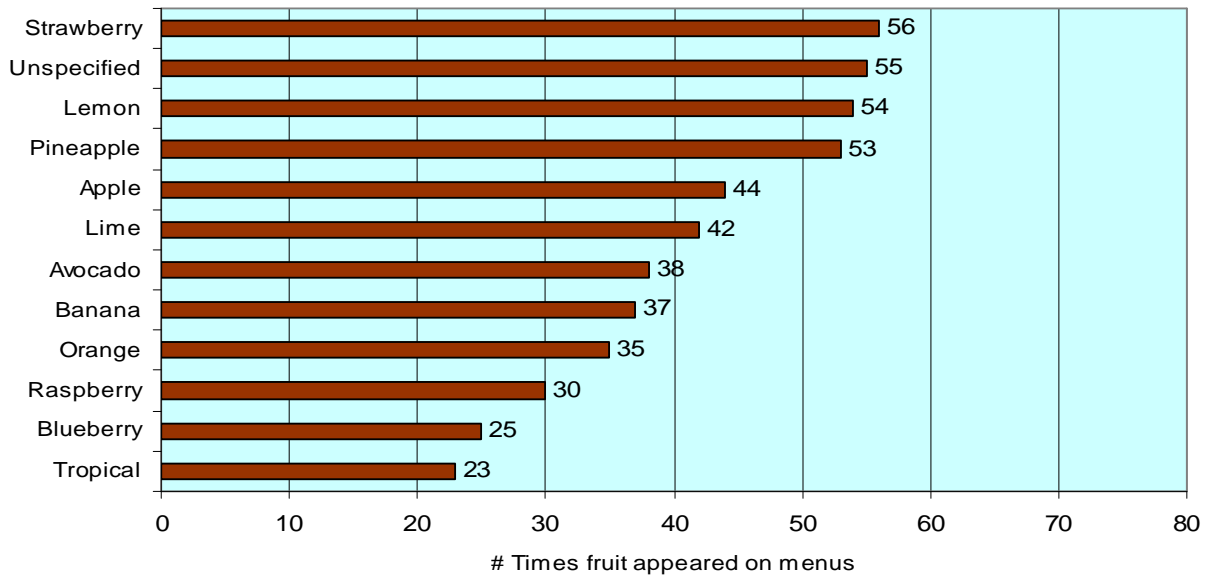
\*Excludes French fries

Source: Consumer research commissioned by Produce for Better Health Foundation with funds contributed by Produce Marketing Association and Florida Department of Agriculture and Consumer Services



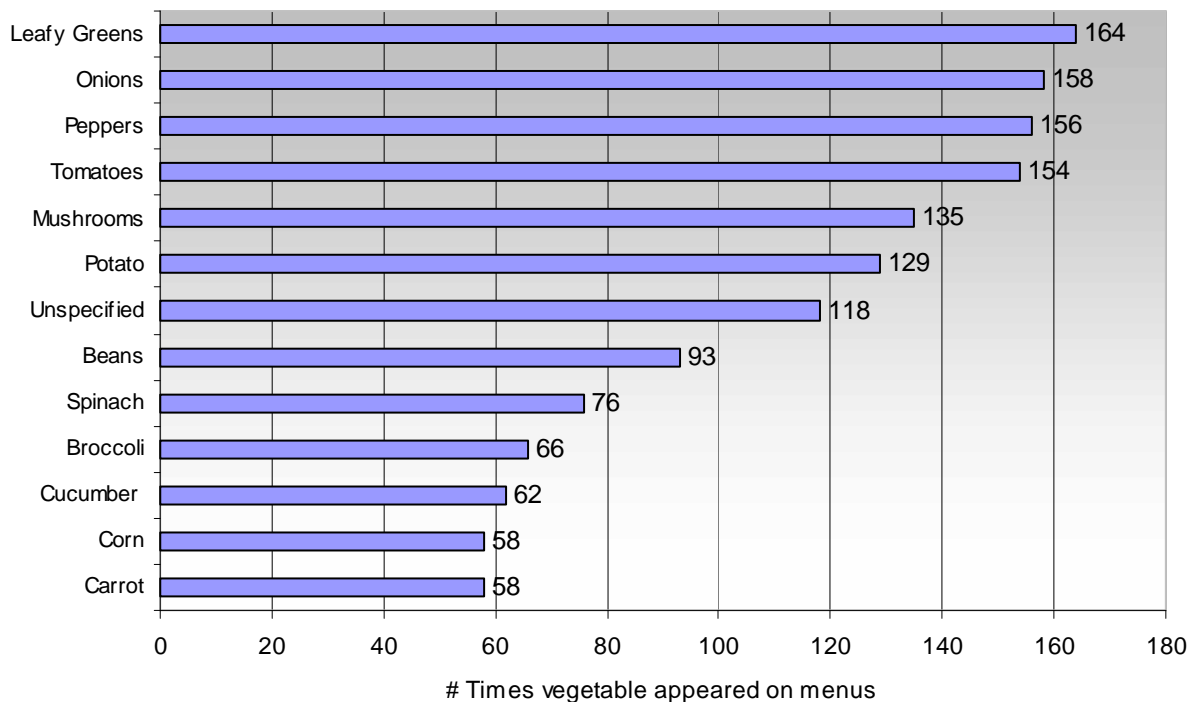
## Fruits on menus

How often fruits appeared on menus in 2004  
(147 major chain restaurants)



## Vegetables on menus

How often vegetables appeared on menus in 2004  
(188 major chain restaurants)



Source: Consumer research commissioned by Produce for Better Health Foundation with funds contributed by Produce Marketing Association and Florida Department of Agriculture and Consumer Services

