



United States Of DIY: Nearly Half Of All Millennials Are Interested In Canning This Summer

July 21, 2015

57% of Americans Have at Least One Mason Jar in their Home

FISHERS, Ind., July 21, 2015 /PRNewswire/ -- In a return to our culinary roots, Americans across the country – most notably millennials - are turning to home preserving this summer to preserve and savor all the delicious flavors of fresh grown produce. Research conducted by ORC International on behalf of the iconic Ball® brand canning line determined that nearly half of all millennials (49%) are interested in canning this summer and the primary reason is because they love cooking and canning seems fun (38%). This research also found that 68% of Americans would rather make their own fresh foods than purchase store bought. Here's more on what Americans will be enjoying this season and beyond.

Pick a Pickle

Red state or blue state, it doesn't matter because we're all green! Almost everyone likes pickles (86%), especially Baby Boomers (90%). Dill has universal appeal, and is favored more than 2 to 1 over any other kind of pickle. Bread & Butter comes in distant second (21%), though only 12% of millennials pick Bread & Butter as their favorite.

Forty-one percent of Americans say their favorite way to eat pickles is on a sandwich or burger, though straight from the jar is a close second (39%). Interestingly, busy households with kids ages 13-17 are more likely to eat them right out of the jar (42%) vs. on a sandwich (34%).

While nearly everyone knows you can pickle cucumbers (84%), the majority doesn't know or think about pickling other foods. Most people (84%) didn't know or think they could pickle crabapples, but the newly released 37th edition of the Ball Blue Book has over 30 recipes for pickling alone, including Crabapple Pickles.

Jam vs. Jelly

One indicator that we could all use a little more time getting to know our food is the jam vs. jelly trivia question. A full one-third of Americans don't know the difference between jam and jelly. Jam refers to a product made with cut or crushed fruit, while jelly refers to a type of clear fruit spread simply using the juice form of a fruit or vegetable.

Not surprisingly, 64% of canners know the difference, and regionally Midwesterners were more inclined to identify the correct answer (52%). Despite the confusion, 81% of Americans agree that homemade jam tastes better than store bought. In fact, for those planning to can this summer, [strawberry jam](#) is the most popular recipe (61%).

United States of Produce

Fruit reigns supreme for Americans as four out of five of American's favorite summertime produce items noted were fruit: watermelons (32%), berries (18%), peaches (14%) and tomatoes (11%). Regionally, peaches are more popular in the West and South coming in second ahead of berries.

One great use for tomatoes is [homemade fresh salsa](#), a perfect canning recipe for new and seasoned canners. While 91% of Americans eat salsa, preference on heat level is pretty split: Mild is preferred in the Midwest (36%), but Hot is preferred in the South (24%) and West (22%). Millennials also like to spice it up and were significantly more interested in Hot salsa than Baby Boomers (26% vs 17%).

Taste for Adventure

Along with a renewed interest in home canning, Americans are branching out as 47% expressed interest in some form of preserving food beyond canning, including dehydrating (26%), smoking (21%), brewing (15%) and cheese-making (13%). Again, millennials lead the pack in exploring homesteading activities and are even more likely to seek out DIY methods as a whopping 60% expressed interest.

Survey Methodology

Online quantitative survey conducted among a sample of 1,019 adults 18 years of age and older, fielded June 8-10, 2015.

About Jarden Corporation

Jarden Corporation is a well-diversified, global consumer products company with a portfolio of over 120 trusted, quality brands. Jarden's record of strong financial performance and organic growth is supported by a focused operating culture coupled with value enhancing acquisitions and shareholder focused capital allocation. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Envirocooler®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, Millefiori®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex®, Yankee Candle® and YOU®; Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, Dalbello®, ExOfficio®, Fenwick®, Greys®, Gulp!®, Hardy®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, PENN®, Rawlings®, Shakespeare®, Squadra®, Stearns®, Stren®, Trilene®, Volk® and Zoot®; and Consumer Solutions: Bionaire®, Breville®, Cadence®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rainbow®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®. Headquartered in Florida, Jarden ranks #348 on the Fortune 500 and has over 30,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

©2015 Hearthmark, LLC dba Jarden Home Brands. All Rights Reserved.
Distributed by Hearthmark, LLC dba Jarden Home Brands, Fishers, IN 46037.
Hearthmark, LLC is a subsidiary of Jarden Corporation (NYSE: JAH).
Ball®, TMs Ball Corporation, used under license.

All other trademarks used herein are the property of their respective owners

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/united-states-of-diy-nearly-half-of-all-millennials->

[are-interested-in-canning-this-summer-300116284.html](https://www.fox.com/story/are-interested-in-canning-this-summer-300116284.html)

SOURCE Jarden Corporation

Kelsey Revens, 360 Public Relations, (617) 585-5794