



## **AI: From Curiosity to Capability**

**Building a Smarter Future for  
Fresh Produce Intelligence**















Global. Perishable. Data-driven.



# GLOBAL INTELLIGENCE

## *INTERNATIONAL FRESH PRODUCE ASSOCIATION*



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Coordinator

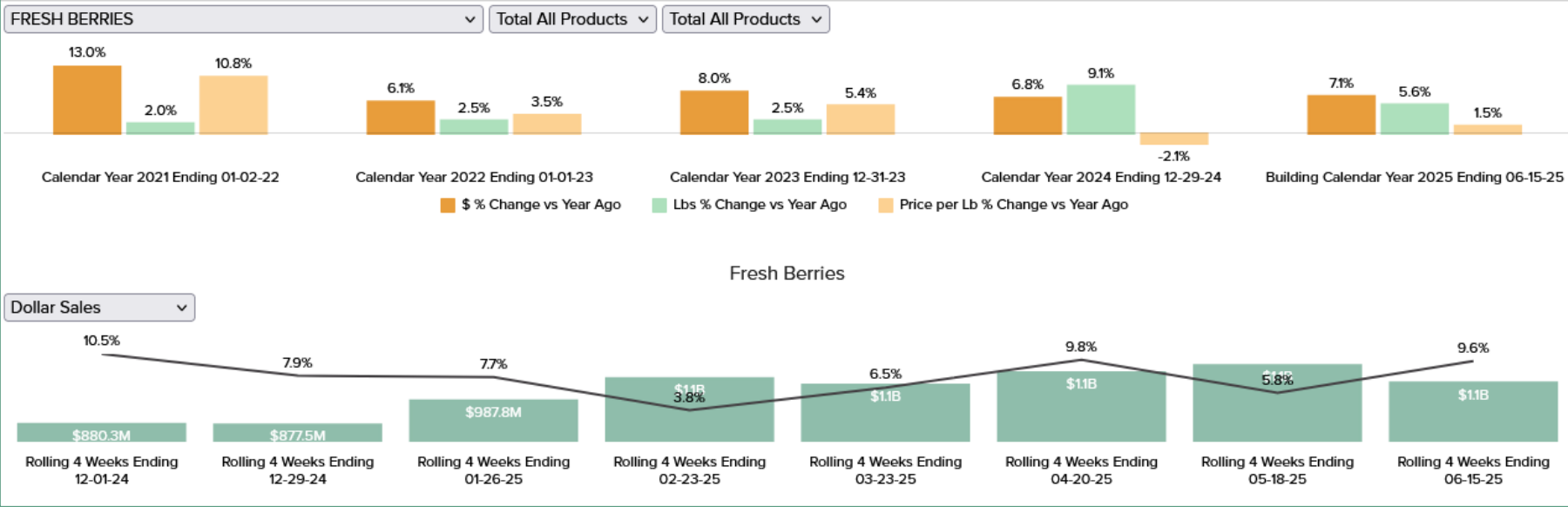


**Rachel Blake**  
Manager



# We Had Data, But it Wasn't Enough

**Fresh Berries 2025: Dollar sales up 7.1%, volume up 5.6%, price per volume rises 1.5%—steady growth across all measures vs prior years.**



# Too Much Data, Not Enough Direction

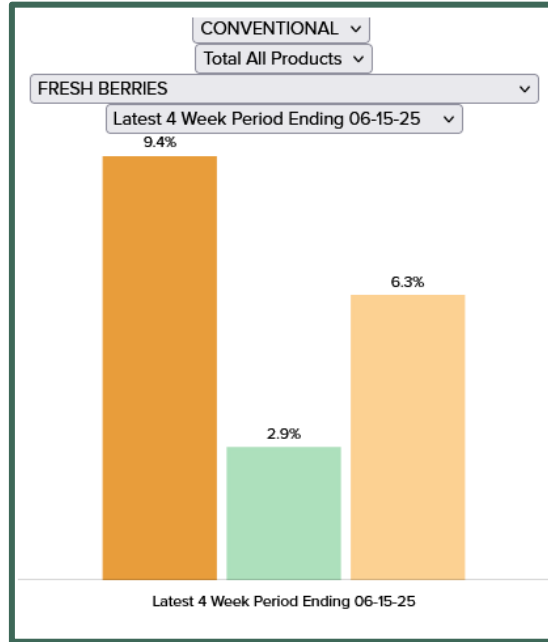
— *Members craved clarity, not complexity.*





## From Data Dump to Decision Driver

— *Delivering not just access, but actionable intelligence.*



Hello! I'm FruitBot.  
How can I assist you  
today?

How did berry sales in  
June compare to last  
year?

...



Curiosity → Capability



# Redesigning for Integration

*- Turning Consumer Trends into Assistant-Ready Data*



RESEARCH



DATA



CONDITIONS



EXAMINATION



METHOD



IN-DEPTH



ANALYZING

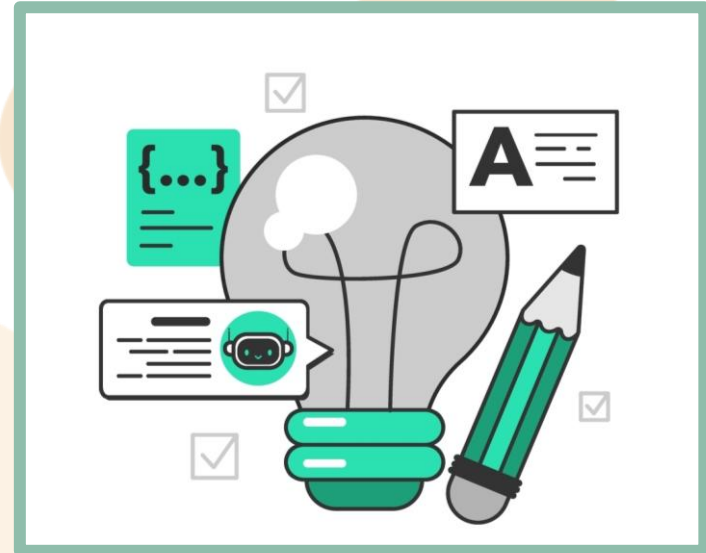


RESULT





# Using AI to Build the AI



# Fresh Take on Consumer Trends



# How AI is Changing Member Experience

What motivates Gen Z consumers in the U.S. to buy fresh produce?

Gen Z consumers in the U.S. are primarily motivated to buy fresh produce to **maintain a healthy lifestyle**, with this reason cited by **75%** of respondents in this demographic. Additionally, **54%** of consumers consider **sustainability attributes, such as growing methods and packaging materials**, when making their purchasing decisions. Retailers and growers should emphasize the **health benefits and sustainability** of their products to align with Gen Z's values and preferences.





# The details



PLATFORM



VECTOR  
STORE



PROMPT  
ENGINEERING



THE DATA  
LAKE



# Ask, Understand, Act

How did berry sales in June compare to last year?

In June, **\$7.9 billion** in berries were sold at retail in the US. This is up **1.5% over June 2024**. This increase is primarily a result of price increases, as **volume was only up 0.4%**



# Smarter, Together: Your Turn to Build!

- *Urgency*
- *Efficiency*
- *Quality*

