CPMA Grocer Produce Benchmark
Topline Report
CG-13-01

Produced by Rogers Connect Marketing Research Group

Methodology

Survey Type: Online
Survey Length: 5 minutes
Fielding Dates: March/April 2013
Target Audience: Canadian grocery owners and managers
# of Completes: n=52
Margin of error: +/-11.2%, 9 times out of 10.

General Information

Q1. Considering the entire year, what items of fresh vegetables are typically your top five sellers?

Base: All respondents	N=52
MULTI – TOP 5	%
Potatoes	67
Tomatoes	58
Cucumbers	46
Carrots	44
Broccoli	39
Mushrooms	37
Onions	29
Romaine lettuce	27
Iceberg lettuce	19
Celery	19
Green Peppers	15

Note: responses under 9% not shown.

Q2. Considering the entire year, what items of fresh fruit are typically your top five sellers?

Base: All respondents	N=52
MULTI – TOP 5	%
Bananas	87
Apples	77
Strawberries	75
Grapes	67
Oranges	65
Pineapples	17
Blueberries	17

Note: responses under 8% not shown.

Q3. What percentage of total sales does fresh produce account for in your store?

Base: All respondents	N=52
	%
1-9%	8
10-19%	52
20-29%	8
30-39%	17
40-100%	4
Don't know	12
Mean %	20.6

Q4. What do you think are the top 5 reasons that drive consumer buying decisions for fresh produce?

Base: All respondents	N=52
MULTI – TOP 5	%
Appearance and feel NET	**87**
Appearance (Color, shape free of blemishes, etc)	*62*
Display of the produce	*56*
How the produce feels (firm, free of bruises, etc)	*40*
Smell of the produce	*2*
Cost NET	**71**
Price	*52*
On Sale	*50*
Moral impetus NET	**60**
Locally grown produce	*54*
Organic product	*19*
Health NET	**52**
Health benefits (e.g. has vitamins and/or nutrients required to remain healthy, etc.)	*42*
Health requirements (for example: helps a personal condition)	*23*
Personal and Family favourites NET	**39**
Personal favourites	*27*
Family favourites	*19*
Practicalities NET	**25**
Convenience	*17*
It fits a recipe	*10*
Prefer a specific brand of produce	6

Note: responses under 3% not shown

Q5. What prevents you from selling more fresh produce than you currently do?

Base: All respondents	N=52
	%
Price Concerns NET	**60**
Consumer perception that fresh produce is too expensive	*40*
The fresh produce my customers like isn't affordable all year round	*27*
My store is located in a remote location, making shipping expensive	*12*
Staff cannot sell quickly/ Effectively Enough NET	**39**
Lack of sufficient knowledgeable staff to give buying/storing/preparing suggestions	*21*
Keeping produce looking fresh is high-maintenance	*17*
Too much produce gets bruised or mushy before it can be sold	*12*
Lack of Information NET	**35**
Lack of information to encourage customers to buy and use non-traditional products	*27*
Lack of sufficient knowledgeable staff to give buying/storing/preparing suggestions	*21*
Seasonality NET	**33**
The fresh produce my customers like isn't available all year round	*19*
The fresh produce my customers like isn't affordable all year round	*27*
Improper handling of produce by part time staff	19
Consumer fear of food safety incidents/recalls	14
Other	6

Note: responses under 6% not shown.

Q6. What can fruit and vegetable producers, suppliers, and marketers do to help you sell more fresh produce?

Base: All respondents	N=17*
N=52	%
Recipe sheets/ ideas	35
Consumers need to be educated on cooking from scratch	29
Availability of quality produce	24
Marketing tips	24
Advertise/invest in brands through social media	18
Cheaper prices / keep prices down	18

*Caution- small sample size; please see verbatim index.

