

# CONSUMER INSIGHT **BITES**

## TOPIC

Consumer  
Preferences  
for Peaches

## RESEARCH PROGRAM

The Customer Comes  
First: Putting Consumer  
Intelligence to Work  
for Horticulture

## METHOD

**126**

Canadian  
consumers  
answered  
the question:

What is your main  
reason for **not**  
purchasing fresh  
whole peaches?

## KEY FINDINGS

The most common complaint among  
consumers who did not buy whole  
peaches was that they:

**do not like the  
fuzz on the skin  
of peaches**



## TAKEAWAY

Did you know that nectarines are just  
peaches without the fuzz? Same great  
flavour, sweetness and juiciness!



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RESEARCH & INNOVATION CENTRE