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MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT  
**7th Annual**

# MASTERS OF MERCHANDISING





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**7th Annual**

# MASTERS OF MERCHANDISING

**E**very once in a while, the opportunity presents itself to do well while also doing good. Such is the case with this, our seventh annual Masters of Merchandising supplement. The industry owes a tip of the hat to the collection of industry leaders who elected to invest with us in a marketing vehicle that is both promotional and educational.

Each vendor worked hard to produce a piece of advice for the industry on how to more effectively merchandise the product category at hand. By sharing knowledge acquired while working with retailers throughout North America, these vendors help retailers move more product, help producers find outlets for production and help the world by encouraging a more healthful diet.

Increasing sales of fruits and vegetables is more than a matter of big pronouncements, such as the *Fruits & Veggies — More Matters!* program. Sales in general can increase only if sales of specific items increase. That means knowing how to build consumer trial and how

**As retailers consolidate, they are in a position to expect more support from producers, and intellectual capital is just about the most valuable support one can provide.**

to offer the most effective assortment; it means knowing how to market things on a day-to-day basis and how to do some out-of-the-box things just to keep consumer interest high.

Retailers, please take the time to review this offering carefully. When did you last think about how to increase sales of pluots? Or plantains? Or leafy greens? Here is a chance to think of things in a different way. When did you last really consider how to best sell bananas — was it when you were a produce department manager 10,

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20 or 30 years ago? Here is an opportunity to revisit old subjects with a different perspective.

The sponsors of this year's *Masters of Merchandising* section are a special breed. We spoke to many producers who declined to participate, saying they simply had no idea how to merchandise their own items effectively. When we offered to help them research the matter, we encountered all too many vendors who said, "That is the retailer's problem; we just book loads."

Merchandising is everyone's problem, and in the produce industry, *The Times, They Are A-Changin'*. As retailers consolidate, they are in a position to expect more support from producers, and intellectual capital is just about the most valuable support one can provide.

There is always a temptation to try to keep knowledge tightly protected and controlled, but oftentimes what goes around comes around, and in sharing their knowledge, our sponsors are giving the industry a great gift. May it return to them many times over.

As an added service to our retail readers, we're printing additional copies of this guide, so if you would like extra copies of the 2008 *Masters of Merchandising* supplement to give to your colleagues, please fill out the

form below and fax or mail it to us. For the cost of shipping and handling, we'll send you up to five supplements, so they will be available on a first-come basis.

If you require larger quantities for distribution to store-level personnel, please call our offices at 561-994-1118 for information on customized reprints.

**pb**



**YES,** please send me \_\_\_\_\_ copies of the *Masters of Merchandising* supplement  
 Cost: \$5 for one copy, \$10 for 5 copies. Amount enclosed \$ \_\_\_\_\_

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### RECOMMENDED DISPLAY IDEAS

Focus on advertising local, buying local and supporting your local agricultural community. Two thirds of North America's population lies within 600 miles of NY's apple orchards, which means that New York apples can be delivered more quickly and use less energy to get them to more people than apples grown elsewhere.

### POINT-OF-PURCHASE/SIGNAGE

NYAA provides some of the best point-of-purchase materials in the industry. We use creative messaging to communicate with consumers in English and Spanish. We support COOL and we proudly display on our signage *USA Apples!*

### VARIETY AND AVAILABILITY GUIDE

The NYAA supplies the best apple variety guide available. Our 10-page *New York State Apples to Apples Guide* not only gives information on New York's 20 most popular varieties but also offers nutritional and health facts, apple usage and storage tips, seven tasty apple recipes and cider tips and recipes. The Guide is packaged in a high-graphic display ready carton allowing the retailer to open and place directly at the apple display.

### PROMOTIONAL/ADVERTISING IDEAS

The NYAA offers creative and customized promotional programs for retailers to use to increase apple sales. Our main focus is to sample our apples at store level and to use cause marketing to encourage customers to choose New York apples. Over the years, we have teamed up with the American Cancer Society to promote good eating and the



## QUICK TIPS

**1 Market apples as a grab-and-go snack item by placing popular varieties in baskets around the store, near the sandwich or sub bar, or at checkout. If stores have carryout counters or a coffee counter, provide customers with the chance to buy healthful, nutritional fresh apples — a grab-and-go snack. In today's world of obesity, customers can always be reminded how a fresh apple, individually priced, is a great alternative to a higher calorie or higher fat snack.**

health benefits of eating apples. We have promoted numerous research studies about helping to prevent cancer by eating more fruits and vegetables, and more apples. Each March we raise cancer research funds through the sale of New York apples and by teaming up with retailers to communicate the message to customers: "Buy New York Apples and help Beat Cancer. Eating NY Apples is the easy way to protect your family everyday!"

This year the NYAA teamed up with our registered dietitian and nutritionist, Linda Quinn, M.S. R.D., to release our *New York Apple Advantage* book, a sensible guide to healthful eating. This 36-page book includes a plan to help guide your eating habits by incorporating more apples into your daily diet. It incorporates healthful recipes, work-out schedules,

suggested shopping lists, and addresses the high protein and low carb crazes in addition to offering a plethora of health information. Presently available on line at [www.nyapplecountry.com](http://www.nyapplecountry.com).

### DISPLAY CARE AND HANDLING

NYAA offers retailers a 13-minute DVD designed to help train and educate produce personnel on the proper handling of fresh apples, from the back room to the point of sale.

### CROSS-MERCHANDISING OPPORTUNITIES

Along with more traditional products, this year we recommend cross-merchandising the *New York Apple Advantage* book in the produce department. It is an excellent way to help educate your customers on why they should be eating more apples — and buying them from you.



## Out-of-the-Box PROMOTIONAL IDEAS

✓ Find a way to promote the *New York Apple Advantage Book* as a premium to customers, such as "Purchase eight pounds or more of apples and receive a free book." The NYAA will provide the publication to the customers.



*FROM BLOSSOM TO AWESOME ...*

**MILLIONS OF LOCAL BRANCHES**

# *near* YOU

Did you know that 2/3 of the population of North America lives within 500 miles of New York State? That means millions of people can get New York apples fresher and faster than from anyplace else! So the apples they love for eating, baking, salads, sauce and recipes arrive crisper and tastier. Plus, shorter shipping and travel times help save energy and protect our environment.



[WWW.NYAPPLECOUNTRY.COM](http://WWW.NYAPPLECOUNTRY.COM)

Reader Service # 92



**KINGSBURG ORCHARDS**  
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Sales@kingsburgorchards.com



**RECOMMENDED DISPLAY IDEAS**

Though apple pears, pluots and white-fleshed stone fruit may appear to be unrelated, there are several characteristics uniting them:

- 1) All of these items are upscale alternatives to the conventional items sold in the produce department. Therefore, they are extremely effective at positioning your department and store as leaders in variety and in keeping consumer interest.
- 2) These items are relatively unknown to consumers so when merchandising, you should always have them sliced open so consumers can see their interiors. This is particularly important for the white-flesh fruit, where the marketing key is the distinction of the flesh.
- 3) Many specialty items are interesting but lack the flavor necessary to bring back the consumer for more. The flavor of apple pears, pluots and white-fleshed stone fruit, however, is delicious and interesting. As such, sampling and demos are to be highly recommended.

All three of these items offer the retailer the chance to increase the total dollars spent in the produce department by offering consumers a higher priced, higher value alternative. The key is to merchandise the items to emphasize their distinction and quality so the consumers are happy to pay more.

**POINT-OF-PURCHASE/SIGNAGE**

In thousands of letters received from consumers who have sampled apple pears, pluots and white-fleshed stone fruit, the three most-used descriptions are: 1) great tasting, 2) juicy and 3) crunchy. Signage reflecting these attributes will increase impulse sales.

**VARIETY AND AVAILABILITY GUIDE**

Apple pears are available year-round, with supplies mainly coming from California, Washington, Oregon, Chile, Japan and New Zealand.

Pluots are available May through September.

White-fleshed peaches and nectarines are available May through September.

**PROMOTIONAL/ADVERTISING IDEAS**

Promoting these items can be fun! Lots of interesting stories can be told of how Mr. Plum met Miss Apricot and how the delicious pluot was born. Consumers love apricots and plums for their uniqueness. Now you can give consumers a little twist of the unique flavors of a plum with the special characteristics of an apricot. Displays having pluots centered with plums on one side and apricots on the other illustrate the bridge between

**QUICK TIPS**

- 1 **Color splash. Give your produce display some color. Carry multiple pluot varieties at once. All different, all delicious!**
- 2 **In-store demos: One bite of our fruits and you're hooked!**
- 3 **Cross-merchandise: Asian pears and pluots are great in salads and desserts.**

the two stone fruit varieties.

For apple pears, retailers can conjure up images of an exotic voyage of the apple pear coming across the ocean to North America.

White-fleshed peaches and nectarines also have a unique story to tell: Instead of Mother Nature taking the time to make the fruit colorful, all her efforts are put into the flavor of the fruit.

**RIPENESS RECOMMENDATIONS**

Apple pears, pluots and white-fleshed stone fruit are picked with optimum ripeness and will retain high sugar levels throughout the sales process. These tree-ripe fruit are sweet and crunchy all the way to the consumer's counter.

**DISPLAY CARE AND HANDLING**

Remember, as in all fruit, apple pears, pluots and white-fleshed stone fruit are perishable, so



work your displays accordingly. At Kingsburg Orchards, we go to great lengths in the field to harvest the fruit in cotton gloves, wrap the fruit in tissue, place the fruit in small individual boxes so the fruit does not bruise and then transport the fruit on smooth-paved roads to take them to our state-of-the-art packing facility.

At store level, merchandisers should show great respect for the fruit, by not dumping the fruit from the box, but hand-placing the fruit in order to continue the chain of presentation all the way to the consumer.

**CROSS-MERCHANDISING OPPORTUNITIES**

Not only are apple pears, pluots and white-fleshed stone fruit perfectly suited for eating out-of-hand, but they are also excellent dessert items. All three fruits offer a unique taste many dinner guests may not be familiar with, so the following suggested dessert options and complementary product pairings will encourage sales:

- After dinner, try fresh apple pears with Stilton cheese.
- Pluot and white-fleshed fruit tarts — don't forget the pie shells.
- Fruit suspended in gelatin.
- Pluot and white-fleshed fruit sorbet makings
- Ice cream goes well with apple pears, pluots and white-fleshed stone fruit. Offer coupons attracting shoppers to the frozen dessert aisle and vice versa.
- A new twist on salads these days is incorporating sweet fruit in mixed-greens salads. All three of these fruit lend themselves well to salads.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ **Grower guarantee! Our family growers guarantee with every bite of our exclusive fruits, your shoppers will encounter a "wow" experience. If not, have them fill out our "wow" guarantee card and one of our growers will hand select and mail a box that will go to their home. Create a nothing-to-lose mindset in your produce department.**

# KINGSBURG ORCHARDS: ALWAYS FIRST TO THE PLATE



Kingsburg Orchards leads the league in shipping the season's first peaches, nectarines, apricots and apriums. This year, we're introducing new proprietary varieties with phenomenal early-season flavor. Nurtured by the unique growing conditions in the Kettleman region of central California, they're surefire All-Stars.



*The Flavor Farmers*

P.O. Box 38 Kingsburg, CA. 93631 • ph 559-897-2986 • fax 559-897-4532 • [www.kingsburgorchards.com](http://www.kingsburgorchards.com)



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 www.oceanmist.com



**AVAILABILITY**

Ocean Mist Farms is the only year-round grower of fresh artichokes. Three growing areas allow us to have a 52-week harvest schedule.

The peak of the annual Castroville, CA, crop will start in March and go through the end of May. Traditionally, the larger sizes peak at the front end in March and April with the smaller sizes peaking in April and May.

- **APRIL:** Heavier volume on larger sized artichokes (12-18-24 count)
- **MAY:** Heavier volume on medium and baby sized artichokes (30- to 36-count and baby sizes)

We suggest retailers utilize the variation of the crop volume (by size) to maximize their sales.

**PROMOTIONAL IDEAS: HOLIDAY PROMOS**

Artichoke sales exhibit sharp peaks in volume and dollars during holiday weeks and elevate from February through May, including the following holiday weeks: Valentine's Day, Easter, Mother's Day and Memorial Day.

**RECOMMENDED DISPLAY IDEAS**

Most artichoke shoppers (72 percent) prefer to purchase individual artichokes from bulk displays. This preference increases with age and income.

**BEST PRACTICES FOR MERCHANDISING ARTICHOKES**

Shoppers say the quality of artichokes on display is the single most important factor when deciding to buy artichokes. Top 5 Reasons for impulse sales of artichokes:

- On sale/price reduction – 29 percent
- Attractive display caught my eye – 22 percent
- In-store advertising – 14 percent
- Coupon – 10 percent
- Signage in the store – 8 percent

**KEY CATEGORY TRENDS**

Artichoke household penetration is approximately 30 percent nationally, at



approximately the same level as Brussels sprouts.

With less than half of consumers making the decision to buy at the store, it increases the importance of reaching out to consumers at home on artichoke usage, nutrition and preparation.

The antioxidant level of fresh artichokes seems to present a potentially powerful sales opportunity.

Seventy-nine percent of survey respondents said the fact artichokes are higher in antioxidants than any other vegetable will have a significant impact on future purchases.

Seasonality shows Memorial Day weekend the second biggest event of year. Opportunity exists to capitalize on key grilling occasions such as Memorial Day, Fourth of July and Labor Day weekend.

**TRENDS IN ARTICHOKE PACKAGING**

More than half (54 percent) of consumers who buy packaged artichokes say it is because they are more convenient. Others purchase packages because of perceived value (31 percent).

Ocean Mist offers the following clamshell packs:

- 4-count (48- or 36-count size artichoke)
- 6-count (36-count size artichoke)
- 9- and 12-count baby size artichoke

Other artichoke trend items:

- Organic Artichokes
- Long Stem Artichokes

Both have Large Hang Tags with UPC code and cooking instructions.

**CROSS-MERCHANDISING IDEAS FOR ARTICHOKES**

Promote the "Edible Flower" for Valentines or Mother's Day.

Cross-merchandise the following items:

- Lemons
- Mayonnaise
- Olive oil and balsamic vinegar
- Stuffing Items such as Brie or Gouda cheese with bread crumbs

**RETAIL PROMOTIONAL TIPS**

Retailers can build sales by converting occasional purchasers into everyday consumers. Strategies include:

- Reducing discount percent on some promotions while maintaining a few "hot" promotions to generate excitement
- Heightening visibility of the category with POS messaging
- Increasing display space with secondary display locations to get artichokes into more consumers' minds and into their shopping carts

**DISPLAY IDEAS AND TIPS FOR RETAIL**

The photo(below right) shows how a great display showcases the artichokes attractiveness and color.

Go to our merchandising Web page for ideas: [www.oceanmist.com](http://www.oceanmist.com)



**POS OPTIONS**

For the winter season, use Frost-Kissed signage to educate the consumer on frost-kissed artichokes.



Go to our Web page to learn more on Frost-Kissed artichokes: [www.oceanmist.com](http://www.oceanmist.com)

**ANTIOXIDANTS**

Promote the health benefit message of artichokes — cooked artichokes have more antioxidants than any other vegetable.

Go to our Web page to learn the facts on antioxidant content: [www.oceanmist.com](http://www.oceanmist.com)







The Ultimate  
Eating Experience...

## ... An Ocean Mist Artichoke.

Ocean Mist Artichokes boast a robust flavor you won't find anywhere else. The superior edibility, meatiness, and heart size elevates our artichokes to an exemplary level you – and your customers – deserve.

And because appearance is just as important as taste, our leaf count is unparalleled, the color, shape, and weight of our artichokes leave the competition in the dust.

There's simply no substitute for an Ocean Mist Artichoke!



[www.oceanmist.com](http://www.oceanmist.com)



**CALIFORNIA AVOCADO COMMISSION**

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**KEY STRATEGIES TO INCREASE SALES**

- Offer a 2-size program
- Merchandise bagged avocados
- Promote and advertise RIPE California Avocados frequently

**WHAT MAKES THIS CATEGORY IMPORTANT TO THE PRODUCE DEPARTMENT?**

- Consumer demand continues to climb with retail sales growing in every region of the country
- Consumption of one billion pounds annually is the norm — and growing

**PROMOTIONAL/ADVERTISING IDEAS**

Special occasions and events drive avocado sales: Final Four Basketball, Cinco de Mayo, Mother's Day, Memorial Day, Father's Day, Fourth of July, Labor Day, St. Patrick's Day, Tailgating opportunities, World Series, Thanksgiving, New Years, Super Bowl, and local events and celebrations

**Ripeness Recommendations**

- Advertise and display Ripe California Avocados to capitalize on your shoppers' demand for ripe avocados (as much as four to one over firm fruit)\*
- 77 percent of shoppers purchasing avocados plan to eat them within 48 hours\*

**RECOMMENDED DISPLAY IDEAS**

- Display California Avocados in a large prominent, permanent location and in a secondary impulse location to boost shopper awareness and sales
- Bagged avocados make an excellent secondary SKU and can generate sales of up to 53 more units per store, per week than stores without bags\*
- A 2-size strategy (selling both large and small size avocados) can increase category volume and sales by nearly 100 percent\*
- Avocados stickered as "RIPE" can outsell non-stickered fruit by as much as 28 percent\*
- When advertised and promoted, "RIPE" stickered avocados can increase sales by 44 percent\*



**QUICK TIPS**

- 1 The time is right to Insist on California Avocados**
- 2 Visit [CaliforniaAvocado.com/retail](http://CaliforniaAvocado.com/retail) for all your merchandising information, materials and retail support**
- 3 Order *Hand Grown in California* POS materials to drive demand**

**SIGNAGE**

- Use *Hand Grown in California* POS materials to increase shopper awareness and help boost sales
- Use "RIPE" and "Ready to Eat" signage on displays of RIPE California Avocados
- Feature recipes and usage ideas to spark consumer purchase
- Draw attention to displays of Organic California Avocados with point-of-sale signage

**NUTRITION**

Provide shoppers with nutritional information to encourage purchase:

- One-fifth of a medium avocado, or about one ounce, has 50 calories and contributes nearly 20 beneficial nutrients to the diet
- Avocados contribute nearly 20 vitamins, minerals and phytonutrients. Phytonutrients are thought to help prevent many chronic diseases,
- Avocados contribute nearly 20 vitamins, minerals and phytonutrients, including 4 percent of the recommended Daily Value (DV) for vitamin E, 4 percent vitamin C, 8 percent folate, 4 percent fiber, 2 percent iron, 4 percent potassium, with 81 micrograms of lutein and 19 micrograms of beta-carotene
- Avocados act as a "nutrient booster" by enabling the body to absorb more fat-soluble nutrients, such as alpha- and beta-carotene as well as lutein, in foods that are eaten with the fruit
- Visit [CaliforniaAvocado.com/healthy\\_living/nutrition](http://CaliforniaAvocado.com/healthy_living/nutrition) for complete details

**CROSS-MERCHANDISING OPPORTUNITIES**

- California Avocados provide excellent cross-merchandising opportunities with grocery and produce items to maximize sales opportunities: bagged salads, limes, lemons, peppers, tomatoes, chips and snacks, sandwich and hamburger items, soups, pizzas, ethnic foods, wines and more

**DISPLAY CARE AND HANDLING**

- Rotate and refresh displays daily
- Never display avocados near misting systems, on wet-racks or on refrigerated displays below 42°
- Handle avocados gently to avoid bruising

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

- Bring the avocados inside the store immediately upon arrival
- Place boxes with soft fruit on top and those with hard fruit on the bottom
- In general, firm preconditioned fruit can be held at room temperature for three to five days and breaking-to-ripe fruit for two to three days
- Breaking and ripe fruit may be stored in a cooler
- Avoid chill damage; do not store hard, non-breaking fruit below 45° F

**VARIETY AND AVAILABILITY GUIDE**

- Hass avocados represent over 96 percent of the total avocado category volume\*
- Other delicious California varieties include Lamb Hass (a summer Hass-like variety), Bacon, Gwen, Fuerte, Pinkerton, Reed and Zutano
- Organic California Avocado production continues to rise as consumer demand for organics increases

**Contact the California Avocado Commission for more information about:**

- Nutritional research and studies
- In-store ripeness audits
- Best practices merchandising research
- Avocado business reviews
- Promotional opportunities
- Co-marketing programs
- Customized promotions
- Point-of-sale material
- Consumer advertising

**Insist on California Avocados**

\*Based on California Avocado Commission Best Practices Research

CALIFORNIA AVOCADOS  
**HAND GROWN**  
FROM THE MILES FAMILY  
TO YOU



**I**t's a perfect balance. Mother Nature provides warm sun, cool ocean breezes and rich fertile soil. And the Miles family generously supplies the time and nurturing hands to grow fresh California Avocados.

