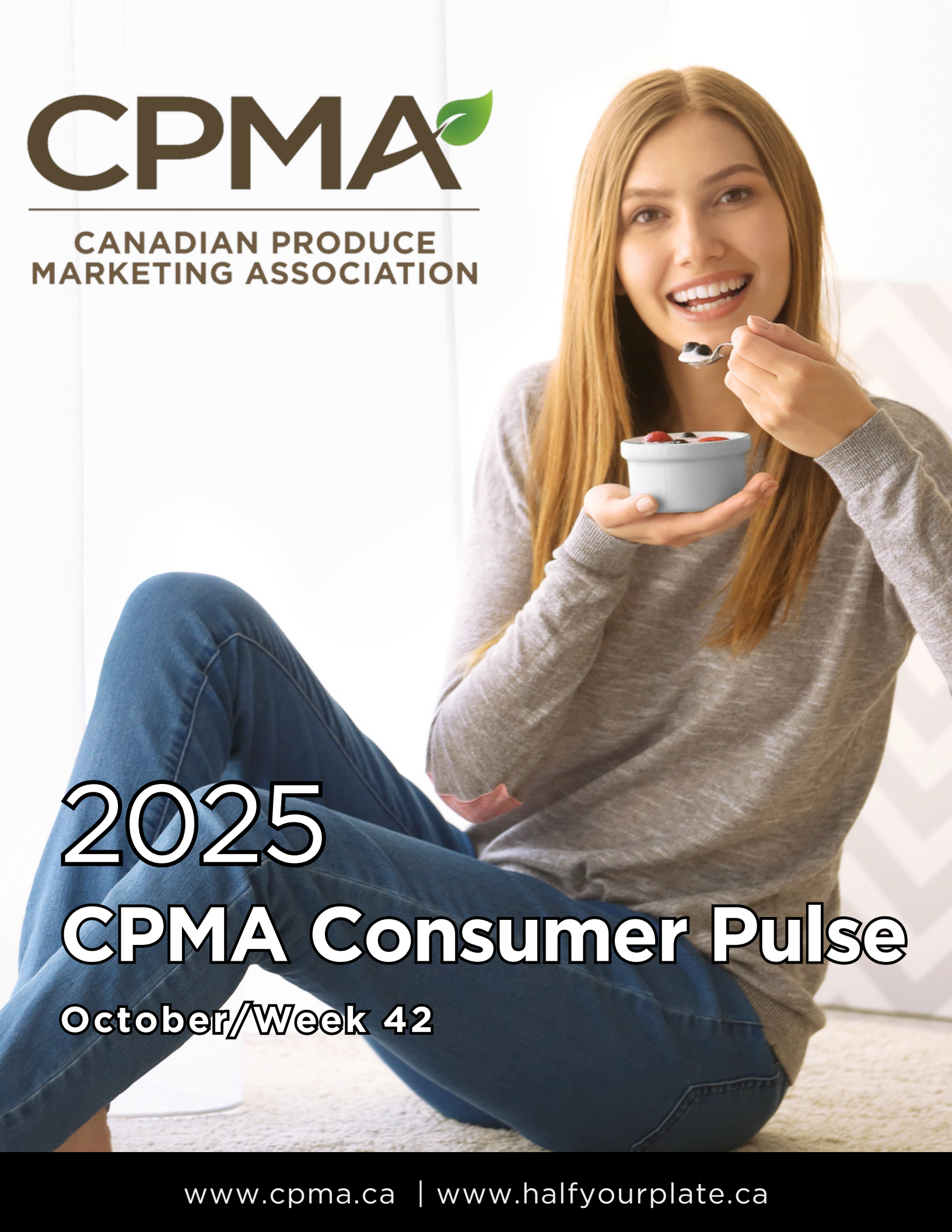




CPMA

CANADIAN PRODUCE
MARKETING ASSOCIATION

2025

CPMA Consumer Pulse

October/Week 42

www.cpma.ca | www.halfyourplate.ca

Produce Expectations

During Week 42, availability perception remained consistent with the previous week, though it fell short of the 12-week average. Price perception experienced a decline both week-over-week and in comparison to the 12-week average. Additionally, quality perception also decreased, highlighting the challenges faced during Thanksgiving buy week, which is one of the busiest times of the year.

