

2021/2022

Fresh Asparagus

Statistics, Category Trends &  
Demographics

June 2022



**Peruvian Asparagus**



**Importers Association**

# 2021 Import Landscape Recap

<u>Country</u>	<u>Quantity (lbs)</u>	<u>YOY Variance</u>
Mexico	434,139,136	16%
Peru	224,871,286	9%
Canada	4,163,870	47%
Ecuador	1,901,046	69%
Argentina	68,343	-41%
<b>Import Total</b>	<b>665,176,532</b>	<b>14%</b>

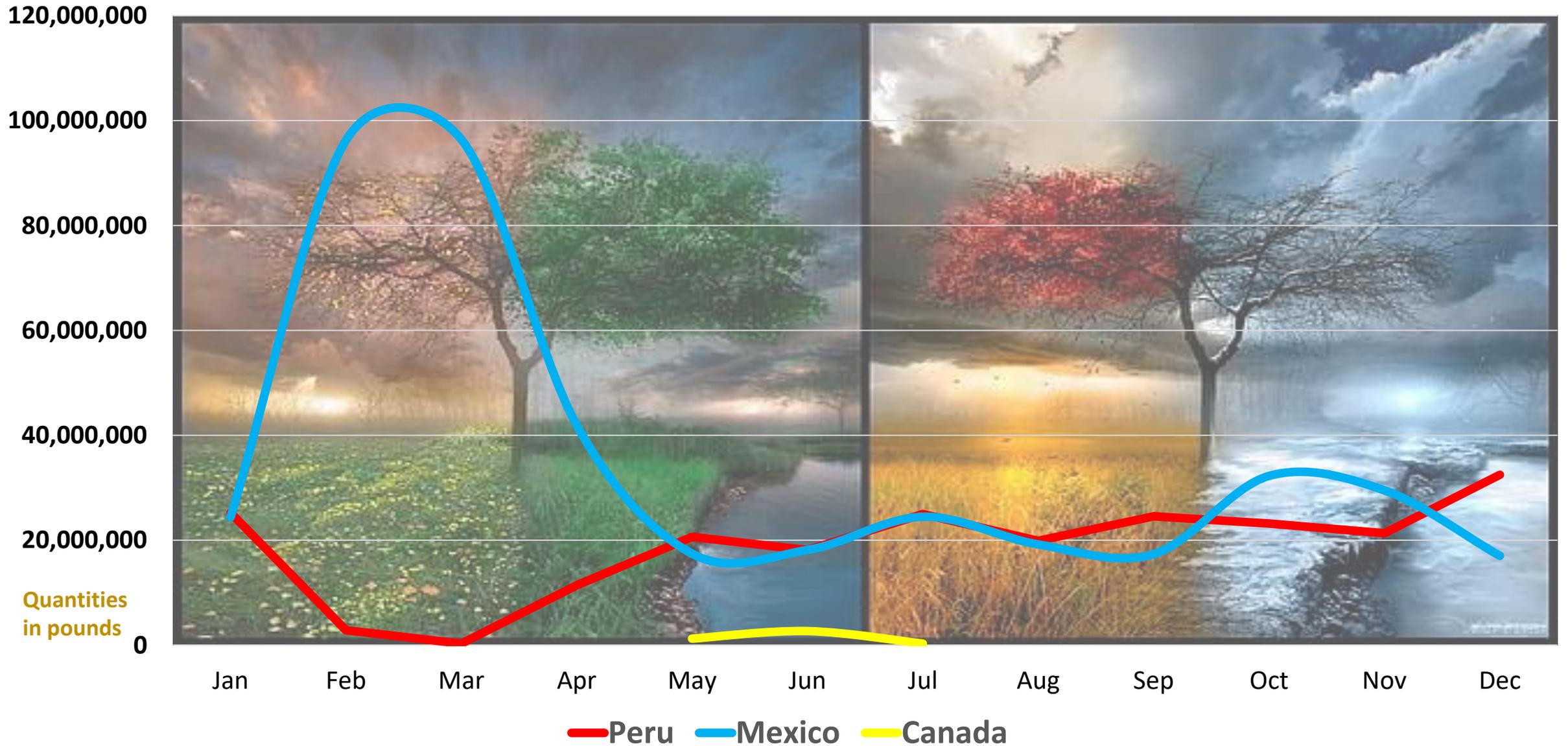
# Market Summary 4 Year Import Quantity

Chart in Pounds		2018	2019	2020	2021	YOY Var. %
World		567,969,057	572,026,817	576,020,439	665,176,532	14%
Mexico		363,922,347	365,669,290	375,302,609	434,139,136	16%
Peru		199,766,146	201,208,851	206,479,443	224,871,286	9%
Canada		3,621,373	4,545,931	2,840,876	4,163,870	47%