On the Miles family farm in Ventura County, it is not unusual to see Emily and Bradley walking through their groves in the morning, carefully inspecting each tree. It is this attention to detail, combined with eco-friendly, sustainable farming practices that ensures that hand grown goodness is in every California Avocado they send to market. This same care and concern for quality is in every California Avocado retail marketing and merchandising program—hand crafted with you and your customers in mind.

Visit [CaliforniaAvocado.com/retail](http://CaliforniaAvocado.com/retail) or contact the California Avocado Commission Merchandising Department for more information at (800) 344-4333.

*Insist on California Avocados*





**BROOKS TROPICAL**  
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**INCREASE AVOCADO CATEGORY SALES WITH SLIMCADOS**

It's the green-skinned avocado from Southern Florida with less fat and fewer calories.\* The SlimCado's large size complements your current avocado offering, grabbing attention from the value-conscious customer and even the dieter – normally an infrequent visitor in the avocado aisle. Don't forget your Hispanic shopper, who will appreciate having a wider selection of a favorite fruit.

It's an avocado aficionado's dream, eating more avocados with fewer worries about fat and calories — mashing, slicing, dicing or scooping to their hearts content, adding the distinctive light avocado taste to:

- Green salads — morsels of SlimCados when tossed in make each forkful more delectable.
- Hot soups — cold cubes of these avocados floating on the top push the soup's zest appeal over the top.
- Chunky guacamole — mashed, SlimCados become the party favorite of the buffet table.
- Sandwiches or hamburgers — diced into sandwich spreads or sliced thin to top the feast, these green-skinned avocados make bagged lunches hard to beat.
- SlimCado bowls — cut in half and filled with your favorite seafood salad, SlimCados give a new meaning to dishing it out.
- And finally, there's the simple joy of a Florida avocado cut in half with just a squeeze of lime on top and eaten with a spoon.

So it's official, avocados aren't just for parties. Any meal can be made into a little celebration with SlimCados. Besides being lower in fat and calories, the Florida avocado is also rich in vitamin A, high in potassium and cholesterol free. SlimCados are not genetically modified — they come by these characteristics naturally.

**PROMOTIONAL/ADVERTISING IDEAS**

Make a big splash in mid-July to kick off the SlimCado season. Look for promotional volumes of 12-count fruit in July and 10-count in August — just in time for chopping up into salads that make their yearly debut during summer barbecues.

Play up how SlimCados add gusto to the guacamole, hamburgers and salads of tailgate parties. The Florida avocado's tropical taste goes well with autumn's typical fare.

And don't forget, traditional holiday favorites, which can be high in calories and fat. SlimCados make a healthful alternative side dish for those special meals.

**DISPLAY CARE AND HANDLING**

Display enough to sell in one day, roughly 15 to 30 pieces (depending on the traffic in your store).

**QUICK TIPS**

- 1 Make sure customers know the SlimCado stays green as it ripens. To determine ripeness, give it a squeeze and if it gives a little, it's ready to eat.**
- 2 Keep Slimcados cool but not cold. To ripen, keep them at room temperature. Communicate this to your customers as well.**
- 3 Retail customers and culinary professionals can find great recipes and tips at Chef's Corner on the Brooks Tropicals Web site.**
- 4 Easy to access nutritional information is also available on the Brooks Tropicals Web site, along with additional care and handling information.**

When replenishing, rotate any leftover day-old fruit to the front. Remember, avocados are sensitive to ethylene.

**OPTIMUM SHELF LIFE**

Brooks' Continuous Cold Chain<sup>®</sup> keeps SlimCados at their best from the field to your store. The first link in the chain is the hydro-cooling that is done immediately after harvesting. Hydro-cooling takes the tropical heat out while keeping the fruit's freshness in. The chain continues with these green-skinned avocados being stored in dedicated coolers set at optimum temperature and humidity levels. The final link is the refrigerated loading docks that allow SlimCados to be shipped to your store at optimum freshness.

As the largest grower, packer and shipper of green-skinned avocados, Brooks Tropicals has a reputation for delivering this fruit with the best in shelf life. SlimCados have approximately a 4-day shelf life with the fruit being ready to eat for another one to two days.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Store SlimCados by keeping their environment cool and humid, between 42° and 48° F. Do not store below 40° F. Optimum humidity is between 85 percent and 95 percent.

SlimCados are UPC/PLU coded and boxed in flats, doubles and bruces.

**RECOMMENDED DISPLAY IDEAS**

Add SlimCados to your avocado section and give your customers a choice of great avocado tastes. But don't stop there. Place SlimCados near other salad ingredients. These green-skinned avocados make delicious sense in salads. When the avocados are displayed near bagged salads, your shoppers have a quick and easy way to make their salads special.

When you're rounding up ingredients for your guacamole display, make sure to include SlimCados for a fresh-tasting guacamole.

Merchandise Florida avocados targeting your South and Central American customers. This is the avocado of choice for many Hispanic dishes.

**VARIETY AND AVAILABILITY**

Available July through February, Florida avocados are generally pear shaped and green skinned. Their weight can vary from 14 ounces to a hefty 34 ounces. The avocado will vary in size from four to 12 inches long and up to six inches wide.

*\*50% less fat and 35% fewer calories than the leading California avocado.*

*SlimCado, Continuous Cold Chain and the Brooks Tropicals logo are registered trademarks of Brooks Tropicals, LLC.*

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ **Think big displays at the beginning of the season. SlimCado aficionados wait for its arrival. As the season progresses, create small multiple displays to cross-merchandise with bagged salads and guacamole ingredients.**
- ✓ **Remember the SlimCado in mid-July; the 12-count is available in promotional volumes. It's a great spark for summer produce sales. In August, ask about promotional volumes for the 10-count.**
- ✓ **For a handy pocket care guide for SlimCado<sup>®</sup> Avocados, e-mail [maryo@brookstropicals.com](mailto:maryo@brookstropicals.com).**



# SlimCado AVOCADO

## Green-Skinned Avocados from Florida

Exclusively from Brooks Tropicals, SlimCados\* go the extra mile for fitness and flavor. Give health-conscious consumers a choice.

Available June through January.

\*SlimCados have 50% less fat and 35% fewer calories than the leading California avocado.



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Grower - Packer - Shipper  
Homestead, Florida

800.327.4833 Fax 305.246.5827 [www.brookstropicals.com](http://www.brookstropicals.com)

12-count  
size shown

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**BANANAS**

**DOLE - BANANAS**

One Dole Drive  
Westlake Village, CA 91362  
Phone: 818-874-4000  
Fax: 818-874-6501



**RECOMMENDED DISPLAY IDEAS**

When building a profitable banana display at retail, there are several items to take into account. Brand recognition and loyalty are key. A recent independent study showed that consumers look for specific brands that they trust to buy. The study found, "DOLE continues to stand out as the brand consumers say they seek out and buy when available." Thirty-five percent of respondents surveyed said they buy DOLE products. The next brand mentioned received only 14 percent.

Your DOLE Banana display should be positioned in a prominent area, preferably the front-end display unit in the produce department. A beautifully stocked display will draw consumers into your produce department.

Stocking is important. With the busy lifestyles that most people lead today, the time people shop is scattered around the clock. The morning and afternoon will bring in the stay-at-home-mom crowd, as well as seniors. Both of these demographic groups are loyal DOLE Banana consumers. In the evening, late at night and on weekends, you will have an influx of shoppers who work full time and fit shopping into their schedules.

All these consumers have one thing in common; they all like to buy their DOLE Bananas from a neat, fully stocked banana display. If the display appears half-empty, they get the impression the fruit has been picked through, leaving them with the leftovers. This is why it is critical to keep your DOLE Banana display fully stocked, cleaned and culled throughout business hours.

**POINT-OF-PURCHASE/SIGNAGE**

While shopping, busy consumers want quick and clear information on what they are buying and how much it will cost. Colorful Dole price cards, placed at or above eye level, will provide your customers with these details.

Dole Fresh Fruit Company has designed colorful point-of-sale (POS) materials that will help draw attention to your banana display. Dole has POS materials that feature Bobby Banana as well as visuals of ripe DOLE Bananas. These fun and colorful pieces draw both adults and children to your DOLE Banana display.

**VARIETY AND AVAILABILITY GUIDE**

DOLE Bananas are available year-round. Aside from conventional bananas, Dole also offers baby bananas, red bananas and plantains. These specialty varieties help grow the category and appeal to today's diverse and increasingly adventurous consumer tastes. Dole also markets organic bananas, providing a choice to consumers who prefer to purchase organic products.

**QUICK TIPS**

- 1 Keep your DOLE Banana display fully stocked and clean throughout business hours.**
- 2 Fun and colorful Dole POS materials will draw attention to your DOLE Banana display and ultimately your whole produce department.**
- 3 Have nutrition and recipe information available for your customers or direct them to [www.dole.com](http://www.dole.com).**

**PROMOTIONAL/ADVERTISING IDEAS**

Fun is an important theme to consider when creating promotional and advertising ideas for your retail store. Consumers don't associate shopping with fun. If you make the shopping experience enjoyable, consumers will buy more and return to your store more often.

Using Dole's costume character, Bobby Banana, at grand openings and special store events, will generate fun for both adults and children within your supermarket. Consider theme displays, decorated with colorful Dole POS materials and timed with store ads, to generate fun in your produce department.



Provide your shoppers with nutrition information. The Dole Nutrition Institute (DNI) has developed tools that can help you communicate to consumers the importance of eating a diet rich in fruits and vegetables in order to live long, healthy lives. Go to [www.dolenutrition.com](http://www.dolenutrition.com) for more information.

Make sure to use good, colorful produce photos in your weekly circulars. A beautiful image of DOLE Bananas can be downloaded from [www.multi-ad.com](http://www.multi-ad.com), by clicking on Kwiikee.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Dole Fresh Fruit Company provides its retail and wholesale customers with services that improve the way products are received, handled, ripened and displayed. A knowledgeable team of technical service representatives work directly with Dole customers to perfect ripening, equipment management and handling procedures. Our team of merchandising representatives works at retail stores to help develop displays that will move more DOLE Bananas.

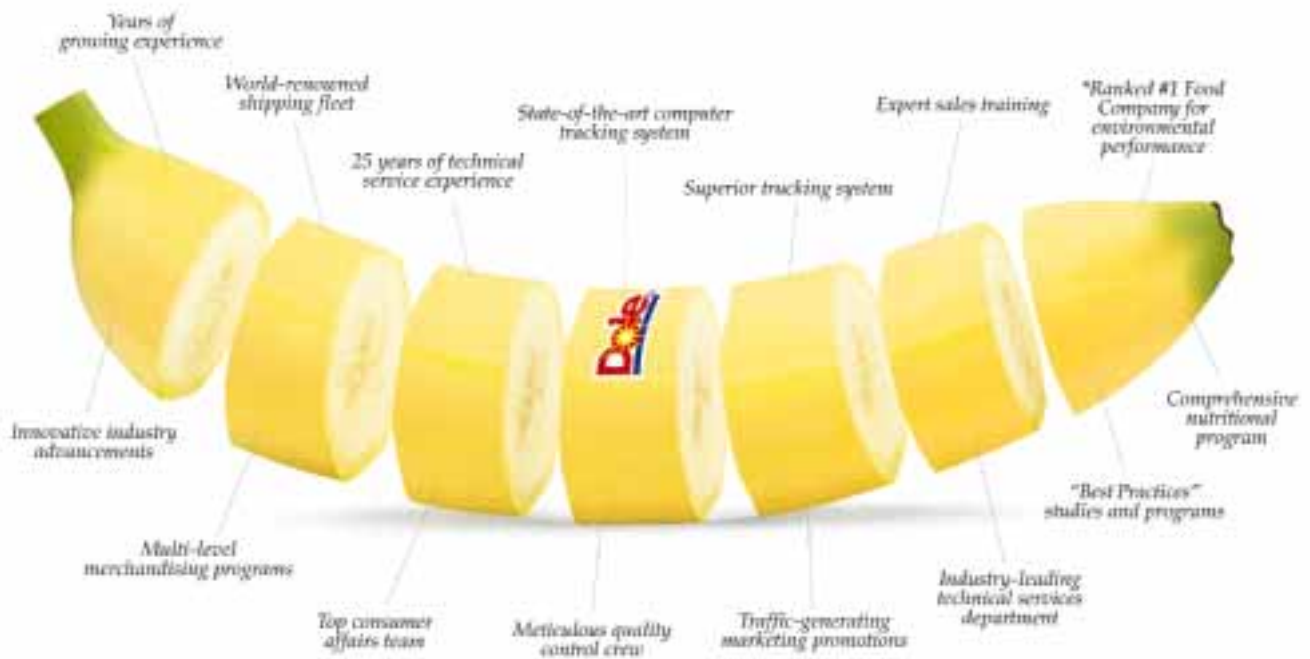
**OTHER SUGGESTIONS**

Dole is committed to nutrition education to communicate to the public the health benefits of eating a diet rich in fruits and vegetables. The Dole Nutrition Institute offers information on the latest findings through brochures, newsletters, published articles, the Web site ([www.dolenutriton.com](http://www.dolenutriton.com)), quarterly magazines, videos and television programs. Contact your local Dole sales representative to learn more about DNI and its offerings.

**Out-of-the-Box PROMOTIONAL IDEAS**

- Bobby Banana appearance.
- World's largest banana display.
- Create your own banana split.
- Offer coupons for free bananas.

# It takes a lot to be number one.



Take advantage of all that  
America's #1 Banana has to offer.

Call your local DOLE® Sales Representative today.

[www.dole.com](http://www.dole.com)

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\* by the Council on Economic Priorities, published in *Shopping For A Better World*, December 2000.



America's #1 Banana



**ROSEMONT FARMS**  
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The bell pepper category offers a unique double-barreled opportunity to the alert retailer — pointing the way to high levels of profitability with a significant produce department staple while also offering the variety and color to pique consumer interest and make a retailer the destination of choice among shoppers.

The key is to capitalize on the bell pepper's unique roll in the department. It is a common staple item, but it is not part of most salad mixes. It is well accepted as a core produce department item but is also available in a multitude of colors that allow consumers to be adventurous without asking them to sample unfamiliar items.

The starting point is a generous display of green and red bell peppers offered both in larger and smaller sizes. The colored peppers get the attention but, like an auto dealer promoting the sexy convertible and selling a lot of sedans, the attention to the category created by a multitude of colors helps sell more green and red peppers.

The different sizes are important as peppers have different uses. The most common use is as a salad ingredient, but peppers have long been used in cooking whole, as stuffed peppers, or sliced or cubed in many dishes. More recently, in sliced strips, they have become important parts of crudité trays, and decorative ring slices are increasingly being used as garnish. Delicious whole roasted bell peppers have taken off as a healthful and flavorful appetizer.

The core display should be accented with a wide variety of colored peppers, both in bulk and in various types of packaging. Particularly effective are multi-color packs in which consumers get a combination of green, red, yellow, orange, chocolate, purple or white bell peppers in a convenient tray, bag or net. This device is particularly important for increasing the size of the average sale. Also offer multi-packs of small- and medium-size peppers promoted for stuffing.

The base display is typically on the wet rack amidst other salad vegetables. Secondary displays near the fresh-cut salads along with tomatoes, cucumbers and other salad favorites can remind consumers to customize their bagged salads with fresh items. Colored peppers also make fantastic color breaks between other produce items.

Bell peppers are one of the few items in the produce department that can successfully be marketed at different price points simultaneously. Don't be afraid to experiment with offering a greenhouse-grown line, often imported from Europe, at a higher price point, while maintaining your large display of traditional product.

## QUICK TIPS

- 1 **Remind consumers that sweet bell peppers are delicious both cooked and raw.**
- 2 **Use the variety of colored peppers to attract attention to the category.**
- 3 **Tie in with "Fruits & Veggies – More Matters" to get people eating the full line of sweet bell peppers.**

### POINT OF PURCHASE/SIGNAGE

Signage near the bagged salad display should encourage consumers to add peppers and other items to their favorite salad mix.

Highlight the national "Fruits & Veggies – More Matters" promotion and show how sweet bell peppers can fit into many different color categories.

Remind consumers to think of bell peppers for cooking. Recipes and photos of stuffed green peppers and roasted red, green and yellow peppers are mouthwatering and guaranteed to boost sales of peppers and related items.

### VARIETY AND AVAILABILITY GUIDE

Most sweet bell peppers are sold at an immature green stage. If allowed to fully mature, most varieties will turn to red, though some will turn yellow or other colors. Bell peppers are available year-round with extensive production in Florida, California, Georgia, New Jersey, North Carolina and other states. In addition, Mexico is a substantial supplier of both field-grown and greenhouse peppers. Greenhouse product is also imported to the United States from the Netherlands, Canada, Belgium, Israel and other countries.

### PROMOTIONAL/ADVERTISING IDEAS

Successfully promoting bell peppers involves reminding consumers of the key use categories:

- **Salads** — Have a Salad-of-the-Week promotion and feature sweet bell peppers and other produce items. The more salads people make, the more sweet bell peppers you will sell.

- **Snacks** — With people looking to eat healthfully, encourage sliced bell peppers as a great snack alternative. Pair them with low-cal salad dressing for a tasty dip.

- **Cooking** — Suggest that consumers consider grilling or roasting some sweet bell peppers, adding a little garlic and brushing with olive oil to have a delicious and healthful alternative to deep fried appetizers.

- **Garnish** — No other produce item offers the range of colors of sweet bell peppers. Remind shoppers that they can add beauty to any plate with slices of sweet bell peppers.

