
- Advertisement -

Sunkist Growers lays foundation for new organic packaging portfolio

By

Keith Loria

September 13, 2021

As the organic category continues to grow, so does the demand for organic citrus — and it shows no sign of slowing down. That’s why Sunkist Growers, a 128-year-old citrus cooperative and its growers, continue to invest in organic citrus operations.

For over 15 years, the grower cooperative has been a proud supplier of USDA-certified organic citrus.

“Over the years, the organic citrus category has evolved through demand and the organic citrus variety available to shoppers,” said Christina Ward, director of global brand marketing for the Valencia, CA-based company. “Naturally, we have added new varieties to our portfolio throughout the last decade, and we continue to offer seasonal varieties throughout the year to meet increasing demand.”

The company is looking forward to celebrating its broad portfolio of organics, including Navel, Cara Cara and Valencia oranges, Minneola tangelos, mandarins, grapefruit, lemons and limes at this year’s Organic Produce Summit.

“At the Organic Produce Show, we will have a vibrant display of our seasonal favorites, along with a look at our new packaging and merchandising materials for the Sunkist organics line of juicy citrus,” Ward said. “Naturally, we are here to support our retailer partners with the most robust organic portfolio we can offer. Organic Produce Summit is a great opportunity to discuss all the growth drivers and innovations across the industry.”

Sunkist will be exhibiting at booth No. 245 and looks to share category insights with organic citrus



buyers to expand the category.

“Industry trends reveal that organic food sales saw record highs in 2020, with total U.S. organic citrus sales up 20 percent in the last 52 weeks (ending July 18, 2021), outpacing conventional citrus growth,” Ward said.

“Sunkist is more than ready to meet these demands as we offer the largest and most consistent supply of organic citrus available year-round. Paired with an ample supply of conventional citrus, Sunkist is prepared to supply our customers’ entire organic citrus program.”

When preparing a strategy for the show, Sunkist looks at industry trends, consumer behavior and other relevant data, and aims to address all of those factors while also staying true to its Sunkist brand.

“We’re ready to share and educate citrus shoppers on what makes Sunkist organic citrus the best choice,” Ward said. “To do so, Sunkist offers a wide array of organic packaging solutions, a complete merchandising program and marketing support to help retailers capitalize on the organic

category.”

In fact, Sunkist’s new organic packaging will be making its debut this season.

“We’ve laid the foundation of our new packaging portfolio for our entire assortment of organics in the past year, starting with updated pouch bags for Sunkist Organic Lemons,” Ward said. “The new packaging design is uniquely distinguished by the iconic Sunkist lollipop logo.”

According to a study with Gen Z and Millennial consumers, Sunkist’s retro lollipop logo brought about positive emotions, with more than half of the respondents saying it made them “happy” “joyful” and “hopeful.”

The retro logo also speaks to the natural and sustainable farming practices used by Sunkist growers in order to produce USDA-certified organic citrus.

“Eating well is still very important to consumers all over,” Ward said. “As a result, shoppers are making thoughtful choices about their produce. We have a lot to talk about when it comes to the health benefits of Sunkist citrus. We’ll also be talking about new shopper behaviors, the category management data driving our FY22 marketing strategies, and our new packaging.”

With a new season around the corner, there is just so much to be excited about, and it can be summed up in just one word — citrus.

[Print](#)