# Market Summary 4 Year Import Value

Chart in Thousands of Dollars		2018	2019	2020	2021	YOY Var. %
World		\$633,442	\$694,431	\$650,519	\$1,380,784	6%
Mexico		\$387,596	\$432,511	\$382,545	\$407,198	6%
Peru		\$239,105	\$252,573	\$261,395	\$274,342	5%
Canada		\$6,352	\$8,839	\$5,609	\$8,299	48%

# 2021 Month over Month Import Review

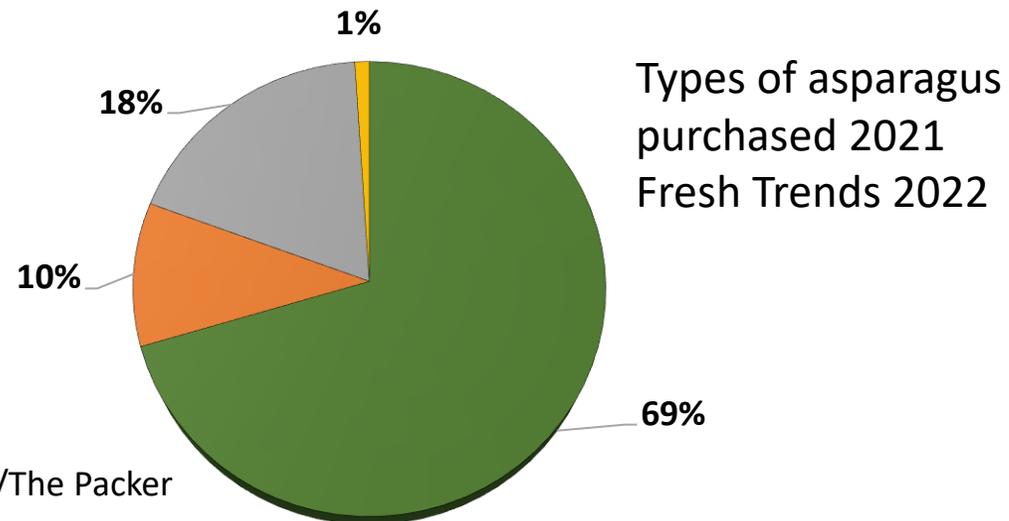


Source: USDA/Department of Commerce/FAS

# Per Capita Consumption Statistics

Crop	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
————— Pounds per person —————												
Asparagus, all	1.52	1.58	1.65	1.68	1.63	1.82	1.64	1.80	1.82	1.90	1.90	<b>1.98</b>
Asparagus/fresh	1.29	1.37	1.38	1.45	1.42	1.65	1.46	1.56	1.62	1.76	1.75	<b>1.83</b>
Asparagus/processing	0.23	0.22	0.26	0.23	0.22	0.17	0.18	0.24	0.20	0.14	0.16	<b>0.15</b>

Source: USDA/ERS



Source: Fresh Trends/The Packer

# Asparagus Nutritional Label Facts

<b>Nutrition Facts</b>	
Serving Size 5 spears (93g)	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 2g	
Vitamin A 10% *	Vitamin C 15%
Calcium 2% *	Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000      2,500
Total Fat	Less than 65g      80g
Sat Fat	Less than 20g      25g
Cholesterol	Less than 300mg      300mg
Sodium	Less than 2,400mg      2,400mg
Total Carbohydrate	300g      375g
Dietary Fiber	25g      30g
Calories per gram:	
Fat 9	* Carbohydrate 4 * Protein 4

## Voluntary Data:

Potassium 230 mg; 7% DV  
 100% of vitamin A is Beta Carotene  
 Soluble Fiber 1 g  
 Insoluble Fiber 1 g