### DISPLAY CARE AND HANDLING

Peppers do not require misting but can tolerate light misting. Do not allow colored pepper displays to sell down excessively. No one wants to buy that last orange pepper.

### BACKROOM RECEIVING AND PREPARATION PROCEDURES

Peppers are highly sensitive to ethylene and should not be transported or stored with commodities that are ethylene-producing.

Peppers are sensitive to excessive cold and freezing. Maintain temperatures of 45° to 50° F and a relative humidity of 85 to 90 percent.

### CROSS-MERCHANDISING OPPORTUNITIES

In the produce department: Cross with all salad items, bagged salads, salad dressings and dips; bring in some fine olive oil to showcase roasted peppers with garlic.

Out of the department: Set up a secondary display in the meat case for stuffed peppers.

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ **Run a coloring contest where school children have to sort the colored peppers into the categories used by "Fruits & Veggies – More Matters".**
- ✓ **Showcase a variety of stuffed peppers, both traditional hot, stuffed with beef, pork, veal or chicken, and cold, stuffed with shrimp, tuna, chicken or egg salad.**
- ✓ **Sample slices of all colors of sweet bell pepper with produce department salad dressings and dips. They are a healthful snack everyone will appreciate and will boost sales of sweet bell peppers and the dressing or dip. It is a two-for-one success.**



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# Driscoll's

**DRISCOLL'S**  
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Watsonville, CA 95076  
Phone: 831-763-5000  
Fax: 831-761-5988



### RECOMMENDED DISPLAY IDEAS

Vibrant color, aroma, variety, great taste! Few things in the produce department can energize your customers like a destination Berry Patch display. Build excitement and profits year-round, by merchandising strawberries, raspberries, blueberries and blackberries in one power-packed display. Strawberries and blueberries are among your department's top power items. Merchandising them together creates an irresistible consumer draw



especially by adding other variety berries and organics to the mix. A destination Berry Patch establishes a consistent display space for the berry category in a prime location. Retailers have the flexibility to adjust space allocation to meet the specific needs of customers, respond to supply situations, reduce out-of-stocks and maximize sales and profits. A signature, branded Berry Patch in place all year generates berry category sales far exceeding national averages — often as high as 10 percent of total produce department sales! Use the versatility of the Berry Patch to shift display allocation to take advantage of seasonal marketing opportunities while maintaining the optimum profit mix.

For best results remember that consumers are emotional about berries! That's why Driscoll's mission is to continually delight berry consumers with every package. A Driscoll's branded Berry Patch keeps your customers coming back for more and Driscoll's year-round availability ensures that you are always fully stocked with The Finest Berries in the World®.

### VARIETY BERRIES AND ORGANICS, ALL YEAR LONG

At Driscoll's, we find the best climate to grow each berry variety at every time of the year and team with the best independent growers to produce berries that will delight consumers. The result is year-round availability of luscious strawberries, juicy raspberries, plump blueberries and tasty blackberries. Consumers like having choices. Offering the complete variety of berries — raspberries, blueberries and blackberries in addition to strawberries, both conventionally grown and organic – in one powerful display generates add-on impulse sales.



Organics can play an important role in merchandising your Berry Patch, giving consumers more options in their berry purchases. Offer multiple package sizes to increase purchase options for increased sales volumes, incremental purchases and higher profits.

### POINT-OF-PURCHASE/SIGNAGE

POP signage to accent your destination Berry Patch display, available from Driscoll's, associates your store with premium quality, branded produce. The link between your store and the highest quality berries available year-round creates a halo effect that extends to everything else you sell. Equating your store with top quality berries never fails to boost overall store image.





#### BACKROOM RECEIVING AND PREPARATION PROCEDURES

- Receive berries directly into refrigerated warehouses.
- If berries arrive wrapped in plastic, remove the plastic immediately.
- Optimal temperature for berries is between 32° to 34° F with humidity levels at 90 to 95 percent.
- Transport to the store on refrigerated trucks.
- Quickly move berries from the loading dock to the cold storage room.



#### DISPLAY CARE AND HANDLING

- Keep your berries refrigerated from the receiving dock to the shelf.
- Keep berries dry. Any moisture will hasten breakdown, shorten shelf life and shrink sales.
- Make sure your Berry Patch display is fully stocked at all times.
- Remove packages with leaky or moldy berries. One bad berry package will impact your sales and store image.



#### CROSS-MERCHANDISING OPPORTUNITIES

Berries are a natural for cross-merchandising opportunities to build transaction size. Let your creativity and imagination run wild and watch your profits grow.

#### PROMOTIONAL/ADVERTISING IDEAS

Appeal to the widest range of consumers by merchandising a mixed assortment of berries and packages. Berry Patch versatility allows you to promote hot items, while maintaining gross margins for the entire category throughout the year. BOGOs, multiple package and price promotions all have tremendous draw for the berry category, and frequent berry ads establish the Berry Patch as your chain's signature category.

Don't forget to highlight the great nutritional value of berries!

Every berry in the category is a potent source of antioxidants — A great way for your customers to boost fruit consumption when *More Matters!*

#### RIPENESS RECOMMENDATIONS

Look for brilliant, even-colored, symmetrically shaped berries. The calyxes (green leafy caps) of strawberries should be fresh and not wilted. Berries

should be uniform in color, round and full — without dents or bruises — and should be dry but with a nice sheen. A leaky berry is the first sign of deterioration. Blueberries — and some raspberries — should have a hazy, white coating (called Bloom), which is part of the berries' natural defense mechanism.

#### BUILD A PROFITABLE PARTNERSHIP FOR A PROFITABLE CATEGORY

A branded Berry Patch builds consumer satisfaction with reliable quality and steady supplies year-round. Driscoll's offers unparalleled variety, availability and superior quality of the complete berry line throughout the year. Berries that delight consumers — The Finest Berries in the World®.

#### SAFETY FIRST

In addition to producing berries that delight consumers, Driscoll's berries are grown with the highest standards of care and food safety possible. All independent farmers around the world that grow Driscoll's berries must adhere to the same strict GAP and GlobalGAP guidelines enforced by a rigorous system of internal and independent third party audits second to none in the produce industry.





Set Yourself Apart  
with **Driscoll's**





**Create a Driscoll's Berry Patch in your produce department...**

*and watch the results stack up—and profits grow!*

Consumers are passionate about fresh berries. Show that you are, too, by creating a power-packed display of Driscoll's premium fresh conventional and organic berries. A year-round, destination Driscoll's "berry patch" in place will generate category sales far exceeding national averages.



**Driscoll's**  
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**RECOMMENDED DISPLAY IDEAS**

Carrots are among the categories that have most benefited from the value-added revolution. The merchandising opportunities available have led to dramatic increases in carrot category volumes, which justify substantial attention being paid to the proper merchandising and marketing of carrots. Some key display points:

1) Carrots sell best when they receive a high-visibility central display that includes the full range of carrot items plus a generous secondary display in the produce department, tying into similar items and being used as color breaks throughout the department.

2) The main carrot display should include baby carrots, microwavable petite carrots for cooking, carrot chips, carrot Stixx, crinkle-cut coins, shredded carrots, multipack baby carrots and Carrot Dippers snack packs, jumbo carrots, table carrots, cello carrots, bunch carrots with tops.

3) A large secondary display with other value-added produce should include baby carrots, carrot chips, carrot Stixx, crinkle cut coins, shredded carrot and microwavable petite carrots for cooking.

4) In addition, both baby carrots and table carrots, with their natural orange color, should serve as a terrific color break for use throughout the department.

5) Don't forget to include carrots as part of your organic display. Bunny Luv and Cal-Organic brands, offers 52-week-a-year availability of a large range of certified organic carrots. Organic carrots consistently rank among the top selling organic items.

6) Salad bars also benefit from a full complement of carrot items. Grimmway offers foodservice packs perfect for putting baby carrots, carrot chips, carrot Crisps and shredded carrots in any salad bar.

7) Finally, all juicing programs require fresh carrots to be a success — the sweet juice of the carrot makes it a perennial favorite for those ordering fresh juices.



**QUICK TIPS**

- 1 Carry the full variety of value-added Grimmway carrot products.**
- 2 Emphasize the healthful attributes of carrots.**
- 3 Display carrots in multiple locations in the store.**

**POINT-OF-PURCHASE / SIGNAGE**

Carrots are a naturally healthful snack. Let consumers know that the top messages are:

- All natural
- No fat, no cholesterol
- The kid-friendly vegetable™

Channel strips are an excellent way to grab the shoppers' attention. At *Grimmway.com*, we offer a range of point-of-sale material including a set of 1x 8-inch strips to add eye-catching clarity to your carrot displays.

**VARIETY AND AVAILABILITY GUIDE**

Grimmway Carrots are available year-round with consistent quality. California's abundant sunshine and range of growing areas produce approximately 85 percent of the nation's carrots.

**PROMOTIONAL/ADVERTISING IDEAS**

Carrots, due to their brilliant orange color, can be part of eye-catching displays.

Carrots and carrot products are appropriate for sampling. You can keep up with Grimmway's latest ad campaigns on our Web site: *Grimmway.com*.

**DISPLAY, CARE AND HANDLING**

With bulk carrots, maintain temperatures from 33° to 35° F with relative humidity of 98 to 100 percent. Bulk carrots can be lightly misted but are ethylene-sensitive and should not be stored or transported with ethylene-producing items as they give carrots an off flavor.

The tops of bunched carrots should be fluffed to maintain air circulation. Beware that the tops draw moisture from the carrots themselves and will

cause these carrots to have a shorter shelf life.

If the exterior of carrots starts to appear white, dunk them in ice water to freshen the carrots.

Maintaining the cold chain is of prime importance with value-added carrots including baby carrots.

**CROSS-MERCHANDISING OPPORTUNITIES**

Carrots and fresh-cut carrots are traditionally cross-merchandised with dips and salad dressings; one can also use peanut butter, yogurt, etc.

Carrot cake is a favorite for everyone. So cross-merchandise with all the ingredients. Sample carrot-cake cupcakes and give out a recipe.

Soups and stews create many cross-merchandising opportunities. And signage indicating that any salad can be enhanced with carrots is always a good idea.

Finally, don't forget to suggest carrot curls as a garnish with holiday meals.



**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Merchandise carrots in the deli next to fresh roasted chickens and other ready-to-eat items to integrate a healthful, colorful, vegetable meal-solution display.
- ✓ Put carrots in the meat case next to the assortment of ready-to-cook meal items to remind consumers to serve healthful fresh carrots with their protein-based main course.
- ✓ A display of baby carrots at the seafood counter reminds consumers of the need for a fresh vegetable with their fine fish.

Take a  
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Look  
at Our  
Babies.



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Cherry consumption continues to trend upward. In fact, between 2000 and 2007, cherry consumption in the United States doubled to 1.5 pounds per person! Remember that cherries are available for only two months in many markets. How many other fruits or vegetables do your customers get this excited about eating? Cherries signify an exciting time for has arrived, a time of outdoor activities, barbeques and picnics. Because of this, you need to make sure they know when cherries have arrived. Large signs and full-page ads are money well spent on this amazing category.

**RECOMMENDED DISPLAY IDEAS**

Nothing attracts attention and generates sales like a large cherry display. The display should be well signed and placed at the front of the department in your primary selling location. A secondary display toward the back of the department during the peak of the season will attract additional sales.

Make sure you offer a mix of dark sweet cherries and the delicious Rainier cherry. Rainier cherries continue to grow in popularity each year and are critical to successful cherry category sales. Be sure to offer your customers a mix of cherry packaging — a large clamshell for customers who are heavy users and a 2-pound bag for those looking for a smaller option.

Finally, the key to a great cherry display is to have cherries for the entire season. The days of having only one big ad during the season on the 4th of July are over. Cherry season now extends for multiple weeks, and your success relies in part on your selling plan for the entire season. Plan early to lock in your supplies and work closely with Domex Superfresh Growers for merchandising ideas, point-of-sale materials and packaging opportunities.

**POINT-OF-PURCHASE / SIGNAGE**

Since cherries are seasonal, it is important to remind your customers when cherries are back. This can be done through in-store signage, your circulars and in-store radio/TV. Studies have shown that in-store radio and TV can drive up sales of cherries by as much as 14 percent. Signage is also a great way to educate your consumers on special items such as Rainier cherries, extra large cherries and more. The Rainier cherry demands a premium price and a quick sign identifying its super sweetness and unique color can help drive sales.

**VARIETY AND AVAILABILITY GUIDE**

Superfresh Growers cherries are available from early June into mid-August. The primary variety remains the Bing, and there are several other dark sweet cherries that help extend the season on the front and tail ends. Promotable quantities of Rainier cherries are typically available from June 25th

**QUICK TIPS**

- 1 Provide an assortment of packaging — all consumers are not alike.**
- 2 Promote cherries in a high-traffic area — their seasonality creates excitement.**
- 3 Promote dark sweets and Rainier together — they make a great team.**

through July 25th. It is imperative that you run ads that include Rainier cherries during this small window of huge opportunity and increase shelf space by at least 25 percent to realize maximum category lift potential. Make sure you offer your customers a premium large Rainier cherry. Although the per pound price might be more, once consumers experience them, they keep coming back during the entire season.

**PROMOTIONAL/ADVERTISING IDEAS**

Cherry promotions have no limits. Whatever you dream, you can put together. Fourth of July is a natural as are promotions featuring summer and picnics. One small Midwest chain runs a *Cherries for Charity* promotion each year. This chain moves 3,000 pounds of cherries per week per store during the event. By comparison, the average across the United States is 770 pounds of cherries per week per store. That's more than five times the average sales! Be active with cherry promotions and you will be rewarded with amazing stories of your own.

Last season Domex Superfresh Growers created additional excitement by conducting a display contest that also included a trip for a family of four consumers to one of our premier growing sites, Flathead Lake, MT. Generating excitement and return visits to the display, this event was so successful we will be doing it again this year. When creating promotions it pays to think outside the box and beyond pricing.

**RIPENESS RECOMMENDATIONS**

Cherries are picked ripe on the trees and are delivered ready-to-eat to your produce departments. Dark sweet and Rainier cherries should have nice green stems and be firm to the touch.

**DISPLAY CARE AND HANDLING**

The cold chain is king when it comes to cherries. Keep your cherries in your cold room until they are ready to be displayed. Your large displays

may not always allow for a refrigerated display, so make sure you are properly rotating your supplies and put cherries back into the cold room in the evening.

The seasonality of cherries creates excitement. Display your cherries in your high traffic area and draw attention to them with the merchandising tips previously suggested. Maintaining an ample supply of cherries is critical for a successful cherry season; your cherry plan needs to include securing supplies from early June into early August.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

**KEEP CHERRIES COLD.** When it comes to cherries the higher the storage temperature, the shorter the shelf life. Internal fruit quality drops more in one hour at 68° F (20° C) than in 24 hours at 32° F. You keep significant shelf life when you keep your cherries cold as long as possible.

Preparation for cherries is simple: Allow ample shelf space in a high-traffic area and steadily rotate your supplies during the course of the day.

**CROSS-MERCHANDISING OPPORTUNITIES**

Cherries usually sell themselves quite well, but a good recipe for cherry cobbler or cherry pie with all the fixings laid out for that family BBQ would really boost sales around the 4th of July. Chocolate sauce is another delicious side that blends well with the sweet flavor of cherries. For the consumer thinking more healthfully, a nice non-fat yogurt with cherries cut in half makes a great combo. Visit [superfreshgrowers.com](http://superfreshgrowers.com) to see more great recipes.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Place clamshells of cherries in the dairy section next to the yogurt. They are a delicious snack for those wanting a low-fat treat.**
- ✓ Run a summertime promotion using cherries in clamshells or bags that are ready for the family outings.**
- ✓ Offer samples of Rainier cherries to drive their sales. One bite and the higher costs won't affect consumers' decisions.**
- ✓ Run a Superfresh Cherry ad featuring larger sized cherries.**





“Taste we can trust – that’s worth getting excited about.”

Supplies you can trust is worth getting excited about too. Our season-long cherry planning program assures that you will have the cherries you need, when you need them. That’s Superfresh.



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**YEAR-ROUND SUPPLIES AND PROFITS**

With the availability of great tasting citrus year-round, retailers now have the opportunity to grow citrus sales and profits significantly. Navel oranges from Florida and California complemented by imported summer navels from Australia and South Africa lead the way for a full year of navel profits. Clementines, with their nearly year-round availability, are imported from Chile (mid May-August), South Africa (June-September), Morocco and Spain (October-February). They continue to be very popular with all ages because they are easy to peel and virtually seedless.

Specialty items, such as Minneolas in the summer from Australia and South Africa and during the winter from Florida, along with a full line of tangerines (Fall-glos, Sunburst and Honey) can bring even more profits to the lineup. And finally, delicious juice oranges from Florida are available during most of the winter season for your customers who love fresh squeezed orange juice.

Florida and Texas grapefruit offer consumers the best tasting grapefruit available in the world. Peak flavor often comes in January and February. However, fruit is eating well as early as late October to November depending on the season. California grapefruit fills in the summer void and the Star Ruby variety out of the desert areas in the late

spring are becoming more popular as well.

Be sure to offer an alternative option for customers with single-person and small families who don't want to buy a 5-pound box of Clementines or large bag of grapefruit/oranges.

Either display loose fruit by the pound or in smaller bags, such as 2- or 3-pound bags of tangerines or Clementines.



**PROMOTIONAL/ADVERTISING IDEAS**

Promoting citrus regularly will help boost citrus sales. There are enough different citrus varieties to

**QUICK TIPS**

- 1 Educate Consumers to increase consumer awareness and boost sales.**
- 2 Promote citrus during its peak taste.**
- 3 Conduct in-store sampling.**
- 4 Emphasize the health and nutritional benefits.**

have a weekly citrus ad with a different item — you can offer loose fruit one week and bags the next week. Offer the consumer a variety; promote multiple items at the same time. Select one as your feature and the other as a sub-feature.

Strive to appeal to the consumer and create awareness by designing themed ads that promote the season and the benefits of including fresh citrus in your daily diet. Draw attention to the produce department by creating a display that includes multiple in-season citrus varieties that are well organized and eye appealing with excellent signage. Remember to offer a variety of choices to meet the needs of all your consumers.



**CROSS-MERCHANDISING OPPORTUNITIES**

Florida juice oranges are a great way to enjoy fresh squeezed orange juice at home; they are also sweet and juicy to eat whole. A great cross-promotion for Moms and kids might be to give away a simple juicing apparatus (50¢ — \$1) when your shoppers buy a 4- or 5-pound bag of juice oranges. A great time for this is February

through June during Florida's Valencia orange — the premier juicing orange variety — season. Honey tangerines are also a great juicing item with their incredibly sweet taste; the juicing device separates the seeds from the juice itself. Kids will love it.

Cross-merchandise with self stable and refrigerated juices. At DNE, we offer two opportunities to cross-merchandise. Ocean Spray's new juice line — Grower's Reserve refrigerated



juices — are available on the East Coast and can be promoted together with fresh citrus. This not only increases product sold during the promotion but also grows both of the categories by introducing fresh citrus to the juice consumers and Ocean Spray branded juice to the fresh citrus consumer. It is a win-win situation. Right after New Year's is a great time to cross-promote the Ocean Spray Grapefruit juices with the 5-pound bags of Ocean Spray fresh grapefruit from either Florida or Texas. This is cold and flu season and kick-off time for New Year's diet programs.

