

Lower-grade fruit availability may not increase consumption

February 28 2014

New research suggests that increasing the availability of lower grade fresh fruit and vegetables may not be the answer to increasing its consumption.

The research by Cranfield University set out to understand what affects fruit and [vegetable](#) demand. Of those surveyed, the research identified that the fresh produce industry perceived that the '5-a-day' message has had little to no impact alone on fruit and vegetable demand. Results also revealed, through structured interviews, that some suppliers feared that promotions are being overused in the current climate.

Another key finding from the research was that employment status has had a significant effect on some fruit and vegetable purchasing - apples, potatoes and strawberries. Those working 'Under 8 hrs', 'Unemployed' or in 'Full time Education' purchased significantly lower amounts of standard and value lines compared to those in full-time employment or retired groups.

Professor Leon Terry, Cranfield's lead researcher, said: "Supplier perception is that it is unclear whether consumers fully understand promotions and indeed the true price of different [fruit](#) and vegetable lines as they have little to properly benchmark prices against. This potential problem represents a real risk and one that needs further consideration. Critically, the report identified that there is an evidence gap in our understanding about the potential impact of consumer attitudes to certain [fresh produce](#) types and that the demand drivers are

likely to be produce specific."

More information: The complete report is available online:
randd.defra.gov.uk/Default.asp...ed=0&ProjectID=17802

Provided by Cranfield University

Citation: Lower-grade fruit availability may not increase consumption (2014, February 28)
retrieved 25 April 2024 from
<https://medicalxpress.com/news/2014-02-lower-grade-fruit-availability-consumption.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.