

RETAIL CONSUMERS *Thoughts on Fruit*



1 THEY LOVE
PULL TOP CANS!



2 DO NOT WANT
sugar added



3 Domestic Fruit
— is —
VERY IMPORTANT



4 Don't understand the
COOKING PROCESS
OF CANNED FRUIT



5 Think there are
PRESERVATIVES
IN CANNED FOOD



6 THINK BPA IS BAD
but they DON'T
KNOW WHAT IT IS



7 NO ADDITIVES
is very important

8 Moms are using
canned fruit for
baking, salads
& snacks



9 Fruit Cups &
Fruit Pouches
Are Being Used
in School Lunches



10 BELIEVE ORGANIC
Does not last as long