**Out-of-the-Box PROMOTIONAL IDEAS**

- Conduct contests or promotional giveaways to drive traffic and increase sales.**
- Use child-friendly packaging to attract children to the product while promoting healthful eating. Mothers will buy food items that their children want and that are nutritionally good for them.**

# Your Year Round Global Citrus Source

**DNE**



**World Fruit Sales**



**Our experience in growing, packing and marketing fruit from Florida, Texas and California - as well as sourcing from around the world - can help grow your citrus profits all year.**

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While generally associated with the tastes of summer, sweet corn can bring sweet profits to retail produce departments almost year round, and value-added products, such as our *Sweet'N Ready™ Gourmet Corn* offer even greater flexibility for retailers.

**RECOMMENDED DISPLAY IDEAS**

Offering bulk and packaged product together increases sales because it appeals to all types of consumers.

Build bulk displays especially during summer months. Partially stripped husks will help prevent consumers from stripping husks themselves and may give the perception of fresher product. Have employees keep an eye on the display to ensure it is neat and clean.

Use Rosemont's patent pending *Sweet'N Ready™ Gourmet Corn* value-added product to highlight your sweet corn section with the high quality graphics on the *Sweet'N Ready™ Gourmet Corn* packaging. The vertical display orientation provides superior merchandising.

Display value-added corn products in a 'Convenience' section of your department with other bagged or packaged items. Makes a great "snack solution".

**POINT OF PURCHASE/SIGNAGE**

Sell bulk product in multiples (6 for \$X).

Use signs to promote freshness of corn as different sources enter the market.

Utilize the patent pending *Sweet'N Ready™ Gourmet Corn* high graphic packaging as POS material.

**VALUE-ADDED**

Use Rosemont's *Sweet'N Ready™ Gourmet Corn* to boost incremental sales year-round. The convenience and ease of this ready-to-go package will make it even easier for customers to purchase and prepare fresh sweet corn.

**AVAILABILITY/VARIETY**

Fresh bulk corn is available year round from a variety of growing locations.

Rosemont's *Sweet'N Ready™ Gourmet Corn* is available year-round with consistent gourmet flavor and quality, and is a premium variety for an enhanced eating and cooking experience.

**QUICK TIPS**

- 1 Promote corn sales, especially of value-added product, year-round and not just in summer months.**
- 2 Utilize *Sweet'N Ready's* convenient packaging to display corn where bulk sweet corn is not feasible (meat and seafood departments, check-out).**

Promote corn for grilling during the summer months and provide corn recipes such as soufflés, chowders, fritters and omelettes for the Fall/Winter months.

**CARE AND HANDLING**

Corn is odor-sensitive. Do not transport or store with products that produce odors.

**CROSS-MERCHANDISING IDEAS**

Cross-merchandise other grilling vegetables around the corn display during summer months.

Create a 'recipe' display during winter months showcasing the main ingredients of corn chowder or another recipe together. Have on-site demo of the recipe.

Cross-merchandise *Sweet'N Ready* product in meat or seafood department, or in the prepared foods/Grab-n-Go section.



**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Create a display of *Sweet'N Ready* in your Deli/Prepared Foods section and offer as a side with the rotisserie chicken.
- ✓ Create a 'Convenience' Section in your produce department with select bagged/value-added items including a packaged corn like *Sweet'N Ready*.

**PROMOTIONAL IDEAS**

Build displays combining several Bar-B-Que items during summer months.

Merchandise value-added products, like *Sweet'N Ready*, as a Grab-n-Go item in produce as well as in the meat department.

Promote convenience by educating consumers that corn can be microwaved in two minutes.

# Now Corn Profits are Really Going to Get Carried Away.



## Sweet'N Ready™

GOURMET ~ FULL EAR



4-pack caddy carton\* offers cooking instructions, serving suggestions, and nutritional information

- ◆ Vertical display provides superior merchandising
- ◆ Extended shelf-life (up to 21 days)
- ◆ Premium corn variety for enhanced eating & cooking experience



- ◆ Perfect for Grab-N-Go sections
- ◆ Safely transport corn
- ◆ Great value-added opportunity increases incremental sales



Each wrapped ear of corn features an easy-to-open pull strip

\* Patent Pending

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**RECOMMENDED DISPLAY IDEAS**

Cucumbers offer an unusual opportunity because, although the core of the category functions as a high-volume staple item, a basic building block of the salad, other parts of the category function as high-margin specialty items.

The key to maximizing cucumber sales and profits is large bulk displays of the basic salad cucumber accented with special varieties.

Large bulk displays of slicing cucumbers typically should be placed near lettuce and other salad ingredients. When lettuce prices are high, consumer substitution can occur, so extra large and supplemental displays may be required as well as careful attention to restocking of the displays.

The rich green color of the cucumber also makes it a perfect color mate to radishes, carrots and other colored vegetables.

Although slicing cucumbers traditionally are sold in bulk, film-wrapped packages containing several smaller cucumbers and, more recently, mesh bags filled with several cucumbers are often good sellers. Together they create interest in a familiar staple.

Sales also can be boosted with additional varieties. English/hothouse varieties — elongated, seedless versions of traditional slicing cucumbers — add a note of elegance and interest to the category and often support higher margins.

Kirby dills and other varieties can be marketed specifically for pickling and make a store appear to be a variety leader. In certain areas they can actually drive consumer store choice.

The growth in fresh-cut has created a double opportunity for merchandising cucumbers. First, fresh-cut cucumbers can be included in crudité trays, and packages of cut cucumber can be sold on their own as a snack.

In addition, retailers have found success with a secondary display near the fresh-cut lettuce packages, often involving cucumbers, tomatoes, peppers, onions and mushrooms, thus reminding consumers to add ingredients to fresh-cut mixes.

**POINT OF PURCHASE/SIGNAGE**

Consumers may appreciate a quick tip to keep partially used cucumbers fully wrapped so as to extend the life of the product.

Signage near the fresh-cuts reminding consumers to add zest to fresh-cut salad mixes boost sales of cucumbers and other salad ingredients.

Pickling cucumbers can be profitably accented with a small reproduction pickle barrel filled with instructions on pickling.

**QUICK TIPS**

- 1 Always have cucumbers positioned near both the bulk salad items and the bagged salad mixes.**
- 2 Use the rich green color of cucumbers as part of a color break.**
- 3 Signage near the fresh-cuts reminding consumers to add zest to fresh-cut salad mixes boost sales of cucumbers and other salad ingredients**

**VARIETY AND AVAILABILITY GUIDE**

The U.S. grade system for field grown cucumbers is as follows: U.S. Fancy, U.S. Extra 1, U.S. 1, U.S. 1 Small, U.S. 1 Large, U.S. 2. However, the trade typically identifies the cucumbers as Super Select, Select, Small Super, Small, Large and Plain. These terms do not refer to any USDA grade standard but are common lingo in the industry. Buyers should be cautious to understand what standards they are actually purchasing.

Cucumbers are available year-round. Florida, which produces a majority of the U.S. commercial cucumber crop, ships all year except for a brief lull in summer. Mexico is typically the largest supply source for cucumbers, with especially heavy imports in winter and spring. Canada produces a significant share of the English/hothouse cucumbers consumed in the United States. Most states produce cucumbers at some time of the year.

**PROMOTIONAL/ADVERTISING IDEAS**

Because cucumbers can be eaten by themselves, they make an excellent choice for demos and sampling with salad dressings.

The key to promoting cucumbers is to build up consumption through the three basic usages:

- 1 Snacking** — With weight loss on the minds of so many, snacking on a cucumber is a great choice. Not only are they better than chips and cookies, but they also contain fewer calories than a traditional snack fruit.
- 2 Salads** — This is the No.1 use for cucumbers. The more interesting salad ideas

retailers put out there, the more cucumbers sell.

**3) Foods** — Cucumbers can be cut up and breaded, they can be turned into baked cucumber boats with selections of cheeses, bread crumbs and proteins, etc. Chilled cucumber soup is a summer treat. Remember, ideas spark usage. If you suggest new ways to enjoy them, consumers will try the idea.

**RIPENESS RECOMMENDATIONS/ DISPLAY CARE AND HANDLING**

Cucumbers should be maintained at 45° to 50° F. Of particular importance is adequate humidity — 90 to 95 percent — as cucumbers can shrivel as a result of moisture loss. Most cucumbers are waxed to retard this loss of moisture. Misting, however, is not recommended for cucumbers, as sitting water can result in spotting, pitting and even tissue collapse.

Generally, attractively shaped, deep green colored, firm feeling cucumbers are the choice of consumers. If the cucumber is yellow, it is generally overripe.

Cucumbers are sensitive to ethylene and highly sensitive to injury from freezing.

**CROSS-MERCHANDISING OPPORTUNITIES**

- All Salad Items
- Bagged Salads
- Salad Dressings
- Dips

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ **Demo cucumber cooking ideas such as deep fried cucumber slices served with tangy horseradish sauce or hot mustard.**
- ✓ **Showcase a fleet of baked and raw cucumber boats. Show baked ones filled with melted cheeses or meats. Show raw boats filled with cream cheese or cold salads including tuna salad, egg salad, chicken salad, lobster salad etc.**
- ✓ **Encourage cucumber snacking by sampling cucumber slices right in the department. They are addictive.**



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Reader Service # 59



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Today's consumer wants it all... premium quality, freshness, taste, variety, convenience, health and wellness. And the produce department has it all! Veggie and fruit dips/glazes help make veggies and fruits taste even better! Dips encourage adults and kids to eat more fruits and veggies, which they need to do for overall health. Establishing kids' healthful eating habits is important, since they are formed during early childhood and continue through life. In a December 2007 Perishables Group survey, 75 percent of respondents said their kids eat fresh fruits and veggies with dips. Among those using dips/dressings with fresh veggies and fruits, 75 percent indicated dips motivate kids to eat more fresh produce! A University of California Davis study conducted by Impulse Research found kids ate 23 percent more vegetables with a moderate helping of ranch dip/dressing. And, 70 percent of kids say ranch dip/dressing is a must for veggies.

Merchandising a wide variety of fruits and vegetables, including premium offerings and creative fresh-cuts, can create a signature produce department destination for consumers. Displaying a wide selection of dips with those fruits and vegetables gives consumers premium, flavorful and easy options to enhance and complement fresh produce. Displaying dips with applicable fruits and vegetables adds convenience for the time-starved consumer and creates impulse sales and incremental dollars for the produce department. The produce dip category is 40 percent of the combined refrigerated dressing/dip category. Merchandising and selling dips in the retail produce department is a natural.

The T. Marzetti Co. created the produce dip category, developing products that complement the flavors of fresh fruits and vegetables. Marzetti continues as the No. 1 selling brand, driving the category by producing quality products and offering a wide selection of new and innovative flavors.

#### RECOMMENDED DISPLAY IDEAS

The key for merchandising dips is high visibility to attract consumer impulse purchases. Veggie Dips should be merchandised next to bagged vegetables (i.e. bagged baby carrots) to create incremental, impulse sales. Secondary displays should be used with veggie trays, precut broccoli and/or precut cauliflower. If a vegetable, such as baby carrots, is on special, Veggie Dip should be displayed adjacent to it. Dips are often used for entertaining, so extra stock needs to be available for weekends and holiday gathering events.

Prime selling season for Apple Dips is August through October. Apple Dip Snack Packs should be displayed in August for back-to-school. In September/October, all apple dips (tubs and snack packs), apple pallets (with decorated cases), and shipper displays should be set up near the fresh apple dis-

## QUICK TIPS

- 1 Dips should have fair share of space: 40 percent of dip/dressing sales.**
- 2 Always stock plenty of ranch, the No. 1 refrigerated produce dip.**
- 3 Stock a variety of flavors to satisfy consumer taste preferences.**
- 4 Place dips adjacent to applicable veggie/fruit.**
- 5 Use secondary displays to profit from impulse purchase opportunities.**
- 6 Create merchandising events. Dips are often used for gatherings: order extra for weekends, holidays, etc.**

plays to create high-impact fall displays. Apple Dips can also be used to separate apple varieties.

Cream Cheese and Yogurt Fruit Dips should be merchandised adjacent to the fresh-cut fruit section. Create extra merchandising by putting dips with fresh-cut fruit on ice or with fruit trays. Chocolate Dip should be merchandised next to strawberries.

Impulse-purchase merchandising locations are crucial to successful produce dip sales.

#### POINT-OF-PURCHASE/SIGNAGE

Signage is often available, particularly as new flavor varieties are introduced. Marzetti offers point-of-purchase displays for Apple Dip, Chocolate and Strawberry Glaze items. The easy-to-assemble displays offer quick, effective secondary placement opportunities. Whenever a store creates a tie-in promotion, signage should be used to gain visibility. Most recently we have joined with Upromise, and our signage/shelf tags will include the Upromise logo with participating retailers.

#### VARIETY AND AVAILABILITY GUIDE

A variety of fresh fruits and veggies are available year-round, so produce dips should be merchandised year-round. Veggie dips are often used for entertaining in the fall/winter, from tailgates to Super Bowl. Sales spike again for March Madness and again starting in May for graduation parties and Memorial Day through summer barbeque season.

Apple dips peak in fall with fresh apple crop displays and see a lift in spring with tie-ins with Granny Smiths.

Chocolate and Cream Cheese Fruit Dips are strongest when fresh strawberries begin (February) through the summer with stone fruits, melons and local berries. Sales spike again for tailgating in the fall and for holiday entertaining.

A wide variety of segments, flavors and sizes exist. Marzetti Ranch Veggie Dip is the No. 1 dip SKU nationally; it is available in value-size, special sizes for fresh-cut trays and portion control convenience packs. Marzetti offers other key varieties, as consumers want new and different tastes. Given health/wellness trends, lights, fat frees, organic and Marzetti Hummus Veggie Dips and Spreads are all showing strong growth and should be given adequate merchandising space.

Marzetti Apple Dips are available in original, light, fat-free and peanut butter varieties. The Snack Pack Sleeves continue to grow in popularity, and offer additional merchandising opportunities (particularly back-to-school). The Fruit Dip line offers original, strawberry cream cheese, and light yogurt fruit dip in addition to chocolate. A variety of sizes for fresh-cut trays and portion-control sizes for lunches are also available. To create fresh fruit pies, Marzetti offers a line of fruit glazes.

Most recently, in line with current snacking and portion-control trends, Marzetti introduced 100 Calorie 6-packs of Light Ranch Veggie Dip and Cream Cheese Fruit Dip.

#### PROMOTIONAL/ADVERTISING IDEAS

Run combination ads to tie in the fresh veggie/fruit with the applicable line of dips. Or when running ads for certain veggies/fruits, add a line ad for the applicable dip.

As produce dips are often impulse, create displays/signage for holidays/special events, such as Super Bowl, March Madness, Memorial Day or graduation parties, to drive incremental sales.

#### DISPLAY CARE AND HANDLING

Veggie Dips, Hummus and the Cream Cheese and Yogurt Fruit Dips require refrigeration through the handling process. They should be displayed in areas under refrigeration in the produce department/or on ice in secondary displays. Chocolate, Apple Dips and Glazes do not require refrigeration.

#### CROSS-MERCHANDISING OPPORTUNITIES

Cross-merchandising opportunities are limited only by imagination. Create sales events: display applicable veggies/fruits and dips for graduation parties in May, the Fourth of July, fall tailgates, Super Bowl, etc. Tie in fruits/veggies on special, and create secondary displays with the applicable dips.





# The Category Leader In Produce Dips



## New 100 Calorie Packs

Light Ranch Veggie Dip and Cream Cheese Fruit Dip are now available in portion control packs for fresh fruit and veggie snacks.



## Hummus... for goodness sake.

Marzetti Hummus was created for the produce department, the perfect place to promote this delicious nutritious snack dip/spread. Available in a variety of sizes and shapes for retail or tray application. Marzetti is the brand consumers know and trust in produce.





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The dried plum category has been growing at phenomenal rates over the last year with the introduction of new individually wrapped Sunsweet Ones™. Once thought of as a wrinkly fruit only for the elderly, dried plums are now basking in outstanding success while driving new consumers to the category and increasing profits for retailers.



## QUICK TIPS

- 1 A recent IRI study revealed three-quarters of U.S. consumers report they are making changes in their diets in an effort to eat more healthfully. These changes include: 1) increasing consumption of foods offering nutrition, and 2) replacing high-calorie snacks with more healthful alternatives – a perfect solution is dried plums.

### RIPENESS RECOMMENDATIONS

A key benefit to dried plums is the long-shelf life allowing the provision of high quality product all year long with zero shrink as opposed to fresh fruit.

### CROSS-MERCHANDISING OPPORTUNITIES

Dried plums pose a variety of cross-merchandising opportunities with healthful products such as salads and nuts to name a few. Combining two healthful products can help attract the growing number of consumers concerned with eating more healthfully.

### RECOMMENDED DISPLAY IDEAS

A freestanding display is a great way to draw attention in the section and create new trial in the category. Sunsweet Growers has enjoyed a great deal of success with secondary displays working congruently with their \$15 million TV campaign to drive consumption.

### VARIETY AND AVAILABILITY GUIDE

Sunsweet Growers offers a wide variety of dried plums from Ones (individually wrapped dried plums) to flavored – cherry, orange and lemon essence. Plus, a majority of dried plums are pitted, but whole dried plums are also available.

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ To capitalize on the growing health trends, Sunsweet Growers Inc. announces the launch of the Sunsweet Swap, an online initiative that encourages people to swap out their current unhealthy convenient snack for Sunsweet Ones™, individually wrapped prunes. When consumers visit [www.sunsweetswap.com](http://www.sunsweetswap.com), they will learn about the nutritional benefits of swapping out their unhealthy snacks for delicious Sunsweet Ones™.



# Omes™ Driving Category Growth

- ▶ Drove Category Growth up 15%
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\*Source: Prevention Magazine, July 2007

Reader Service # 23



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Eggplants (*Solanum melongena*) belong to the *Solanaceae* family, which includes items such as tomatoes, potatoes and peppers. They come in different colors, shapes and sizes, and have been a dietary staple in many cultures worldwide for hundreds of years. Eggplants are very nutritious; they are a good source of potassium and fiber, and some varieties contain high amounts of phenolics, which are powerful antioxidants.

This category is important to the produce department not only for its nutritional benefits but also for its growing popularity with U.S. consumers. Traditionally consumed by Mediterranean, European and Asian consumers, eggplant is becoming ever more popular with other ethnic groups in the United States. This is due, in part, to growing health concerns and the increased popularity of vegan diets. Eggplants offer consumers a very pliable product that can be consumed in a variety of ways.

### RECOMMENDED DISPLAY IDEAS

Conventional eggplants display well in supermarkets when placed alongside other fresh items such as colored bell peppers and cucumbers. These items' bright colors contrast well with eggplant's deep purple tone and catch the eye, drawing more attention towards them.

It is important to rotate eggplants in order to have nice appearance and color on display. They should be firm with smooth, glossy skin. Retailers should also instruct produce staff on the proper handling, as eggplants tend to be fairly sensitive. It is important to handle them gently; lightly touch and not squeeze or press on them, as this creates bruising in the eggplant later on.

