Ugly Produce

These are just a few of the news stories inspired by The Harris Poll's August 2016 survey on ugly produce.

_The Wall Street Journal_

Supermarkets Make Stars Out of Weird Apples, Knobbled Carrots and 'Spuglies'

Steve Lutz used to sell banged-up apples for a loss on the juice market. Until the day Wal-Mart called... [Read more].

Source: WSJ.com | Heather Haddon | September 22, 2016

_Supermarket News_

Poll: Americans buy ugly produce because it's cheaper

A new Harris Poll has found price is a top factor when deciding to purchase ugly produce. However, those earning the least are less likely than others to be comfortable eating ugly produce. Of the 28% of respondents who purchased ugly produce in the past year, 61% bought it because it was cheaper than the conventional option... [Read more].

Source: supermarketnews.com | Liz Webber | September 23, 2016

_Food Drive_

Ugly and delicious: Why manufacturers should embrace imperfect produce
Pushing ugly produce has dual benefits for manufacturers: Reducing food waste in the U.S., which is currently astronomical, and aligning with consumers’ demands for more fresh produce. Retailers have been a focus of the ugly produce movement because they tend to sell whole fruits and vegetables directly to consumers... Read more.

Source: fooddrive.com |Carolyn Heneghan | September 26, 2016

**Grocery Headquarters**

**Harris Poll: Appearance Matters to Produce Shoppers**

According to a recent Harris Poll, about eight in ten Americans (81 percent) confirm that appearance (i.e., not blemished or misshapen in any way) is at least somewhat important to them when shopping for fresh produce (i.e., fruits and vegetables), with 43 percent saying it is very or extremely important... Read more.

Source: groceryheadquarters.com |Lindsey Wojcik | September 26, 2016

**The Packer**

**Harris poll on ugly produce shows disconnect between attitudes, action**

A recent Harris poll shows only 28% of more than 2,000 people surveyed said they recalled buying "ugly" produce in the last year — even though 62% of those surveyed said they would be at least somewhat comfortable eating such produce. With retailers Whole Foods, Giant Eagle, Hannaford and Wal-Mart offering such produce in pilot programs, Harris conducted the poll to better understand the trend. Some in the industry say widespread adoption of the movement would be positive in multiple ways... Read more.

Source: thepacker.com |Ashley Nickle | September 28, 2016