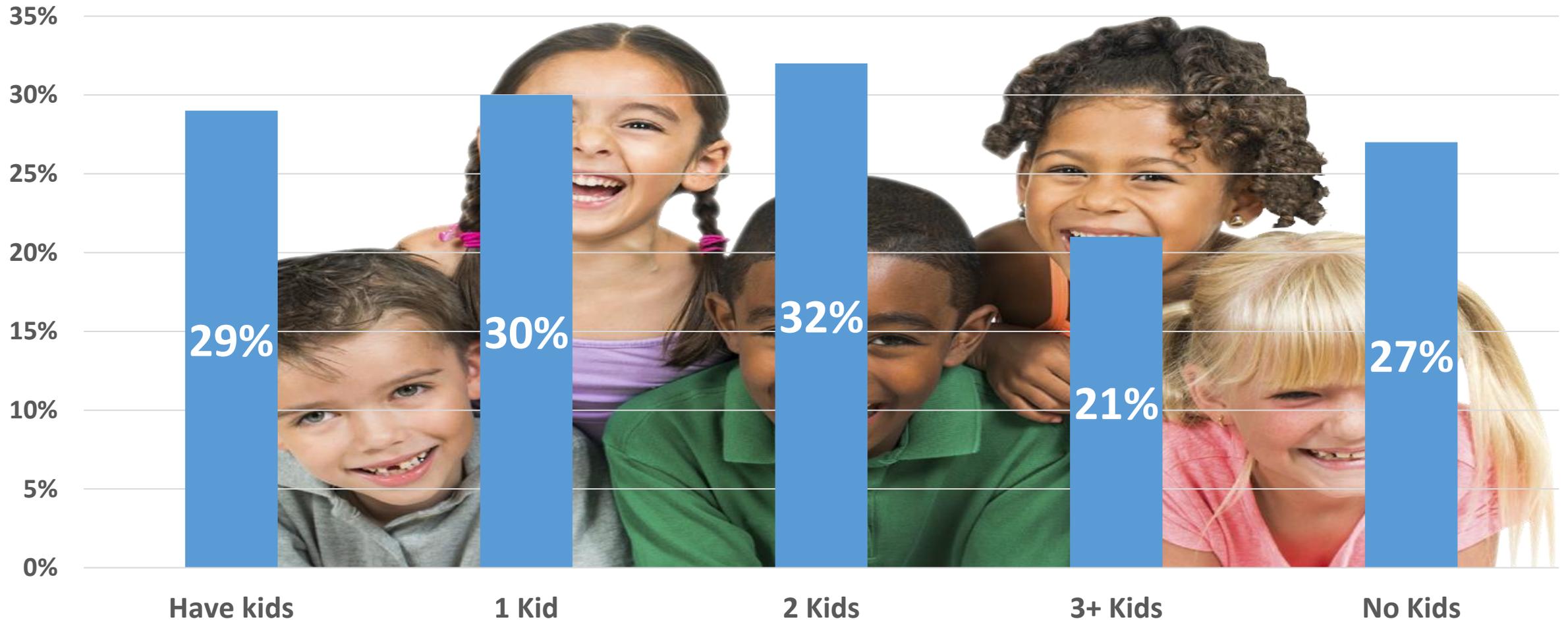
## Nutrient Content Descriptors Allowed:

fat free  
 saturated fat free  
 sodium free  
 cholesterol free  
 low calorie  
 good source of vitamin C  
 high in folate (add 30% folate to label)  
 good source of vitamin A



# Key Buying Trends 2022 - Fresh Asparagus

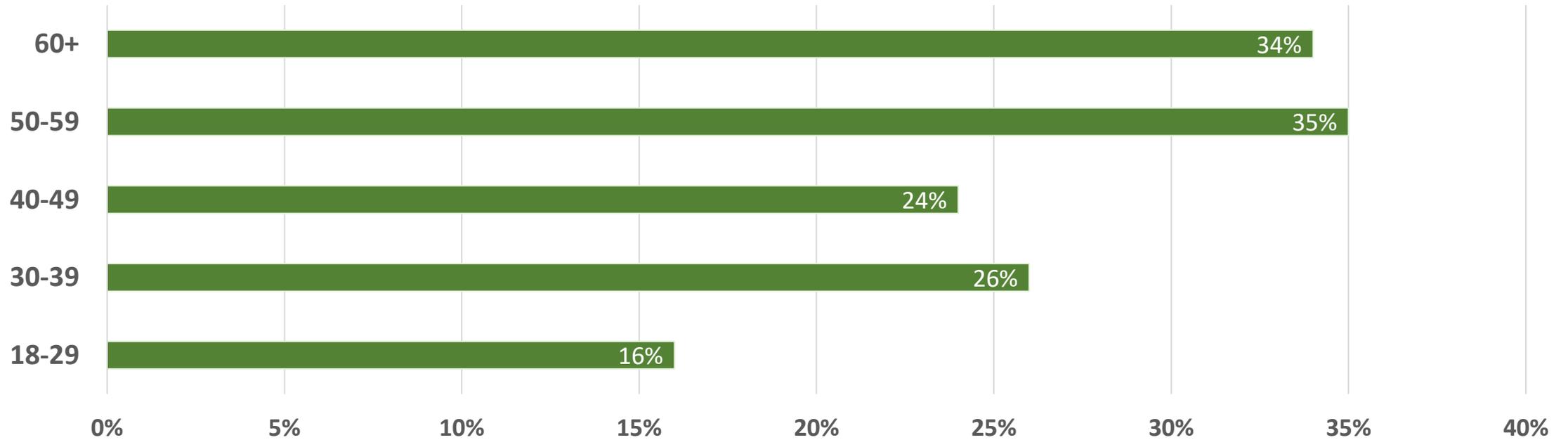
Likelihood of purchase of asparagus based on children:



# Key Buying Trends 2022- Fresh Asparagus

## Likelihood purchase of Asparagus based on:

### Age:



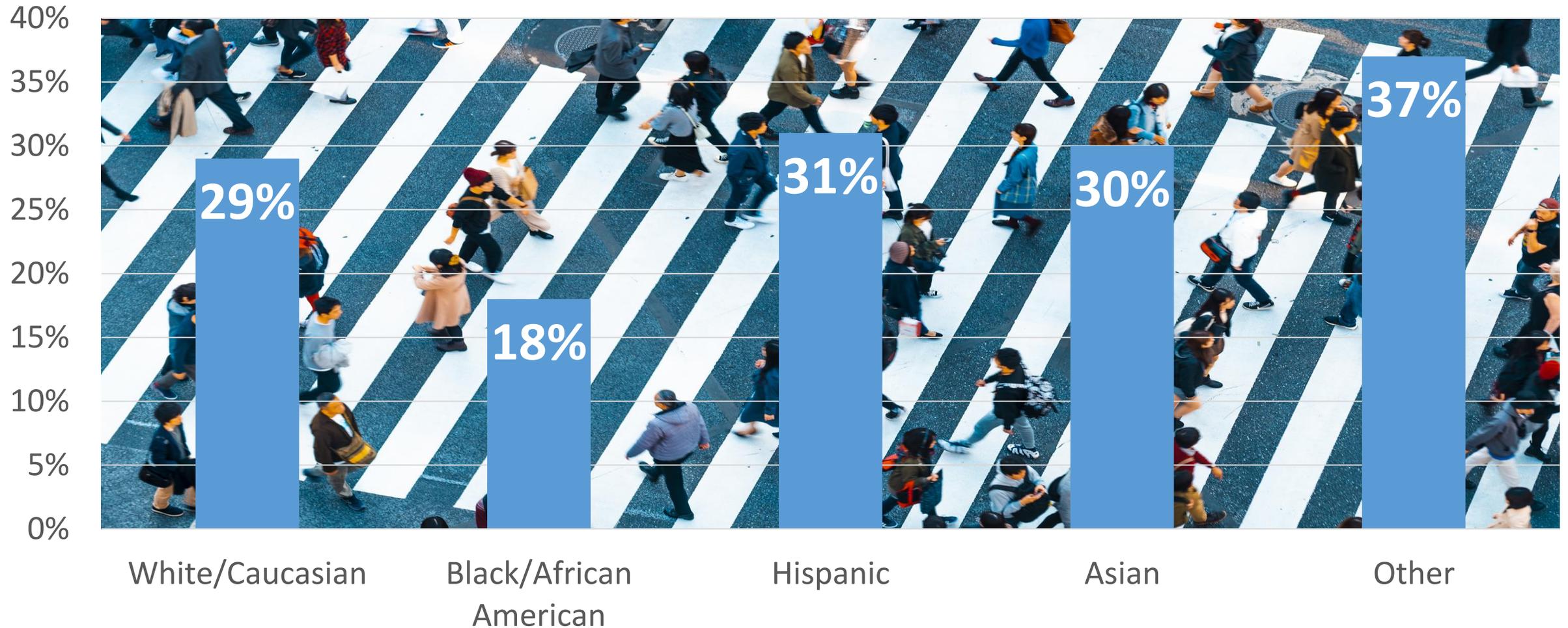
### Likelihood of purchase based on gender

Male	24%
Female	31%



# Key Buying Trends 2022 - Fresh Asparagus

Likelihood of purchase based on ethnicity:



