

PRODUCE & FLORAL INDUSTRY OUTLOOK

WHAT DOES THE FUTURE HOLD FOR YOU?

2015



7.1 BILLION

Global Population ¹

\$554 BILLION

Economic Impact ²

2.7 MILLION

Employment Impact ²



2050

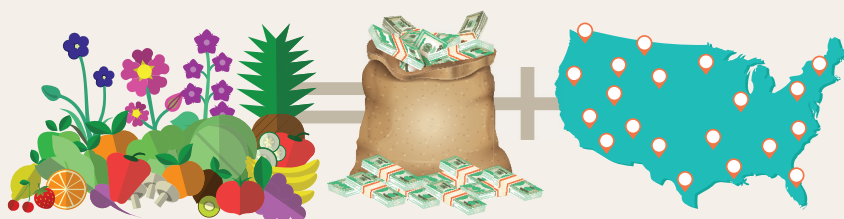


9.6 BILLION

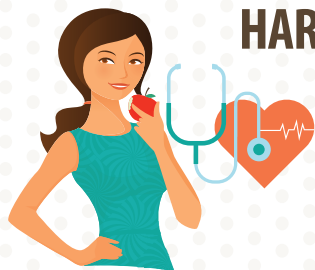
Global Population ¹

PRODUCTION

To keep pace with population growth, food production needs to increase 70% by 2050, increasing our industry's economic and employment impact. ³



HARNESS TODAY'S OPPORTUNITIES FOR FUTURE GROWTH



Health & Wellness

78% of U.S. consumers report an increased interest in reading nutrition labels, paying more for organic products and looking for locally sourced products. ⁴

Technology

52% of U.S. consumers use technology while shopping for groceries. ⁴



Marketing

On average, a child sees 5,500 TV ads for food per year. ⁵



Logistics

70% of the world's population will be living in cities by 2050, increasing the demand for safe, reliable food transportation. ⁶

INCREASED POPULATION + CONSUMER TRENDS = MORE CAREER OPTIONS FOR YOU



1. Department of Economic and Social Affairs. Population Division-World Population Prospects, the 2015 Revision. 2. Produce Marketing Association, (2009, February 17). Economic Reach and Impact of the Fresh Produce and Floral Industry Study.

3. Bharucha, Z. Sustainable Food Production: Facts and Figures 4. Deering, J. (2015, September 4). The Future of the Food Industry. 5. Voiland, A. and Haupt, A. (2010, November 18). 10 Things the Food Industry Doesn't Want You to Know.

6. Wilson, M. (2015, March 12). By 2050, 70% Of The World's Population Will Be Urban. Is That A Good Thing?