### POINT-OF-PURCHASE/SIGNAGE

Point-of-purchase signs at the retail level can be very influential in spurring impulse purchases. They are particularly useful for consumers who are not too familiar with an item but are willing enough to try it. Given this, some useful information to



## QUICK TIPS

- 1 Educate produce personnel how to properly handle an eggplant. Because its skin is very sensitive, any hard pressure on it will result in bruising and eventually decay.**
- 2 Point-of-purchase communications featuring recipes and nutritional content are useful for encouraging sales and educating consumers about eggplant.**

display on signs can include nutritional information and preparation ideas.

Unlike mainstream vegetables such as cucumbers or lettuce, some people are not as familiar with how to properly cook or prepare an eggplant, therefore another great way to provide information to customers and increase sales is by placing attractive, easy-to-prepare recipe stickers on the eggplant's skin.

### VARIETY AND AVAILABILITY GUIDE

Eggplant is available to U.S. consumers in a variety of shapes and sizes. The skin color can vary from almost white to green to a deep purple, with purple being the most common. Among the more popular varieties are the following, which are available from our southern neighbor, Mexico, from October through May each year:

— **Regular/Classic:** This is the most common variety group in the U.S. Among the most familiar are Black Magic, Black Beauty and Black Bell varieties. These eggplants have smooth skin in a

very deep purple hue and a large, elongated oval shape with a green calyx.

— **Italian:** A deep shade of purple with smooth, glossy skin. It is smaller and thinner, with a slightly wider base. Italian eggplants also have a green calyx.

— **Sicilian:** Smaller and slightly elongated, with mauve-purple skin that has some light streaking and a green calyx. This variety is sometimes

referred to as "zebra" eggplant.

— **Japanese:** Small and longer in shape with smooth, light purple skin and a dark, purple calyx.

— **Chinese:** Longer and more cylindrical in shape, with smooth purple calyx and skin.

— **Hindu:** Small (just a few inches long) and round in shape, like an egg, with smooth purple skin and a green calyx.



### PROMOTIONAL/ADVERTISING IDEAS

Retailers may take advantage of special holidays to boost eggplant sales, including Lent and Chinese New Year, when eggplant should be displayed in plentiful supplies. During Lent season, for instance, you may display them with meat-alternative recipes such as pasta dishes, soups or grilled vegetable casseroles.

Place some eggplant next to steak in the butcher section with a "Great for Grilling!" sticker on them. You can even do this in the produce department and display them along with similar point-of-purchase signs for grilling (include recipes and steak sauce).

### RIPENESS, DISPLAY CARE AND HANDLING

Eggplant should be firm but not too hard, and should be maintained refrigerated at a temperature between 45° and 48° degrees F. This will preserve the eggplant's shelf life and minimize scarring. It is important to check the product's temperature and overall appearance upon arrival.

It is also important that produce staff be educated in the proper handling of eggplants. They should not be squeezed or poked since their skin is soft and are very sensitive to pressure.

### CROSS-MERCHANDISING OPPORTUNITIES

Eggplant is a great item to cross-merchandise with pasta, bread crumbs and fresh cheese.

### OTHER SUGGESTIONS

For photos or recipes, please visit [www.iloveeggplant.com](http://www.iloveeggplant.com) or contact our office at 520-281-9696.



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Reader Service # 82



**APIO, INC.**  
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Phone: 805-343-2835  
www.apioinc.com  
info@apioinc.com



Did you know that 40 percent of U.S. consumers do not know by 4:00 PM what they will eat for dinner that night? Help shoppers find healthful answers fast with Eat Smart fresh-cut vegetables. As a growing subgroup, the fresh-cut vegetable category has continued to grow considerably. Last year, fresh-cut vegetable dollar volume grew over 8 percent (ACNielsen MarketTrack, Total US Grocery, 52 weeks ending 12/29/2007). Apio, Inc. is a recognized industry supplier of value-added fresh-cut vegetables and a category growth leader at retail, offering shoppers a complete selection of healthful fresh-cut meal solutions.

**RECOMMENDED DISPLAY IDEAS**

Creating a prominent, fresh-cut vegetable section within the produce department is a key component to driving sales in the category. Offering Eat Smart fresh-cut vegetables alongside tie-in items such as refrigerated dressings and dips is a simple way to satisfy shopper needs for variety and convenience. To make the most of special merchandising opportunities, display Eat Smart Party Trays during peak holiday periods near the front of the produce section to stimulate incremental sales. Keep produce top-of-mind with shoppers all year and display Eat Smart Fresh Salads as a healthful side dish option for in-store deli selections and as a complement to any grab-and-go section.

**POINT-OF-PURCHASE/SIGNAGE**

With increased focus on health and wellness combined with the challenge of convenience, help shoppers “Eat Smart” by adding eye-catching channel strips or shelf talkers highlighting the nutritional features of specific products. Use USDA-approved health claims to promote the consumption of fresh vegetables and inform shoppers of the distinct benefits of each. During the holidays, Eat Smart Party Trays can be complemented with signage encouraging healthful seasonal fare. Provide a shopping list of “good-for-you must-haves” including other quick and easy items for successful entertaining. This could include fresh avocados and tomatoes for salsa recipes, low-fat refrigerated dips and ready-to-eat fresh fruit trays.

**VARIETY AND AVAILABILITY GUIDE**

Over 40 Eat Smart fresh-cut bags, salads, trays and sides — including popular dips, dressings and a variety of ingredients — are available every day, 365 days a year.

**QUICK TIPS**

- 1 Stock a variety of fresh-cut vegetables in a central location to ensure shoppers find what they need quickly.**
- 2 Offer new and interesting ways to incorporate fresh-cut vegetables into everyday meals.**
- 3 Help satisfy wellness questions by using colorful and informative POS to educate shoppers on product attributes and health value.**
- 4 Frequent meal-solution promotions and cross-merchandising keep produce top-of-mind with shoppers and help to create a unique shopping experience.**

**PROMOTIONAL/ADVERTISING IDEAS**

Programs highlighting the health and portability of Eat Smart fresh-cut vegetables can help shoppers seek quick, easy answers to their mealtime questions. Leverage the growing category by promoting Eat Smart fresh-cut vegetables as key ingredients in store publications and recipes to give your shoppers the tools and information they need

to make healthful meal choices. Advertising Eat Smart fresh-cut vegetables with hot meal programs such as chicken, pasta or beef provides simple one-stop shopping. To maximize impulse “special occasion” sales during the holidays, promote Eat Smart Party Trays as a great addition to any get-together. While all lines of fresh-cut vegetables can experience lift of two to three times normal sales during peak holiday periods, such as Thanksgiving and Christmas, Eat Smart Party Trays are especially popular at this time of year. Year-round, offer smaller format Eat Smart Party Trays as a healthful snack item for the office, home or as a grab-and-go alternative to in-store sandwich or hot meal promotions.

**RIPENESS RECOMMENDATIONS**

- All products should have a deep color.
- Products should be culled with attention to code date.

**DISPLAY CARE AND HANDLING**

Eat Smart fresh-cut vegetables are available in a wide range of sizes and combinations. Stocking a variety will ensure that shopper needs are satisfied when selecting their specific meal solution. Be consistent with the primary location within the produce department so shoppers can develop a habit of shopping for their fresh-cut items in the same place.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Fresh-cut vegetables should be received from adequately refrigerated trucks and transferred immediately into storage rooms ideally cooled to 33° to 38° F.

**CROSS-MERCHANDISING OPPORTUNITIES**

Promoting Eat Smart fresh-cut vegetables with center-of-plate items such as poultry or fish helps shoppers quickly identify healthful solutions for their entire family. A few key ingredients such as a bag of Eat Smart fresh-cut vegetables paired with whole grains, lean meat and spices can open the door to a variety of custom-tailored meal options for all shoppers. In addition, Eat Smart Party Trays complement deli, meat and snack displays during peak holidays. Large cross-promotional displays featuring barbeque themes, tailgate parties or sporting events will entice shoppers to pick up all of their supplies for entertaining in one central location.





# Shoppers need to find a healthy, convenient meal solution... Fast.

You owe them something they can sink their teeth into.

Eat Smart® Fresh Cut Vegetables provide just that something. Whether it is a quick lunch, a healthy dinner or just a snack on the go, Apio offers a complete category solution to answer any meal challenge. But hurry, they're hungry. Now.



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**RECOMMENDED DISPLAY IDEAS**

Garlic lies at the confluence of all that is hot and happening in produce. Ethnic cuisines? Garlic is key. Health-oriented eaters? Garlic is prominent. Dieters? Garlic instead of salt anytime. It also is a product family that runs the gamut from staple to specialty items — red garlic, elephant garlic, peeled, packaged, braided and certified organic.

It is a category that includes both fresh garlic and various processed and semi-processed items, such as whole peeled garlic, chopped garlic, minced garlic and a multitude of jarred products. There are even garlic options that can serve highly decorative purposes — such as braided garlic. Garlic can also be used to adorn holiday wreaths and other holiday decorations. Many items are sold in both bulk and consumer package sizes.

The key to making good garlic displays is to avoid the specialty jinx in which a small area is set aside for a tiny row, or worse, a little basket of garlic.

Instead, think of the romance of garlic: The Egyptians, Greeks and Romans all knew of garlic, and this rich heritage carries through to the cuisines of today, justifying generous space with a full range of garlic products displayed.

And it is well worth it to cultivate a garlic-buying clientele because garlic is never consumed alone. So every sale of garlic means the sale of other items both in produce and in other areas of the store.

**POINT-OF-PURCHASE/SIGNAGE**

Signage and POP material near garlic should always have a three-fold message: First, make sure to highlight variety items, such as elephant garlic; this attracts attention to the overall garlic section and sparks consumer interest. Second, always highlight the health benefits of garlic: fat-free, saturated fat-free, sodium-free, cholesterol-free and certified 100 percent organic are all watchwords that are permissible with garlic and attract the interest of health-oriented consumers. Third, always provide recipes and usage ideas.

Garlic is a product whose sales directly relate to consumers adopting recipes that require garlic, so always have one type being promoted. Also remember that a festive display of garlic braids is great signage pointing to a garlic display.

**VARIETY AND AVAILABILITY GUIDE**

Garlic is available year-round with supplies coming from both California and other countries, including Argentina, Mexico, Chile and Spain. In recent years, Chinese-grown garlic has become prominent in the marketplace.

**QUICK TIPS**

- 1 Display and promote the full range of garlic items.**
- 2 Use jarred and fresh garlic, red, white, elephant and conventional garlic and garlic braids to make the section intriguing to consumers.**
- 3 Focus on increasing usage, as that is the key to increasing sales long term.**

Its use as both a seasoning and an ingredient in food means that year-round promotion is appropriate.

**PROMOTIONAL/ADVERTISING IDEAS**

Because of its comparatively long storage life, deep discounts on garlic are likely to steal sales from future periods. As such, the focus in garlic promotion should be on usage.

If it is barbeque season, promote the use of garlic in salads, marinades and rubs. Suggest that consumers try cooking whole garlic on the barbeque to serve whole as a butter substitute.

If the Super Bowl or another sporting event is coming up, do a promotion in which you suggest the use of fresh garlic to make salsa with a kick.

Salad dressing is a great garlic use. Have a salad dressing of the month that is always under promotion and always uses garlic.

Suggest ways that garlic can add flare to old favorites. Garlic mashed potatoes, for example, are a great way to jazz up a dish that may have grown boring.

And at major holidays, suggest adding an ethnic dish. For example, it is an old Italian custom to serve a fish dish, almost always prepared with garlic, at major holidays. Use the trend to ethnic food, healthful eating and variety to tie in garlic.

**DISPLAY CARE AND HANDLING**

Garlic should not be misted, and rotation is important since fresh garlic sitting out for long periods will tend to dry out. In addition, the skins of garlic tend to shed with handling so frequent attention to the display to keep it clean and dry will result in better sales.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Garlic should be stored in a cool, well-ventilated place and kept dry.

**CROSS-MERCHANDISING OPPORTUNITIES**

Garlic is a cross-merchandise's dream as it is always used in conjunction with other products. Cross-promote in the produce department with salad items since garlic is frequently tossed into salads as an ingredient as well as used in salad dressing. Put garlic next to ripe tomatoes, basil, cilantro, etc., to promote salsa. Suggest a make-your-own-pasta-sauce center with garlic, tomatoes and other ingredients.

Also consider secondary displays of garlic next to meat and poultry to promote as a rub and even next to baguettes in the bakery, promoting roasted garlic as a delicious and healthful alternative to butter.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Have a demo with the bakery in which roasted garlic is served with sliced French baguettes. The mild flavor, without the fat of butter, will make it a favorite with many consumers.**
- ✓ Educate your customers about the taste benefits of rubbing the outside of their Easter lamb with cracked garlic prior to roasting.**
- ✓ Provide recipes encouraging holiday chefs to insert whole peeled garlic cloves into slits cut with the point of a sharp knife into their holiday roasts prior to cooking. Watch your garlic (and meat) sales take off!**
- ✓ Do a sauce competition in which consumers make homemade pasta sauce using garlic. Get a local newspaper to judge it and have the winning sauce recipes be part of a "saucy special."**





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 nick@dulcich.com



Grapes are available on a year-round basis. Besides adding bright colors, which help drive impulse sales, the bottom line is very impressive. From a seasonal standpoint, grapes can generate \$96 per square foot and are the highest dollars per square foot for the produce department's fruit category for September through December. Moreover, for the same period, grapes ranked as second highest dollars per square foot for the produce department. (source: California Table Grape Commission)

We at Sunlight International Sales are specialists in California Table Grapes. As the marketing arm of Jakov P. Dulcich & Sons LLC, we are growers, packers and shippers of the finest quality and most flavorful grapes in the world.

**RECOMMENDED DISPLAY IDEAS**

California table grapes should be prominently displayed from Memorial Day through Christmas. Two fundamental goals should always be kept in mind when building a display: quality and abundance. An abundant, fresh, high-quality display will generate even greater grape sales. Customers are inclined to buy more grapes from an abundant display. No matter how good the quality of product on display, partially stocked displays will make customers think they are getting lower quality, leftover product other shoppers did not want. To protect their quality while visually providing a picture of abundance, grapes should not be stocked more than one layer high. Fill and maintain the display frequently throughout the day/evening.

**POINT-OF-PURCHASE/SIGNAGE**

Point-of-purchase materials are used to draw customer attention to the display and drive impulse purchase activity. The key to success with point-of-purchase materials is to use the materials to create excitement at the display without taking away from the image of the produce department.

Signage is yet another call to action for customers to buy more grapes. Nutritional and variety information at the display or in the informational directories in the produce department fulfill customer needs while generating increased sales. With high consumer trust and preference for California-grown grapes, signage highlighting California provides additional sales opportunities.

**VARIETY AND AVAILABILITY GUIDE**

Variety is the spice of life, and we have variety. Today, Jakov P. Dulcich and Sons produces 14 varieties, including the new green seedless varieties Luisco and Autumn King, and is making plans to introduce new red varieties, such as Magenta, in the near future. With today's sophisticated shopper,

**QUICK TIPS**

- 1 Carry several colors and varieties — green, red, black, seedless and seeded.
- 2 Rotate stock frequently for bright, fresh-looking product.
- 3 Promote grapes frequently with expanded displays.
- 4 Fruit must be kept at proper temperature to preserve shelf life. Once chilled, keep chilled. The grapes should be kept refrigerated whenever possible.

displaying and promoting a wide range of red, green and blue-black grapes will generate excitement and sales. Research shows that chains promoting multiple varieties received a minimum of 200 percent item lift over baseline volume. Try displaying an eye-catching mix of product that generates a greater choice of product availability. Variety, display creativity and freshness all stimulate impulse purchase behavior.

**PROMOTIONAL/ADVERTISING IDEAS**

Red, white and blue for the Fourth of July; back-to-school with grapes packed in a lunch box for snacks; festive holiday ideas with recipe cards that include grapes for Thanksgiving, Christmas and Easter. Marketing studies show front page grape ads

generate a 72 percent increase in volume as opposed to back page placement, which generates only a 20 percent increase in volume.

**RIPENESS RECOMMENDATIONS**

Grapes will not mature or gain sweeter flavor after harvest. We at Sunlight and Dulcich harvest only fruit that has matured to the optimum flavor and sweetness nature provides.

**DISPLAY CARE AND HANDLING**

To maximize sales, straighten grapes displays when passing by to work on other displays. When rotating the display, always move older product to the top and center of the display. Whenever low or poor quality product is found, it should be removed. When product on display begins to look tired, remove or rework the product to maintain a fresh quality image and maximize profitability.

Refrigerated displays will extend the shelf life of grapes. Cool temperatures will prevent grapes from drying out.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Never wash grapes in preparation for display. The natural protective layer created by the grapes, called bloom, will be removed, allowing for dehydration or water loss to occur. While water may be refreshing for some produce, it will harm grapes. Always store with other fruits that require cold temperatures. Grapes should be kept at 34° F and high humidity. Never store grapes next to onions or other items that emit strong odors.

**CROSS-MERCHANDISING OPPORTUNITIES**

1. Wine, cheese and crackers.
2. Whipped cream and gelatin.





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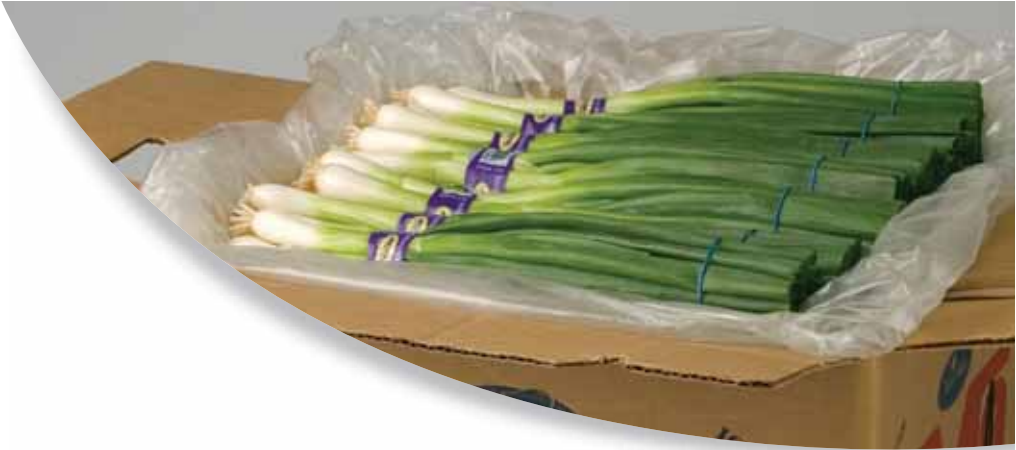
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GREEN ONIONS



#### MERCHANDISING ICELESS VALUE-ADDED AND ICELESS BUNCHED GREEN ONIONS

Iceless green onions are a great way to add value to your produce department. With iceless green onions, you can not only reduce your freight costs but also extend your shelf life and reduce shrink with reduced product handling and no cell damage from ice. Value-added iceless green onions have many benefits, with increased freshness and ease of rotation with best-if-used-by dating and a UPC for guaranteed accuracy at register.



