Sales & Utilization Analysis

FOR A NATIONAL COMMODITY BOARD

Combined retail, foodservice and trade data into an annual view of industry volume, product mix and channel performance to explain gains, losses, and shifts in demand.

01 **A unified view of industry volume**
Integrated Circana/Nielsen retail data, Technomic foodservice estimates, and trade data to size domestic sales and U.S. utilization.

02 **Different forms, a common measure**
Applied fresh-weight conversions, coverage adjustments, and ingredient estimates to compare volume across forms in millions of pounds.

03 **The drivers behind the headline**
Separated retail, foodservice, and trade contributions to show where gains and losses originated and how they affected total volume.

04 **A closer look at demand shifts**
Analyzed product forms and foodservice segments to pinpoint sources of change that an industry-wide total could obscure.

05 **An annual benchmark for the industry**
Tracked year-over-year and longer-term trends, documenting data changes to support interpretation and industry planning.

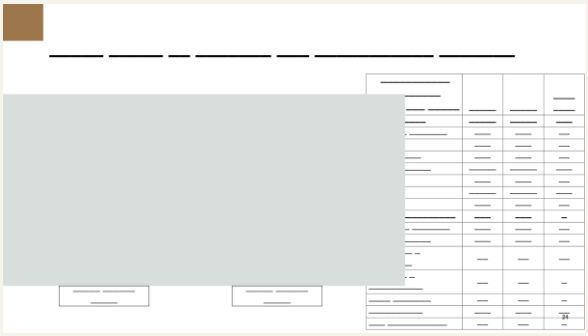
REPORT EXCERPTS



Industry volume accounting



Product and channel performance



Foodservice segment detail

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