

Consumer Trends: Misconceptions About Canned Fruit

TORONTO (CNW) — In celebration of National Canned Food Month this February, the California Cling Peach Board commissioned a new Canadian survey that has uncovered some serious misconceptions about canned peaches.

The survey reveals that almost two thirds of respondents (61% of people who purchase canned peaches and 62% who don't purchase them) think that the canning process adversely affects the nutritional content of peaches. Moreover, 65 percent of those who purchase canned peaches believe the canning process affects the appearance and 70 per cent believe it impacts the flavour.

However, these misconceptions are incorrect. In fact, California cling peaches are picked and packed usually within 24 hours, ensuring they retain their appearance, texture, flavour and nutritional content. The canning process has also been proven to increase key nutrients. According to a study by the Linus Pauling Institute at Oregon State University, canned peaches are higher in antioxidants and Vitamin A and are nearly four times higher in Vitamin C and 10 times higher in folate than fresh peaches.

"Canned California cling peaches are picked at the peak of ripeness and are an excellent source of key vitamins," says Alicia Adler, Export Program Manager for the California Cling Peach Board. "In addition to the nutritional value, California cling peaches are grown and canned in the United States, on family farms, which adhere to the highest agricultural and safety standards, ensuring the freshest peaches make it to shelf."

More Survey Findings

The survey also reveals additional key findings about canned peach users:

- 69% indicate that reducing the sugar content would likely encourage them to buy canned peaches more frequently than they currently do.
- California cling peaches do not contain added sugar. They are packed in water or their own light juice.
- 69% say knowing the peaches came from Canada or the U.S. would likely encourage users to buy canned peaches more often.
- 55% say convenience is what they prefer about canned peaches over fresh.

Canned California cling peaches are ready-to-eat and can be enjoyed year round. They can be eaten on their own or included in a variety of recipes and desserts that the whole family can enjoy.

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About the Survey

From January 14th to January 17th 2014 an online survey was conducted among 1510 randomly selected Canadian adults aged 25-54 who are the primary or shared grocery shopper in their household and who are Angus Reid Forum panelists. Of the total 756 are users of canned peaches who purchased and consumed canned peaches in the past 12 months, and 754 are non-users who have not purchased or consumed canned peaches in the past 12 months, consumed canned peaches in the past and do not reject buying in future. Discrepancies in or between totals are due to rounding.

About the California Cling Peach Board

Established in 1996, the California Cling Peach Board strives to create an environment that enhances the use of the Cling Peach through industry standards, research and innovation. The Board represents all Cling Peach growers in the state, numbering approximately 700. California cling peaches are available at local grocery stores. Be sure to look for "Product of USA" printed on the side of the can. Read more about California cling peaches at www.calclingpeach.ca [1].

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[1] <http://www.calclingpeach.ca/>