Preparation - Locality and Organics

Q7-8. Please state your level of agreement with the following statement(s):

Base: Total answering	**Agree NET**	Agree Strongly	Disagree Strongly	**Disagree NET**
N=47	%	%	%	%
Customers prefer the shelf life of frozen/canned produce to the healthy advantages of fresh produce	38	6	34	62
Organic produce stays edible just as long as non-organic produce	59	17	15	41
I wish produce suppliers made it easier for customers to purchase smaller portion sizes	70	28	4	30
Sales of fresh organic produce are continuing to rise	79	36	2	21
Ethnic produce is becoming increasingly popular	87	43	4	13
Canadian-grown produce supports local farmers and economies	92	55	2	9

Ethnic and Exotic

Q9. Which ethnic cooking styles do you see driving the most growth amongst all food categories?

Base: All respondents	N=52
MULTI – TOP 5	%
Indian	60
Thai	42
Mexican	39
Szechuan Chinese	29
Japanese	23
Italian	19
Hunan Chinese	15
Greek	15
Vietnamese	15
East Mediterranean	15
Other South Asian (Pakistani, Afghani)	12
Korean	10
Caribbean	10

Note: responses under 9% not shown.

Demographics

D1. What type of organization do you work for/in?

Base: All respondents	N=52
	%
Grocery store or supermarket (e.g., Loblaws, Sobeys, Metro, IGA, Thrifty)	65
A mass merchandiser or super center (e.g., Wal-mart)	4
A convenience store or mini-mart (e.g. 7 Eleven, Hasty Market, Mac's Milk)	2
Other	15

D2. How many years have you been in the industry?

Base: All respondents	N=52
	%
1-5 years	6
6-10 years	6
11-15 years	6
16-20 years	12
21+ years	58
MEAN	18

D3. Which grocery chain/franchise are you affiliated with?

Base: Those answering who work for franchise/chain/warehouse club	N=36
	%
Federated co-op	26
Loblaws	23
Sobeys	13
Independant	13
Safeway	7
Overwaitea	7

*note- responses under 4% not shown

D4. Please indicate the approximate size of your store (in square feet). (If you own/work for multiple stores, please state an average size of an outlet in your organization/banner)

Base: Total answering	N=31
	%
Under 10,000 sq/ft	16
10,000 – 19,999 sq/ft	39
20,000 – 29,999 sq/ft	26
30,000+ sq/ft	19
MEAN sq/ft	22,677

D5. What % of your retail space is dedicated to the display and sale of fresh produce?

Base: All respondents	N=52
	%
1-9%	12
10-19%	33
20-29%	19
30-39%	14
40-100%	2
Don't know	21
MEAN %	18.6

D6. Please indicate the size of the community in which you live:

Base: All respondents	N=52
	%
Metropolis (more than 1 million people in greater area)	17
Major metropolitan area (500,000 – 999,999 people)	6
Large city (100,000-499,999 people)	14
City (50,000-99,999 people)	7
Town (10,000-49,999 people)	14
Small Community (Up to 9,999 people)	17
Rural Area (few people and little formalized community areas)	4

D7. Where do you live?

Base: All Respondents	Total
n=1999	%
BC & Territories (NET)	21
British Columbia	*15*
Yukon, NWT, Nunavut	*6*
Alberta	14
Prairies (NET)	14
Manitoba	*4*
Saskatchewan	*10*
Ontario	21
Quebec	-
Atlantic (NET)	10
Newfoundland & Labrador	*2*
New Brunswick	*4*
Nova Scotia	*4*
Prince Edward Island	-

D8. Are you:

Base: All respondents	N=52
	%
Male	84
Female	16

D9. Please indicate your age:

Base: All respondents	N=52
	%
30-34	6
35-39	10
40-44	10
45-49	12
50-54	15
55-59	19
60-64	8
65-69	4
70-74	4
MEAN YEARS	50.8

S1. Which of the following most closely matches your job title or position?

Base: All respondents	N=52
	%
Owner	33
Store Manager	12
Chain Manager	8
Produce Manager	8
Other Manager	12
Marketing Manager	12
Board advisor/consultant	6
Buyer	6
Product development	4

S2. Does your store or business sell the following to consumers?

Base: All respondents	N=52
	%
Both NET	100
Fruits	94
Vegetables	94
Other groceries	90