Week 42

Produce Availability



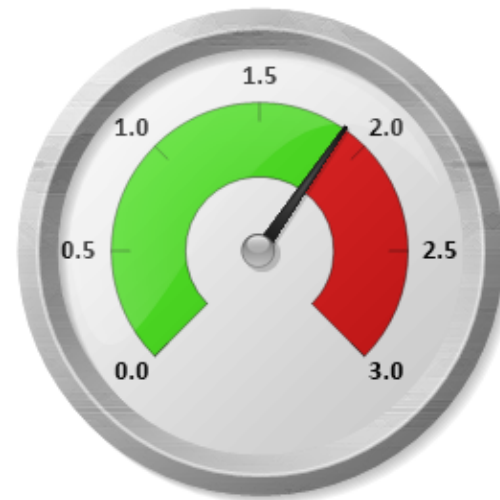
1.98 out of a max of 3.0

Produce Pricing



1.56 out of a max of 3.0

Produce Quality



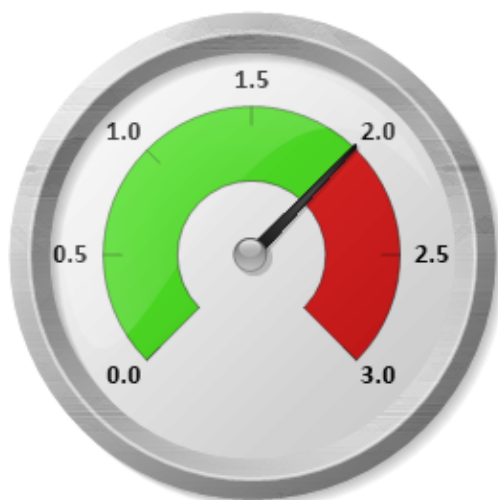
1.89 out of a max of 3.0

1 = Below Expectations

2 = Met Expectations

3 = Exceeded Expectations

Rolling 12 weeks ending October 13



1.99 out of a max of 3.0



1.60 out of a max of 3.0



1.93 out of a max of 3.0

Produce Department Net Promoter Score

During Week 42, the Net Promoter Score experienced a decline compared to the previous week; however, it still stayed above the 12-week rolling average. This change reflects the intensity of the Thanksgiving buy week, which is one of the most hectic periods of the year.

Net promoter score is calculated by adding the number of respondents scoring a 9 or 10, taking away the number of respondents scoring 1-6 and dividing by the total number of responses.

Week 42

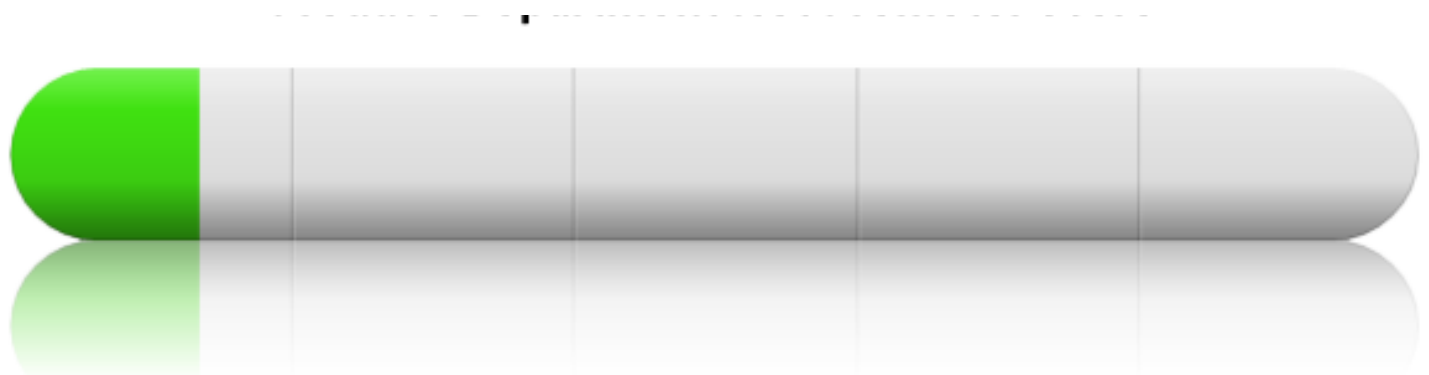
Produce Department Net Promoter Score



Current Score 7.4%

On a scale of 1-10 with 10 being very likely and 1 being very unlikely what is the likelihood that you would recommend your most recent grocery store based on the produce offer?

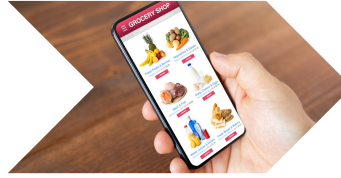
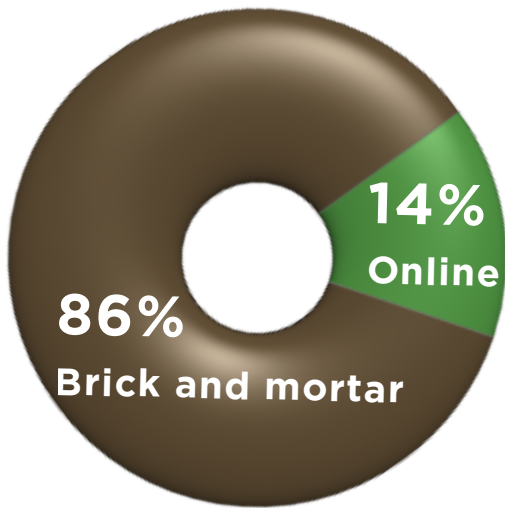
Rolling 12 weeks ending October 13



Current Score 5.4%

Online Shopping

Rolling 12 weeks ending week of October 13



Over the 12 weeks concluding with week 42, online usage is trending down, averaging 14%, influenced by the natural inclination to purchase Thanksgiving needs in store. Home delivery accounted for 68% of all online orders, while Ontario remains at the forefront of adoption

Regional online shopping prevalence



Increasing Consumption

In recent times, Canadian per capita consumption of fruits and vegetables has fallen to below half of the recommended seven servings. If you could wave a magic wand and change one thing to encourage Canadians to get closer to this recommendation, what would that one thing be?



“

Honestly, the biggest barrier to eating more fruits and vegetables is price. If fresh produce were cheaper and more widely available, more Canadians would buy it, and we'd waste less because smaller portions could be purchased. Quality matters too—fresh, tasty, local options make a difference, and organic or GMO-free produce is highly valued. Convenience is key, with ready-to-eat, prepped, or easy-to-cook options encouraging daily consumption. Education matters as much as accessibility—recipes, social media campaigns, school programs, and nutrition information help people understand the health benefits, from cancer prevention to overall wellbeing. Supporting local growers, reducing processed foods, and making produce abundant across stores and seasons would make healthy eating realistic for everyone. Ultimately, affordable pricing, high quality, easy preparation, and clear health messaging would motivate more Canadians to eat the recommended servings daily, enjoy vegetables and fruits, and feel better for it.

”

A.I. summary of open ended question