#### DISPLAY IDEAS

Merchandising NewStar value-added iceless green onions in the value-added case gives you an upscale appeal with higher ring-through and proven substantial increased sales over the traditional display in the wet-rack.

Traditional bunched iceless green onions merchandise well on the wet-rack misted, chilled and rotated daily with usage tips and recipe suggestions on-shelf.

Display bunched green onions directly adjacent to head lettuces, co-promoting mushrooms, radishes, cauliflower, red onions, tomatoes, avocados, shredded cheese, and croutons as a Salad Solution grab-and-go destination stop.

#### PROMOTIONAL IDEAS

Think outside the box with bunched green onions, a natural fit for the BBQ season.

Merchandise jumbo green onions alongside portobello mushrooms, asparagus spears, bell peppers and sweet white onions, including seasonings and flavor-infused olive oils for Veggie Grillers.

Recipe and usage reminders on shelf equal increased sales through the register.

## QUICK TIPS

- 1 Merchandise value-added iceless green onions in the value-added case to give your produce department an upscale appeal with higher ring-through and substantial increased sales over the traditional display in the wet-rack.
- 2 Display iceless green onions with usage tips and recipe suggestions on-shelf.
- 3 Traditional bunched iceless green onions merchandise well on the wet-rack.
- 4 Keep iceless green onions misted and properly chilled for extended shelf life.
- 5 Rotate bunched iceless green onions daily.
- 6 Remember, with the majority of produce purchase decisions made in-store, solutions translate to sales.

#### MERCHANDISING CHOPPED GREEN ONIONS

The produce department is a natural destination for 4:00 PM shoppers in need of meal solutions for their dinner. Chopped green onions are a natural fit in the value-added case, merchandised alongside other fresh produce ingredients, toppers and flavor boosters.



#### PROMOTIONAL IDEAS

Recipe suggestions on-shelf or in ad greatly boost sales when offered with grab-and-go solutions.

Think Mexican themed ingredients, co-promoting with sour cream, Roma tomatoes, shredded lettuce, cilantro, shredded cheese and avocados for a Taco Bar, or displayed with tomatillos, garlic, white onions, cilantro, jalapeños and tomatoes for a Salsa Stop.

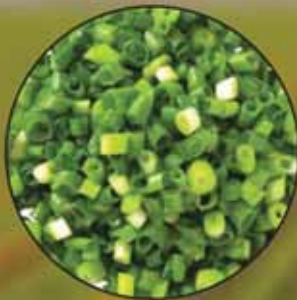
Create an Asian-themed display of chopped green onions with recipe suggestions of an in-store rotisserie chicken, displayed with a teriyaki sauce, fresh stir-fry noodles, whole ginger and sliced almonds or sesame seeds.

Side-dish suggestions are a natural, including chopped green onions merchandised with white rice, chicken broth and pine nuts for your traditional rice with a kick.



## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ Recipe suggestions on-shelf or in ad greatly boost sales when offered with grab-and-go solutions.
- ✓ Think Mexican themed ingredients, suggesting a Taco Bar or Salsa Stop.
- ✓ Create an Asian-themed display with protein for Stir Fry Tonight.



# focus

fo•cus \ˈfō-kəs\ transitive verb

1: to cause to be concentrated 2: to concentrate attention or effort

3: to transform *your bottom line*

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Fresh specialty produce is one of today's hottest trends, and fresh herbs are at the forefront of this growth. Produce trends follow public awareness created by celebrity chefs and TV cooking shows, along with national food and home magazines. This trend to fresh flavors, coupled with the desire for quick flavors that are not high in sugar or fat, make the fresh herb section a destination for both home chefs and soccer moms who want to prepare healthful, flavorful food quickly.

Top quality fresh herbs, then, can be the decision criteria for store choice for these "fresh" customers who are called the "best produce customers." They are called this because:

- 1) They buy more fresh produce than any other customer;
- 2) They buy more high-margin specialty items than any other customer.

**RECOMMENDED DISPLAY IDEAS**

Fresh herbs do well prominently displayed in high traffic areas near other specialty produce including exotic mushrooms and specialty peppers. They can be displayed on multi-deck case shelving, on pegs or in specially designed display racks.

A secondary display of basil in the tomato section will help maximize the sales of the category's No. 1 item.

**POINT-OF-PURCHASE/SIGNAGE**

HerbThyme Farms provides Herb Center header signs to make the fresh herb section clearly visible to consumers. HerbThyme also provides educational *How to Use Herbs* multifold handouts designed both to educate the first-time buyer and to encourage existing users to try additional varieties.

**VARIETY AND AVAILABILITY GUIDE**

HerbThyme Farms operates over 500 acres and over 3 million square feet of greenhouse ranges, all in California. We deliver a year-round supply of all major varieties of fresh culinary herbs both

## QUICK TIPS

- 1 Merchandise basil with tomatoes, especially larger size packages.**
- 2 Don't get basil too cold — it is best at 50° F.**
- 3 Order more basil — it is 40 percent of the category. And don't run out — check your stores in the evening, especially on Sunday. No basil = lost opportunity.**

conventionally and organically grown.

HerbThyme offers a full variety of merchandising vehicles including clamshells in .66-, 1-, 2-, 2.5-, 3- and 4-ounce sizes, along with bunches, sleeves, foodservice packs and **new** extended shelf life retail packages. Additionally, we offer 12 varieties of seasonal promotional shippers.

**PROMOTIONAL/ADVERTISING IDEAS**

We recommend quarterly full-line promotions and promoting basil with expanded tomato sections in the summer. Additionally we offer seasonal in-and-out shippers to generate excitement for the category and incremental sales for your bottom line.

Our display shipper offerings range from Salsa Blend shippers for Super Bowl to Rosemary Skewers shippers for summer holidays to Poultry Bouquet and Holiday Assortment shippers for the Thanksgiving and Christmas seasons.

Our **new** extended shelf-life micro-perforated bags are available in 6 and 12 count shippers for

both year round display and seasonal promotions. These laser perforated film packages are designed to merchandise at room temperature with extended shelf-life

**DISPLAY CARE AND HANDLING**

Basil does not like temperatures below 40° F so merchandise away from direct cold air. Build a secondary basil display with the tomatoes, especially for larger value-pack and jumbo-pack basil offerings.

**BACKROOM RECEIVING AND PREP**

Store basil at 50° F, other herbs in the cooler.

**CROSS-MERCHANDISING OPPORTUNITIES**

Cross-merchandising opportunities are endless. Cross-merchandise basil with tomatoes, dill with seafood, rosemary with potatoes, rosemary skewers at the meat counter and Poultry Bouquet with the turkeys or stuffing ingredients. Our 12 varieties of seasonal shippers include recipes designed to move additional produce items.

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ **Build a display with larger basil clamshells (2- to 4-ounce) or our new extended shelf-life 2.5-ounce basil shippers with pine nuts and garlic for a pesto feature. A \$10 to \$15 ring! And it won't take away from other produce purchases, so it is all new money!!**

# FRESH HerbThyme HERBS

ARUGULA	BASIL	CHIVES	CILANTRO	DILL	EDIBLE FLOWERS	ITALIAN PARSLEY	MARJORAM	MINT	OREGANO	ROSEMARY	SAGE	TARRAGON	THYME
Salads	Pesto	Pesto	Pesto	Pesto	Sweet	Salads	Grilled Poultry	Herb Pork	Pizza	Pesto	Grilled Pesto	Salads	Grilled Pesto
Pizza	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads
Chives	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads
Italian	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads
Garlic	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads
Roast	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads
Salad	Salads	Salads	Salads	Salads	Salads	Salads	Grilled Pesto	Salads	Pizza	Grilled Pesto	Salads	Salads	Salads

Enhance your favorite culinary dish.



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HYDROPONICALLY GROWN LIVING BUTTER LETTUCE



Since 1996, Live Gourmet brand hydroponically grown living butter lettuce has offered an improved category solution for innovative produce merchandisers across America. With its extended shelf-life and protective, interlocking, and easily merchandisable clamshell package, Live Gourmet butter lettuce has saved hours of labor, significantly reduced shrink and generated higher dollar rings, creating increased gross margins for the butter lettuce category.

Live Gourmet butter lettuce is "Absolutely Fresh because it is still Alive!"

By harvesting our butter lettuce with its roots intact, we provide each delectable leaf with a source of nutrition after harvest, helping the leaf remain fresher and more flavorful for days longer than butter lettuce harvested in the conventional manner. Fresher lettuce means higher flavor profiles and greater nutritional value, which generates higher levels of consumer satisfaction and helps drive increased purchase frequency.

Our lettuce is pest free naturally as we utilize integrated pest management (IPM) regimes — a natural, more ecologically sound pest control method. IPM incorporates naturally occurring pest regulators and beneficial predatory insects that reduce harmful insect populations in the growing environment. No organophosphates or carbamate pesticides are ever used.

The Live Gourmet clamshell packaging concept — we like to call it a mini-greenhouse — provides a micro-environment around the lettuce helping it stay fresher longer. The clamshell protects each delicate leaf from physical damage during handling and acts as a food-safety barrier between the product and the consumer, an area of increased interest for many consumers.

The clamshell's interlocking feature aids in ease of maintaining a presentable, attractive display on your produce section shelf. Just place and replenish the facings daily. Our clamshells are made from post-consumer recyclables and are Level-1 recyclable, a very important feature for most of today's shoppers.

**Live Gourmet Advantages:**

- Absolutely fresh because it's still alive!
- Consistent uniform product quality all year-round
- Pest free naturally
- Extended shelf-life and reduced shrink that helps you sell more units
- Attractive, see-through and easily merchandisable packaging

**RECOMMENDED DISPLAY IDEAS**

Live Gourmet butter lettuce is truly a value-added offering and can be merchandised

**QUICK TIPS**

- 1 The prime location for our Live Gourmet butter lettuce is directly next to iceberg lettuce in the leafy green section of your produce display.**
- 2 Place and reface frequently; with the clamshell package, daily trimming and product refreshing will be nominal.**

successfully in several locations within the produce section of your store. Refrigerated free-standing island displays, end-cap displays and second- and third-level shelving above the wet rack can prove to be excellent merchandising zones, depending upon your store's produce department configuration.

Our research suggests the prime location for our Live Gourmet butter lettuce is directly next to iceberg lettuce in the leafy green section of your produce display. This requires closing of the wet-rack mist system nozzle directly above our product display, thereby eliminating unattractive water spots on the container.

We find that merchandising the product in the bagged salad case is often the area of last resort, and it may lead to buyer confusion. The bagged salad shopper is looking for tear-and-pour convenience, and our product requires processing before use. In every instance, eye-level multiple facings that create attractive displays help generate increased sales velocity for our product.

**CROSS-MERCHANDISING OPPORTUNITIES**

Combining offers with other salad ingredients — from croutons to gourmet cheeses and salad dressings — can help acquaint your shoppers with this uniquely fresh butter lettuce.

Promoting your private-label salad dressing in conjunction with our butter lettuce is a great way to generate increased velocity for both categories. Interdepartmental cross-promotional offers, such as a BLT promotion that offers the ingredients for a bacon, lettuce and tomato sandwich, can drive traffic to several areas throughout your store.

Use of cents-off coupons for ingredients located at displays of the corresponding items can

be used to draw your meat department shopper into your produce section and bakery goods section of the store.

**RECEIVING, STORAGE AND HANDLING TIPS**

Maintain the cold chain at all times and observe suggested temperature ranges to extend the product's shelf-life.

Inspect all shipping cartons for the enjoy-by-date or best-if-used-by date and maintain proper product rotation in the storage cooler and on the store shelf.

Visually inspect each clamshell during placement on the shelf to insure your display is the very best it can be.

**BACKROOM RECEIVING AND PREPARATION PROCEDURE**

Observe the enjoy-by-date stamped on each package and maintain a proper rotation to insure maximum value for your customer.

Place and reface frequently; with the clamshell package, daily trimming and product refreshing will be nominal.



**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ **Be the first in your region to offer a greenhouse-grown section in your produce department. Merchandise greenhouse-grown lettuce, cucumbers, tomatoes, bell peppers and herbs in one central location. Stress the benefits of controlled environment growing, uniform quality and reduced pesticide use to generate cross-selling and up-selling of your produce department shoppers.**





# The *Live Gourmet® Family*

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*\*Judged **Superior** in taste, size, texture, weight, freshness, color, and uniformity*

- ❶ **Sustainably grown on a American family farm**
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- ❸ **Packaged with care in Level 1 PETE; made from 70% recycled material; fully recyclable after use**

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NATURE'S PARTNER

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**RECOMMENDED DISPLAY IDEAS**

More consumers are concerned with the health benefits of the food their families eat. Promoting the impressive nutritional benefits of kiwifruit will encourage first-time consumers to purchase and increase sales to already established consumers.

Displaying kiwifruit as a "SuperFood" that has one of the highest nutrient densities of the major fruits will push sales. Featuring the nutritional value of kiwifruit (vitamin C, folate, potassium, fiber, carotenoids, polyphenols, chlorophyll, glutathione, pectin and vitamin E) compared to its low-calorie content will place kiwifruit at the top of the shopping list. Allowing consumers to choose among bulk, clamshells and bagged kiwifruit is a great way to drive increased sales. One can also increase sales by merchandising ripe or near-ripe kiwifruit and by displaying two sizes of kiwifruit.

Kiwifruit sell best when positioned with mainstream seasonal fruits in a high traffic area. However, caution must be followed when placing kiwifruit next to bananas and apples as the ethylene emitted from these fruit causes kiwifruit to ripen quickly. Likewise, shelf life can be extended when placed next to tree fruit, grapes and citrus.

**POINT-OF-PURCHASE/SIGNAGE**

Kiwifruit are best promoted when consumers see the inside of the fruit. Play up the eye appeal of the inside by cutting a few kiwifruit in half, sealing with plastic wrap and scattering the halves throughout the display.

Signage should promote the health and nutritional benefits of kiwifruit. In addition, make sure the consumers see placards showing the ease of cutting and scooping the fruit.

Since gold and organic kiwifruit are relatively new to the category, signage drawing attention to these varieties should also be displayed near the fruit.

**VARIETY AND AVAILABILITY**

NATURE'S PARTNER



Kiwifruit is available year-round. Cal-King green and organic kiwifruit produce the most

**QUICK TIPS**

- 1 Feature ripe kiwifruit to encourage purchase.**
- 2 Build bigger displays in high traffic areas and feature multiple pricing.**
- 3 Advertise: Sales of kiwifruit increase as much as three times when advertised.**
- 4 Display kiwifruit with Dr. Steven Pratt's latest book, SuperFoods Healthstyle.**
- 5 Promote specials throughout the year. Kiwifruit is plentiful all year, and is also available in gold and organic.**

volume from October through May, and Nature's Partner™ green, gold and organic kiwifruit are plentiful year-round.

**PROMOTIONAL/ADVERTISING IDEAS**

Though kiwifruit have been readily available in North America for many years, there are still some consumers who have never tried one. Efforts should always be made to get consumers to try the fruit and experience its unique taste. Sampling and multiple pricing (three and four for \$1) will encourage trial and purchase with consumers.

In addition, consumers need constant reminders of the convenience, versatility and nutrition/health benefits of kiwifruit.

Since kiwifruit are a year-round item, there are many opportunities to tie kiwifruit in to holidays by

providing recipes and positioning the multiple varieties near fruit dips and seasonal fruit.

**RIPENESS RECOMMENDATIONS**

Early season kiwifruit should be pre-ripened or "triggered" at shipping point or in the receiver's ripening room. Kiwifruit are ripe when they yield to gentle pressure. Use pre-ripened or "triggered" kiwifruit for early season sales.

Cal-King and Nature's Partner™ kiwifruit have been picked and packed based on California and New Zealand research and recommendations to fully assure consumer acceptance.

Gold kiwifruit arrive ready to eat and require gentle handling. For best results, rotate all kiwifruit often. Storage at 32°F will give optimum storage life. Warmer temperatures will hasten ripening.

**DISPLAY CARE AND HANDLING**

When refilling displays, take care in assuring proper rotation of fruit (place new fruit on bottom). Remove shriveled fruit and maintain a neat and fresh display.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Store firm-to-ripe kiwifruit at 32°F to maintain maximum storage life. Firm kiwifruit can be stored at room temperature to hasten ripening.

Do not mist on display. Spots of dry mold can be wiped off, but discard fruit with wet spots. Unripe kiwifruit are ethylene-sensitive and ripe fruit is an ethylene-producer.

**CROSS-MERCHANDISING OPPORTUNITIES**

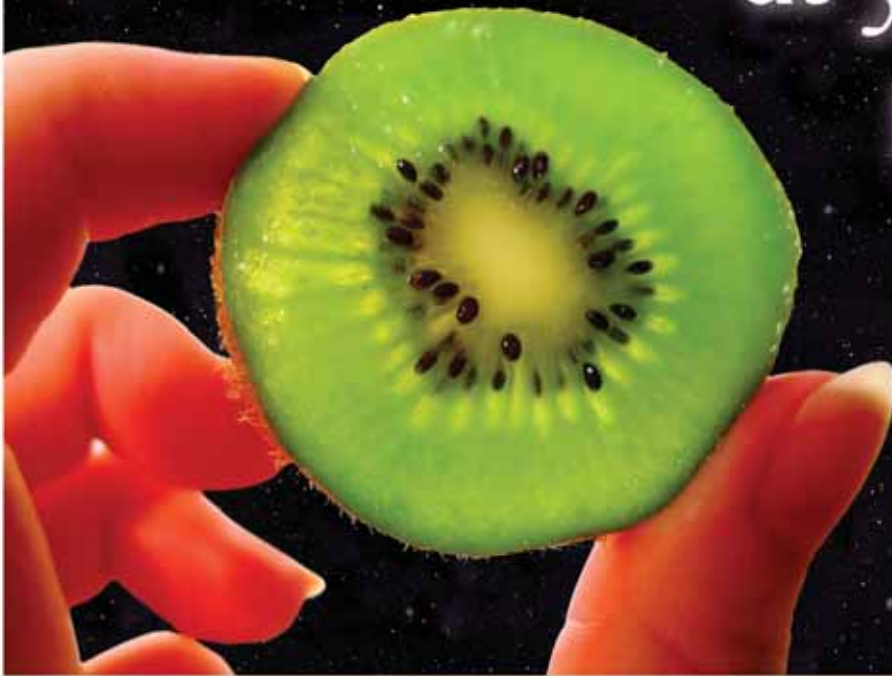
Cross-merchandise with other "SuperFoods" such as apples, blueberries, avocados, oranges or pomegranates. Locate secondary displays of kiwifruit near precut salads and fruit dips.

**OTHER SUGGESTIONS**

**Nutrition:** Kiwifruit are a nutrition powerhouse, packed with phytonutrients that contribute to a healthy heart and help in the fight against cancer.

NATURE'S PARTNER	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
California												
Chile												
New Zealand												
Italy												

# A world of kiwifruit profits at your fingertips



The Giumarra Companies have assembled a select group of growers passionate about quality fresh produce and careful stewardship of the land. Outstanding growers from unique regions all over the world means you can offer your customers a year-round supply of the freshest, most wholesome kiwifruit available – grown, picked, packed and shipped with care. **Nature's Partner** care.