# Key Buying Trends 2022 - Fresh Asparagus

*Likelihood of purchase of asparagus based on:*

## Income

**Less than \$25K**



**15%**

**\$25K-49.9K**



**27%**

**\$50K-99.9K**



**35%**

**\$100K+**

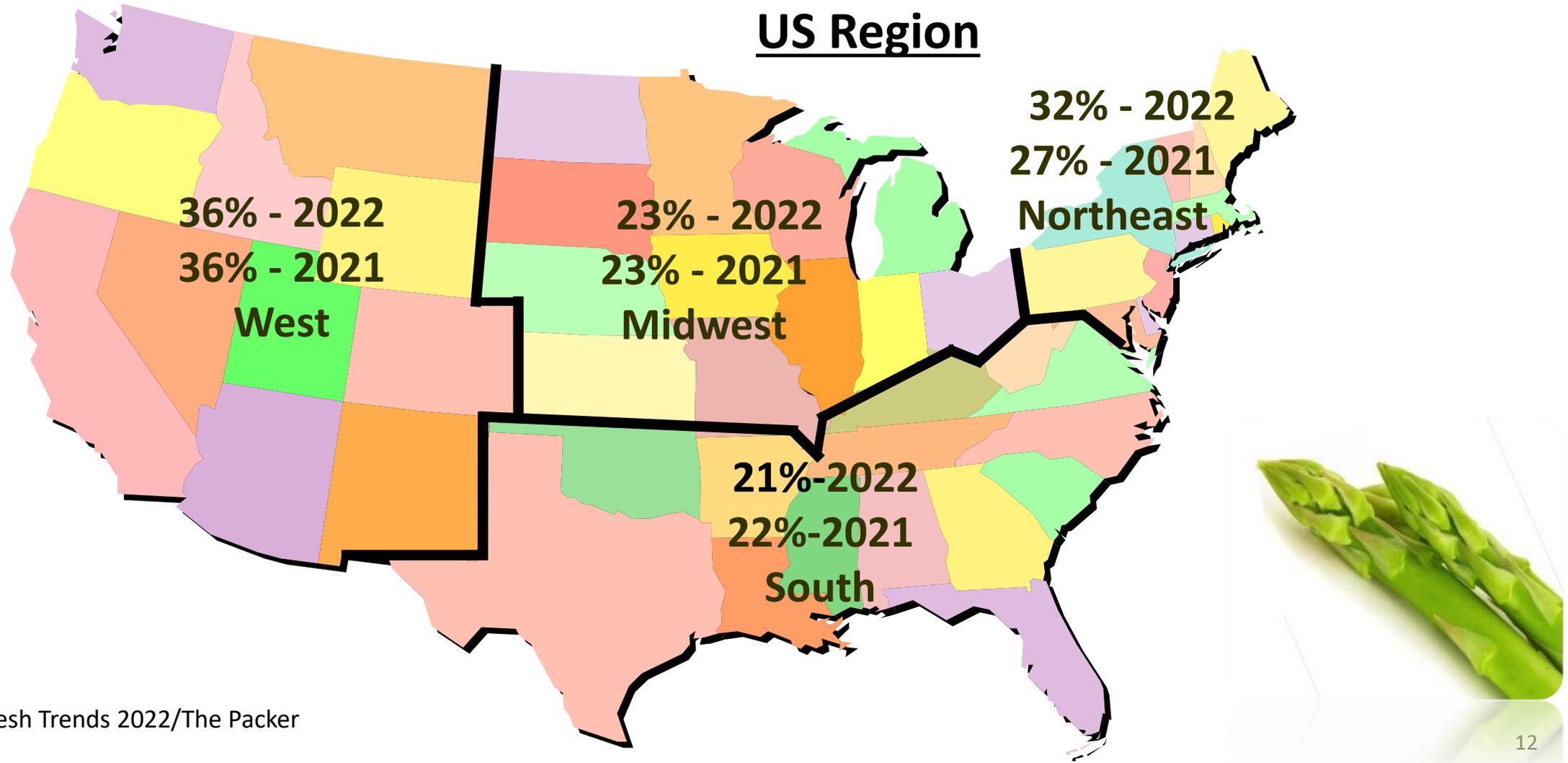


**35%**

**28% of US consumers have purchased asparagus within the past 12 months**

# Key Buying Trends 2022 - Fresh Asparagus

**Likelihood of purchase of asparagus based on:**



Source: Fresh Trends 2022/The Packer