



### Inside with Jeff Moore

As National Sales Manager at Novolex, I'm excited to see the latest innovations in supermarket produce departments in response to changes in society. We're striving to live healthier lives but our hectic schedules make that difficult. That leaves us starved for both time and nutritious fare.

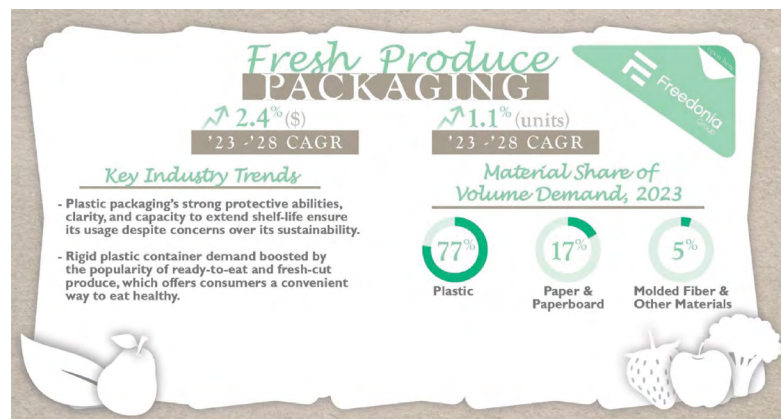
Enter the supermarket produce department, now offering healthier and more convenient options than ever before. As a result, produce departments are increasingly attracting new customers and becoming the first stop for their shopping carts.

Value-added options, including packaged salads, snack-sized fruit and pre-cut vegetables, are part of the big draw. About three-quarters of households say they sometimes or always buy value-added vegetables, and over half do so for value-added fruit, according to an FMI report in Supermarket News.

### Market Insights

Euromonitor global consumer trends reported 52% of consumers believe they will be healthier in the next five years than they are now.

Lifestyle changes, including healthier eating habits, will drive consumer behavior. Produce packaging can provide convenience and shelf life.



### Key Industry Trends

- The growing desire for healthier foods is fueling produce sales, while busier lifestyles are driving the growth of value-added options.
- Consumers are eating up value-added produce, accounting for some 16% of total produce dollar revenues and 8% of volume, according to a Circana report in Supermarket News. Salad kits are the top-selling value-added choice.
- Newer packaging products, such as deep plastic salad trays with lidding, are becoming increasingly popular. The packaging both preserves salads and displays them clearly for shoppers to see.
- Sustainable options, including packaging made of recycled plastic, paper or compostable materials, continue to grow. For example, many stores now use recyclable or compostable trays for mushrooms or berries.
- Other innovative options also are expanding, including new lightweight, durable packaging for produce. Flexible pouches and bags, for instance, are increasingly used for items like salads or mixed vegetables.



## From the Hill

If you are a grocery store, pharmacy, convenience store or liquor store in the state of California, you need to know about SB 1046. What is SB 1046? It is a new law that goes into effect this month that requires precheckout bags, including produce bags, to be made of compostable plastic or recycled paper.

Novolex can partner with you to find products that meet your needs and the regulatory obligations in California.

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