**Cal Harvest Marketing**, with its **Cal-King** kiwifruit label represents the finest kiwifruit from California. Now available in Conventional, **USDA Organic**, and **Nutriclean** (certified pesticide residue free). And as your customers start asking about food safety and the environment, you can assure them that Cal-King kiwifruit is safe and has one of the lowest carbon footprints of any kiwifruit sold in North America.



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DISPLAY ITEMS RECOMMENDED

Boost the sales of leafy greens by sharing their nutritional value and their many usages with consumers. Since leafy greens are high in nutrition and low in calories, the potential in higher sales is great. Originally, leafy greens were a part of Southern cuisine; however, due to their fabulous taste and great versatility, they can be a part of any menu at any location.

Attract customers to the wide versatility of leafy greens by placing them with recipe cards and a wide range of cooking ingredients. Since color is an important part of purchasing, placing greens near different colored products such as yellow and red peppers making the greens more appealing to consumers.

We suggest rotating the arrangement of bunch and loose greens periodically to attract customers. Consumers will notice there is a difference, which is a great selling point.

POINT-OF-PURCHASE/SIGNAGE

Leafy greens' great nutritional values and versatility certainly make customers better informed purchasers. Nutritional value is of great importance, so people purchasing leafy greens can be apprised of their wonderful nutritional benefits and the many tasty ways of preparing them.

VARIETY AND AVAILABILITY GUIDE

Rawl Brand® bulk greens and Nature's Greens™ value-added products are available every month of the year. Most leafy greens are grown in the southern part of the United States with the states of South Carolina, North Carolina, Georgia, and Florida being higher production states.

PROMOTIONAL/ADVERTISING IDEAS

Promote leafy greens by creating interesting ways to use them with other vegetables to add great taste and nutritional value to side dishes, soups and salads. These ideas will increase consumers' interests.

Throughout the year, leafy greens can be spotlighted by showing their many usages, thus adding creative and interesting concepts to recipes. Normally in the South, greens are served with black-eyed peas as a part of the New Year's Day menu. This is a Southern tradition that is said to bring prosperity and good luck to those who enjoy this menu on New Year's Day.

Cooking displays are a natural boost to the produce section since consumers are looking for additional ways to prepare produce. New recipes are welcomed in many kitchens and if the consumer really likes the recipes prepared, this will create a win-win situation.

QUICK TIPS

- 1 Bags of Nature's Greens offer a user-friendly, nutritional alternative for 21st-century consumers.
- 2 Leafy greens are nutritional bonuses since they are excellent sources of vitamins A and C as well as folic acid.
- 3 Greens are very versatile—they make tasty pasta recipes, delicious dips, entrées, soups, salads and hors d'oeuvres.

Another good selling point is to have samplings of different greens during the year to up sales and interest. Customers will then know that greens are delicious and available all year long.

National, regional and local celebrations and special days/months are perfect opportunities to promote leafy greens. Some suggested times are during National Cholesterol Education Month (September), National Nutrition Month (March), New Year's Day and St. Patrick's Day. February would be another great time to promote leafy greens since it is Heart Month and leafy greens are definitely a heart-healthy Food — perfect for a heart-healthy Menu.

Obtain point-of-sales materials from the Leafy Greens Council ([www.leafygreens.org](http://www.leafygreens.org)), local State Departments of Agriculture and Produce for Better Health ([www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)) to educate customers and children about the fantastic nutritional benefits of leafy greens. For more information, consumers can visit the Web site: [www.aboutproduce.com](http://www.aboutproduce.com).

DISPLAY CARE AND HANDLING

Since moisture is vital to bulk greens, leafy greens are very sensitive to moisture loss. The best temperatures for keeping greens are from 34° to 36° F.

When culling displays, make sure the PLU tags are readable for the consumer and make sure stems showing yellow or brown spots are trimmed.

Misting is detrimental on packaged greens; therefore, do not mist.

Good air flow and temperatures from 34° to 36° are very important to increasing shelf life.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

A temperature of 34° F needs to be maintained immediately after receiving. The close proximity of ethylene gas to greens should be avoided at all times since ethylene gas causes loss of color in greens. A good suggestion is the FIFO (first in, first out) method for restoring products. Backroom products should be checked often for proper rotation.

CROSS-MERCHANDISING OPPORTUNITIES

Promote leafy greens with other products such as stir-fry items. These include garlic, onions, colored bell peppers, tomatoes, and mushrooms. Cross-merchandising is a great chance to market and promote leafy greens. Soup and entrée items, such as smoked sausage, pork chops, ham, bacon, fish, pasta, lentils, corn and bread, make perfect cross-merchandising opportunities.

Suggest using a mustard green leaf rather than a leaf of iceberg lettuce on a grilled meat sandwich or to garnish a vegetable tray

Place corn bread mix, olive oil, pasta and whipping cream next to leafy greens to peak consumer interest.

SUGGESTED PROMOTIONAL IDEAS

- Since greens are great for children, encourage kids to enjoy greens.
- Serve sautéed greens on top of freshly baked garlic bread.
- Enjoy collards that have been precooked in chicken broth and water, then stir-fried with onions, garlic and red bell peppers.
- Use greens along with other vegetables and meats in soups and stews.





# Getting Better All The Time

You have to admit, Mom was right. Greens really ARE good for you. Now there's plenty of science to back her up, and even the American Heart Association has certified our collard greens.



We've listened to the consumers. That's why we redesigned our packaging, and that's why we know your customers will reach for more greens the next time they see our displays. Nature's Greens—a new twist on an old favorite. See for yourself why all the fuss made so much sense.



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# CIRULI BROTHERS

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While mangos are the most popular fruit in the world, only a third of the U.S. population has ever tried one. These exemplary fruit are gaining consumer interest due to their delicious flavor, culinary versatility and nutrient content. Mangos are high in vitamin C, beta-carotene (a pro-vitamin A carotenoid) and potassium. They are naturally fat free and an excellent source of fiber.

Mangos are an important produce category because of their sales potential. Per capita consumption of mangos has nearly doubled in the past 10 years. It is currently a little over 2 pounds per capita, per year (USDA Economic Research Survey). Mangos are primarily consumed by Asian and Hispanic populations, which are the fastest growing ethnic groups in the country. According to the U.S. Census Bureau, between 2000 and 2005, the Asian and Hispanic populations increased by 20 and 21 percent, respectively, making them the fastest growing groups in the country.

### POINT-OF-PURCHASE/SIGNAGE

Point-of-purchase signs can be very influential in boosting impulse mango purchases. They are particularly useful for consumers who are not too familiar with an item but are willing enough to try it. Given this, some useful information to present alongside mango displays include recipe ideas and cutting diagrams.

We recommend retailers set up ripeness charts and cutting instructions alongside sampling trays so customers can see and taste the mangos at the point of sale.



### VARIETY AND AVAILABILITY GUIDE

Thanks to increased imports from off-shore deals, mangos are now available year round. Mexico is the United States' leading mango supplier and primarily exports the following five varieties:

— **Ataulfo (February thru August):** This smaller, kidney-shaped variety is a deep golden yellow when ripe and has an intensely sweet taste. Only the finest Ataulfo is marketed in the United States under the Champagne® mango label. It has a velvety texture due to minimal fiber and a small pit.

## QUICK TIPS

- 1 Familiarize produce staff with mangos, including their maturity process and handling instructions. They, in turn, will be better prepared to help answer customers' questions.**
- 2 Point-of-purchase communications (ripeness charts, cutting diagrams, nutritional content) are useful for encouraging sales and educating consumers about the fruit.**
- 3 Sampling is one of the most effective ways to encourage impulse purchases. Provide customers with ready-to-eat mango slices or cubes on toothpicks and have a demonstrator show them different ways to cut and eat the fruit.**

— **Haden (February thru June):** This larger fruit has an oval-round shape and a firm texture with slightly more fiber. Its skin develops a red blush with some yellow when ripe.

— **Tommy Atkins (March thru July):** This variety has a more oblong, oval shape and a moderately fibrous texture. The skin develops a deep red blush with some green areas.

— **Kent (June thru September):** Slightly larger, these mangos have green skin with a slight hint of a red blush. They have a sweet flavor with mild fiber.

— **Keitt (June thru October):** This oval-shaped fruit has green skin with a hint of a rosy blush. It has a flavorful aroma and smooth texture.

### PROMOTIONAL/ADVERTISING IDEAS

Mangos are an excellent promotional item year round. Their delicious and versatile flavor combines well with entrées and desserts. Mangos can be a healthful snack or add a sweet flavor to a salad or to sauces or chutneys that go well with fish and chicken. Mangos also complement refreshing drinks. Displaying recipe ideas such as these can entice purchasing.

Mangos can be promoted in multiples, although some retailers are adopting the concept of box promotions. Another innovative pricing technique is value-added packaging in plastic clamshells and smaller cartons.

### RIPENESS RECOMMENDATIONS

Mangos ripen naturally at room temperature. To accelerate their ripening process, display them with other ethylene producing items such as avocados, tomatoes and honeydew melons.

Retailers can also tell their customers they can speed up the mango's maturity process at home by placing them in a sealed paper bag and letting them sit at room temperature.

How do you know if it's ripe? A mango is ripe if the fruit feels soft when given a gentle squeeze and if a sweet, fragrant scent emanates from the stem end of the fruit. Color is not always a good indicator of ripeness. Some mango varieties stay green, even when fully mature. Among the varieties more prone to color change are Haden, which develops smooth yellow skin with a slight red blush, and Ataulfo, which turns from a light green to a deep golden yellow when fully mature.

### DISPLAY CARE AND HANDLING

Mangos hold color well at temperatures between 50° to 55° F. Anything lower makes mangos susceptible to chilling injury. Retailers should also be familiar with the following:

Typical Shelf Life:	7 to 14 days
Mist:	No
Relative Humidity:	85 to 90 percent
Primary Box Size:	5 Kg
Carton Counts:	8-14 ct ( <i>Red and Green varieties</i> ), 12-20 ct ( <i>Ataulfo variety</i> )

### CROSS-MERCHANDISING OPPORTUNITIES

Retailers can capitalize on cultural holidays to promote mangos and increase sales. For instance, advertise mangos for use in a guacamole recipe during Cinco de Mayo celebrations (or even during Super Bowl week), where they can be cross-merchandised with complementary items such as tomatoes and avocados.

### OTHER SUGGESTIONS

Please visit [www.champagnemango.com](http://www.champagnemango.com) for additional recipe ideas, or call our office at 520-281-9696.





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**RECOMMENDED DISPLAY**

- Variety, abundance, and seasonal consistency mean profits.
- We recommend watermelons remain indoors or be displayed in the shade when outside.
- Cantaloupes can thrive anywhere, but look best in their display-ready cases.
- Slice open a melon to show off their exceptional color.
- Build big promotions for major holidays such as Memorial Day weekend and the Fourth of July.

**PROMOTION/ADDED-VALUE**

- The special Dulcinea® products will add to any promotional piece and offer unparalleled value to your advertising and in-store displays.
- Don't forget to highlight the health benefits: watermelons are high in lycopene and cantaloupes are rich in beta-carotene and vitamin C.

**QUICK TIPS**

- 1 Mini-watermelons, in particular, are an opportunity for incremental sales growth.**
- 2 Offer an assortment of melons, attractive displays and provide consumer education.**
- 3 Multiple-melon purchase incentives are also effective.**

- Effective point-of-purchase material should both emphasize the important attributes of available fruit (such as seedless) and provide consumer education on judging the ripeness of melons.

**AVAILABILITY**

- Dulcinea® PureHeart™ Mini-Seedless Watermelons and Extra Sweet Tuscan-Style™ Cantaloupes are available year-round, creating opportunity for incremental sales.



**DISPLAY CARE AND HANDLING**

- Display melons at room temperature for up to five days and avoid any outdoor displays in extreme heat and cold.
- To ensure the best flavor, we advise a shelf life of 4 weeks on cantaloupes.
- The Tuscan-Style™ rind changes from green to gold to indicate ripeness.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Use Dulcinea's attractive shipping cases as attention-getting displays.
- ✓ Other melon-compatible products include yogurt, nuts and ice cream.
- ✓ Great display option — cut PureHeart™ in half, cover with clear wrap and display up to five days.





# Keep it fresh...

with irresistible flavors and delicious variety.



PureHeart™ Mini-Seedless Watermelons  
Organic PureHeart™ Mini-Seedless Watermelons



Sweet 'n Crisp™ Asian-Style Cantaloupes



Extra Sweet Tuscan-Style™ Cantaloupes



Rosso Bruno™ Premium Vine-Fresh Tomatoes



Variety is the spice of life. That's why at DULCINEA® we bring innovative produce to you every day and offer the flavorful variety that consumers want most. See why we're a leader in innovation and a customer favorite:

• We offer truly original varieties:

- PureHeart™ Mini-Seedless Watermelons
- Organic PureHeart™ Mini-Seedless Watermelons
- Extra Sweet Tuscan-Style™ Cantaloupes
- Rosso Bruno™ Premium Vine-Fresh Tomatoes
- Sweet 'n Crisp™ Asian-Style Cantaloupes
- Overwrap & Fresh Cut - A Garden Highway™ Partnership

- We provide the best tasting produce in any season.
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**RECOMMENDED DISPLAY IDEAS**

Research shows sales can increase up to 40 percent by grouping all varieties together, providing proper space allocation and positioning mushrooms next to the salad section. Demographics play an important role in determining space allocation. Exceptional departments can allocate 8-plus linear feet for mushrooms in the multi-deck case, or 32 square feet; larger departments should allocate six to eight linear feet, or 24 to 28 square feet; smaller departments with lower income shoppers should allocate four to five linear feet, or 16 to 20 square feet; and stores with small departments and higher income shoppers should allocate five to six linear feet, or 20 to 24 square feet.

**SECONDARY DISPLAYS**

Because of the versatility of fresh mushrooms, secondary displays can bring meal solutions to the consumer's mind. On-going secondary displays in the salad and meat cases are recommended. Seasonal displays can feature eggs, potatoes, rice, pasta, tortillas, cheese, onions and other cooking vegetables. Organic, natural, and diet meal solutions are other ideas effective with mushrooms.

**POINT-OF-PURCHASE/SIGNAGE**

Attention to the category through section signage, recipe cards, shelf talkers (on flavor, selection, care and handling, and usage) will drive sales. Mushroom consumption will grow only if consumers become more educated on usage and benefits, such as mushrooms' contribution to nutrition and weight management. Trial and usage will follow if the category is highlighted within the department. Most stores carry 15 to 25 varieties/package types; so consumer education about what to do with various types is important.

**CROSS-MERCHANDISING OPPORTUNITIES**

Meal solutions can be achieved year-round by cross-promoting sliced mushrooms with bagged salads and capitalizing on grilling opportunities with steaks, stir-fries and shish kabobs. Steak Mate® thick sliced mushrooms are outstanding displayed in the meat section, as are portabellas during grilling season. Using portabellas as a meatless alternative is also popular. Mushrooms are ideal as a flavor enhancer and complementary ingredient in pastas, soups, eggs, rice, casseroles or pizza.

**VARIETY AND AVAILABILITY GUIDE**

Maintaining a full variety of white, portabella, specialty and dried mushrooms will help drive sales! Consumers can then decide if they want to purchase bulk or packaged product at the segment level. Practice maximum assortment, which includes a variety of whole, packaged, sliced,

**QUICK TIPS**

- 1 Keep mushrooms refrigerated and dry.**
- 2 Promote mushrooms consistently year-round and particularly throughout the summer. Vary promotions to include all varieties. Deep discounts are not necessary. In-store promos help, too.**
- 3 Utilize multi-item advertising highlighting all category segments.**
- 4 Merchandise based on department sales and consumer demographics. Use sampling, educational info and recipes to encourage trial, repeat purchase and to drive sales. Test adding a second display of sliced mushroom packages in the salad section. Cross-merchandise with complementary items.**
- 5 Don't forget to promote larger pack sizes and exotics. Use promotions to build consumer awareness of specialty varieties and trade them up.**

portabella, organic, value-added, specialty, dried and bulk mushrooms. Look for new varieties, such as Monterey's Heirloom Grill-A-Bella™, which add benefits for the consumer. Since mushrooms are available throughout the year, it is important they be well displayed and promoted, especially when you consider the average mushroom ring is over \$2, and mushrooms generate over \$50 in sales per square foot of display space.

**PROMOTIONAL/ADVERTISING IDEAS**

Mushrooms are an impulse buy and need promotion activity to help bring new shoppers to the category. However, they are not price sensitive, so deep discounts are not necessary. On average, promotions should be utilized six to eight times per quarter to maximize overall sales. Discounts should generally be between 20 and 33 percent. Two-for-\$X, or multiple pricing, tends to be the most effective method of promotion. Research shows multiple-item ads in the mushroom category

generate the most volume and profit for the category. Feature advertising should be utilized once per quarter to highlight mushrooms. Mushrooms sell well during the holidays, and promotions would be more wisely spent during non-holiday weeks. In other words, do not discount mushrooms during the holidays.

**RIPENESS RECOMMENDATION**

Mushrooms are highly susceptible to breakdown and should be refrigerated upon receipt. On average, mushrooms have a shelf life of six to eight days, so it is critical to keep backroom inventory at a minimum. Mushrooms gain more flavor as they age, so white mushrooms with a tinge of brown can still be sold as fresh. Brown and specialty varieties usually have an extra day or two in shelf life.

**DISPLAY CARE AND HANDLING**

Mushrooms must be displayed and stored between 32° and 36°, 85 to 90 percent humidity. For every 5°-increase in temperature, mushrooms lose a day of shelf life. Due to their high perishability, mushrooms should never be stacked more than two high. Rotate product properly. It is critical to circulate air ventilation for mushrooms.

**RECEIVING, STORAGE AND HANDLING TIPS**

To manage shrink effectively, holding coolers should carry minimal overstock. Avoid out-of-stocks. Plan accordingly for promotions and feature ads. Refrigerate mushrooms immediately. Store mushrooms up high and off moist floors, away from warm doorways, out of direct airflow and away from odorous perishable items.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Promote or merchandise Monterey's Steak Mate® Thick & Hearty mushrooms in the meat department.**
- ✓ Sell portabellas by the unit versus pound — sales increase up to 300 percent.**
- ✓ Merchandise Monterey's Clean N Ready® Sliced Mushrooms in the new "Resealable Bag" as complementary to bagged salads to increase sales and expand profits. These time-saving mushrooms can save 10 minutes of prep time!**

# More Fresh Ideas

*from the Category Leader*



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[www.montereymushrooms.com](http://www.montereymushrooms.com)



**IDAHO-EASTERN OREGON ONION PROMOTION**

P.O. Box 909  
 Parma, ID 83600  
 Phone: 208-722-7021  
 Fax: 208-722-6582  
 www.BIGONIONS.com



**RECOMMENDED DISPLAY IDEAS**

Idaho-Eastern Oregon Onions are versatile onions that may be used at any meal or in any favorite onion recipe. The appeal of Idaho-Eastern Oregon Onions is their golden globe shape and their remarkably mild flavor. Idaho-Eastern Oregon Onions retain their texture when cooked, adding flavor and consistency to any dish.

When it comes to displaying Idaho-Eastern Oregon Onions, we say, "The bigger, the better." The bigger and more dramatic you can make your displays, the better your sales will be.

Good signage that distinguishes the different varieties and versatility of onions will go a long way in increasing sales. Full-color Idaho-Eastern Oregon Onion price cards will make the display even stronger.

**POINT-OF-PURCHASE /SIGNAGE**

Make quick-idea recipes available near the onion section to encourage impulse purchases.

To help consumers decide which onion to purchase, display an Idaho-Eastern Oregon Onion sizing chart and poster next to the onions. For example, large-size onions reduce preparation time while their firm flesh makes them ideal for blooms, ringing, slicing and dicing.

**VARIETY AND AVAILABILITY GUIDE**

Idaho-Eastern Oregon Onions are available in yellow, red and white varieties. Harvest begins in August with onion availability lasting from August through March.

During the growing season, the Idaho and Eastern Oregon Onion region provides from 35 to 40 percent of the bulb onions consumed in the United States.

**PROMOTIONAL/ADVERTISING IDEAS**

Want to increase profits in your produce department? Just feature Idaho-Eastern Oregon Onions. Well-tested research shows an average volume gain of 221 percent when Idaho-Eastern Oregon Spanish Onions are featured in retail advertising. And further, Spanish Onions maintain an average gross profit of 31 percent even when featured at a special price. (Other produce items usually sacrifice one- to two-thirds of their gross profit when featured.) In fact, onions are one of the highest profit margin items in the store.

In-store sampling and co-op advertising drive retail sales and product awareness. The aroma of onion rings sampled in the produce department is sure to draw a crowd. Contact the Idaho-Eastern Oregon Onion Committee office to learn about the promotional opportunities for your store.

**QUICK TIPS**

- 1 Promotional materials and recipe cards should tout Idaho-Eastern Oregon Onions as great raw, on burgers and for cooking.**
- 2 In-store sampling and co-op advertising drive retail sales and product awareness.**
- 3 Don't forget: "The bigger the better."**

**DISPLAY CARE AND HANDLING**

Idaho-Eastern Oregon Onions are known for their long shelf life. You can increase profitability by reducing shrink if you follow these simple steps:

- Onions should be kept dry and unrefrigerated at retail. Good air circulation is critical for onions.
- Keep product rotated and remove separated and loose skins from the display bin.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

When onions are received, they should be placed one foot away from the wall for proper air circulation. Air circulation is crucial for long-term storage of onions.

Remember not to use plastic pallet wrap on onions in storage, as the plastic wrap limits air movement.



Onions should be kept cool and dry, ideally at 34° to 45° F with about 65 to 70 percent humidity.

Onions should not be stored with other produce that gives off moisture, such as potatoes.

**CROSS-MERCHANDISING OPPORTUNITIES**

Pre-cut onion blooms filled with a variety of cut produce could be offered in microwavable containers for take-and-bake onion blooms.

In addition, try cross-merchandising onions in the meat department. Idaho-Eastern Oregon Onions are the perfect size for topping hamburgers, and king-size onion rings will just naturally have your customers thinking steak for dinner. For summer, try merchandising onions along with barbeque sauces to suggest a perfect outdoor grilling accompaniment.

Salad tie-ins have proven successful, too. Display onions right next to other salad ingredients and see how they help sell more of your other produce items.



**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Onions are one of the most frequently used ingredients in recipes around the world. The onion-shaped cookbook titled *Onions Make the Meal* celebrates the worldwide popularity of onions with more than 100 recipes featuring Idaho-Eastern Oregon Onions. Copies of the book are available for \$10, which includes shipping and handling. Try placing samples of the cookbook near the onion display to let your customers know about the many ways to use onions. Contact the Idaho-Eastern Oregon Onion Committee for more details.



# ONIONS... FOR YOUR FITNESS PROGRAM



[WWW.BIGONIONS.COM](http://WWW.BIGONIONS.COM)

When it comes to a consistent supply and the quality you expect, look for experience!  
Idaho-E. Oregon Onion Committee



# Global Organic Specialty Source Inc.

**GLOBAL ORGANIC SPECIALTY SOURCE, INC.**  
7345 16th St. E  
Sarasota, FL 34243  
Toll Free: 877.952.1198 or 941.358.6555  
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www.globalorganics.ws



### RECOMMENDED DISPLAY IDEAS

Organic fruit should be displayed near the front of the produce department. Dedicate a minimum of 16 linear feet for organic fruit within the organic produce set. The organic set should have a minimum of 40 linear feet of main display space allocated to ensure a successful program. Items such as bananas, tropicals, berries, citrus, avocados and tomatoes, should be integrated to maximize sales and product quality. Make sure proper display temperatures are maintained for these items. Each day should begin with culling and working this highly sought-after section. This section is a destination within your department so give it the time and attention it deserves, and you will be rewarded with exponential sales growth.

### POINT-OF-PURCHASE/SIGNAGE

Draw attention to the organic sets by using high graphic banners and price cards. Be sure to label organic product to ensure proper rings at the register. Bright colored identification stickers placed on the fruit can be an effective tool. Educate your team — they are on the front line and, armed with accurate information, they can help build organic fruit sales and customer loyalty.

### VARIETY AND AVAILABILITY

Organic fruit has excellent year round availability. Merchandise to reflect seasonality, value and supply. Maintain a full selection within each category. Whether it's apples, berries, citrus or tropicals, variety will maximize sales and consumer satisfaction.

### PROMOTIONAL IDEAS

Consumers are seeking out organics more than ever before. Promote organics in print and in store. Advertise organics as often as possible. Organic

## QUICK TIPS

- 1 Integrate organic fruit wherever possible.**
- 2 Show it off! Build organic displays front and center.**
- 3 Carry variety. Allow your customers to build their meals using organics.**

price points have become more competitive with their non-organic counterparts. Mix and match bag fruit or offer instant savings (i.e., buy organic apples and receive organic caramel dip free). Consider maintaining ad space for an organic fruit promotion every ad rotation. This will let your customers know you are dedicated to organics and they will have access to organics with each visit to your store.



### DISPLAY CARE AND HANDLING

Take care to adhere to the guidelines outlined in the NOP standards to avoid commingling. Keep organic fruit separated from non-organic. Keep

displays clean and neat. Label all displays clearly to differentiate between organic fruit and non-organic. Use bins, baskets and trays that have been designated for organic product only. Allow your customers to easily identify the organics and buy with confidence.

### BACKROOM RECEIVING AND PREPARATION PROCEDURES

Designate a specific part of the cooler and storage area for organic produce storage only. Take care to store only organics here to avoid confusion and accidental commingling. Maintain storage areas across all temperature zones. Identify and clearly label for organic storage only. Train your team to store organic product correctly to maximize sales potential.

### CROSS-MERCHANDISING OPPORTUNITIES

Enjoy incremental sales by cross-merchandising whenever possible like placing juicers with your organic bag citrus. Cross-merchandise with other departments by placing organic bananas with organic cereal or organic berries in the frozen aisle by the ice cream.



## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ Provide the solution for your customers. Build displays including all the ingredients in one stop. Merchandise organic avocado, tomato, onion and garlic together for a homemade organic guacamole. Don't forget the organic blue corn chips.

Global  
Organic  
Specialty Source Inc.

# Noah's ORGANIC™ Garden



## Enjoy the fruits of our labor...

At Noah's Organic Garden, our mission is to provide quality organic produce to your consumers.

Our goal is to encourage the growth of Organic Farms, Retailers and Co-op groups throughout the Southeastern United States.

Noah's Organic Garden is designed to bring premium, hand-selected organic produce into hundreds of retail outlets...

... and we've got what it takes to get it there!

**877-952-1198**

[www.globalorganics.ws](http://www.globalorganics.ws)

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A United Natural Foods, Inc. Company

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**RECOMMENDED DISPLAY IDEAS**

The key to a successful organic vegetable display (as well as an effective organic category display in general) is to create an organic section within your produce department, a place where all of your organic produce items are displayed together. Typically this organic section is a 6-foot or larger upright cooler designated solely for organic produce sales. This section will be most effective when promoted by a large, prominent banner over the display case and declaring your organic section.

In displaying the organic vegetables within your organic section, the key factor is product selection. Rather than attempting to squeeze as many items as possible into a relatively small space, be selective in the vegetable items you choose. What's important is that your shoppers have an opportunity to create a nice organic salad, make a tasty casserole or put together their favorite organic stir-fry. The most popular-selling lettuces, salad greens and cooking vegetables are usually the best choices.

Despite having a limited space for display-making, it's important that your organic vegetable displays reflect the same abundance and creativity that go into merchandising the other items throughout your department. If you do not have a separate section for your organic vegetables (or organic produce in general), it is important to make sure you comply with the National Organic Standards in your display-making, particularly with regard to "product commingling" (mixing organic and conventional items).

**POINT-OF-PURCHASE/SIGNAGE**

Because your organic produce (and therefore your organic vegetable items) are typically displayed within their own section, it is vital to have effective signage that designates the organic area of your produce department. Ideally there would be a large banner over the organic product case announcing this area as your organic section. In addition, the banner would have a brief explanation of organic agriculture. Information and education are crucial to enhancing organic sales.

The organic POS signage should be easy to distinguish from your regular-style POS signs with the word organic being very prominent. The organic signs work best when a different color scheme is used to differentiate them from your regular signage. All products labeled on your signs as "organic" must be certified by a USDA-accredited certifying agency.

**QUICK TIPS**

- 1 Create an organic section within your produce department.**
- 2 Secure a copy of the USDA's National Organic Standards for reference.**
- 3 Have a visible organic banner hanging over your organic section.**

**VARIETY AND AVAILABILITY GUIDE**

Organic vegetables are available year-round. During the peak of their season, you can source excellent product from local and regional areas as well as from the primary growing regions.

**PROMOTION/ADVERTISING IDEAS**

The most effective promotional strategy for organic vegetables is to regularly advertise that you carry these items and that your store is a destination point for organic produce.

September is National Organic Harvest Month, and it is an excellent time to have promotional sales on organic items. An often-used strategy during this time is to discount all organic items for the entire month a certain percentage, such as 10 percent.



Earth Day in April is also an excellent opportunity for promoting organic produce. Your organic shoppers will look to this day as a time of celebration and feasting.

**DISPLAY CARE AND HANDLING**

Think of your organic produce section as a mini produce department, displaying all of your vegetables together and keeping your wet vegetables separate from your vegetables that need no regular hydration.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

It is necessary to be in compliance with the National Organic Standards for both prepping and storing organic vegetables.

When prepping organic lettuces and greens, you must have a clean sink (using cleaners approved by the National Organic Standards) as well as fresh water that is used only for prepping organic product.

When storing organic vegetables, it is ideal to have a separate area for storage. Avoid situations where you have iced and hydrated conventional and organic items commingling.

**CROSS-MERCHANDISING OPPORTUNITIES**

Non-produce items that complement organic vegetables can be very effective when cross-merchandised in your organic section. Such items as organic salad dressings for salads or organic sauces for vegetable stir-fries can work quite well.

**OTHER SUGGESTIONS**

Albert's Organics is proud to recommend the Organic Produce College. Founded on over 25 years of successful retail organic produce experience, our program focuses on the unique needs of organic produce operations and merchandising. We offer Produce College as a free service to the natural foods store community, as well as to our mass market customers.

With the organic market growing rapidly, our program focuses on the unique needs of organic produce operations and merchandising. It is our fond wish that this learning will contribute in some way to the profitable growth of organic produce sales and consumption. Please visit [www.albertsorganics.com](http://www.albertsorganics.com) to learn about Organic Produce College.



Learn how to successfully  
retail organic produce.  
[www.organicproducecollege.com](http://www.organicproducecollege.com)



Grateful Harvest™  
ORGANIC



At Albert's Organics we're celebrating 25 years of bringing organic growers and retailers together with our produce. In celebration of this milestone, Albert's Organics is donating half of the net profit of its Grateful Harvest brand sales (up to \$25,000) to the Organic Farming Research Foundation during the month of February. As an organic distribution leader since 1982, we feel good about sharing our success with you!

Questions? Call Scott Dennis at  
1-800-899-5944 Ext. 63327 or visit  
[www.albertsorganics.com](http://www.albertsorganics.com) or [www.ofrf.org](http://www.ofrf.org)





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[www.brookstropicals.com/chefscorner](http://www.brookstropicals.com/chefscorner)



**RECOMMENDED DISPLAY IDEAS**

Display papayas as whole fruit as well as cut in half and shrink-wrapped. Use both methods simultaneously for increased sales.

Cutting a ripe papaya lengthwise shows customers that it might have green on the outside but inside the fruit is red, juicy and ready to eat. Demonstrate that the papaya can be eaten by the spoonful or cut up for salads, salsas or smoothies. Increase overall sales by selling it as an edible bowl filled with other fruits, yogurt or salads.

Whole papayas, when displayed with other tropical produce, make for a colorful, unique and interesting display, piquing the curiosity of new consumers. Generate excitement by displaying a large number of papayas — 15 or more pieces of Caribbean Red and 30 of Caribbean Sunrise.

Maximize your papaya sales by selling both. Your customers will appreciate having the choice and may factor in value or convenience when shopping.

Keep an eye on the display. Being quick to sort out any over ripe fruit will enhance the selling of the remaining fruit.

**POINT-OF-PURCHASE / SIGNAGE**

Brooks Tropicals provides placards and tear-off pads for your produce department. The placards provide details on the papayas' origin, taste, color, availability, size and quality, as well as preparation and storage tips and nutritional information.

**VARIETY AND AVAILABILITY GUIDE**

Brooks Tropicals is the exclusive grower of Caribbean Red and Caribbean Sunrise papayas, which are available year-round.

**QUICK TIPS**

- 1 Caribbean Red and Caribbean Sunrise papayas have an abundance of vitamins and contain papain, an enzyme that aids digestion. For more nutritional information go to [www.brookstropicals.com](http://www.brookstropicals.com).**
- 2 Sprinkle fresh lime juice over cut papayas to preserve the fruit's naturally bright flesh.**
- 3 Retail customers and culinary professionals can find great recipes and tips at Chef's Corner on the Brooks Tropicals Web site.**

**PROMOTIONAL/ADVERTISING IDEAS**

Brooks Tropicals actively works to increase consumer awareness. We work with food editors, TV producers and celebrity chefs to promote the benefits of including papayas in healthful diets. Our Web site (the URL, [brookstropicals.com](http://brookstropicals.com), is on our label) is a favorite go-to spot for answers on papayas.

**RIPENESS RECOMMENDATIONS**

Caribbean Red and Caribbean Sunrise papayas are ripe starting at 50 percent color break. If the fruit gives when gently squeezed, it's ready to eat

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Caribbean Red and Caribbean Sunrise papayas can be stored at 42° to 58° F to minimize ripening. Storing them at higher temperatures will speed the ripening process. Storing at 40° or below for prolonged periods may cause injury to the fruit.

**DISPLAY CARE AND HANDLING**

Papayas have soft skins, so they are delicate when ripe. Stack up to two or three deep. If using wicker baskets (uneven bottoms and sides), provide a layer of protection between the wicker and the fruit. Do not mist papayas. Keep at room temperature. Caribbean Red papayas have a shelf life of two to five days depending on ripeness; Caribbean Sunrise, three to seven days.

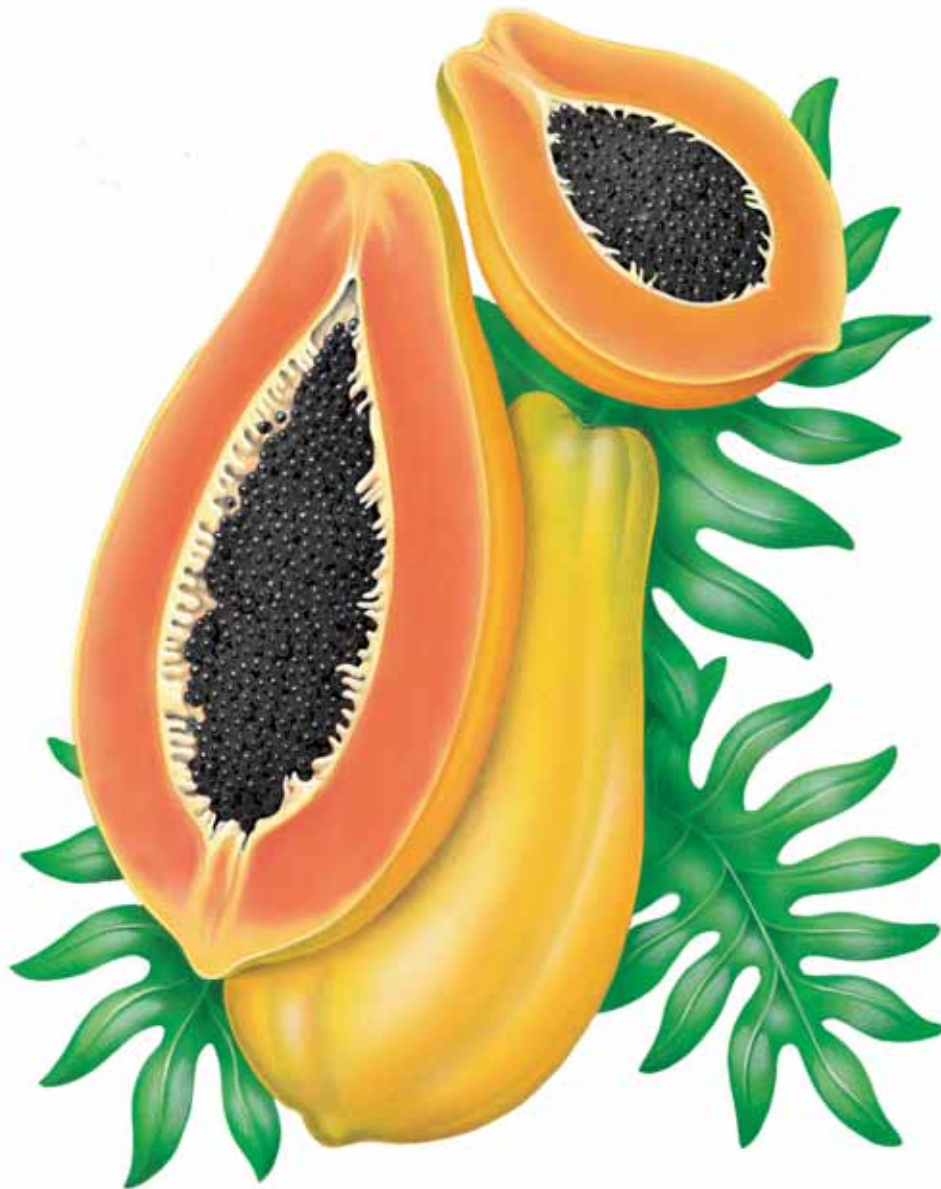
**CROSS-MERCHANDISING OPPORTUNITIES**

Don't fence these papayas in. Occasionally display outside the tropical produce section by grouping with other popular recipe ingredients, such as salsas or fruit salads. Display a cut-in-half papaya with lime wedges and a plastic spoon in the meals-to-go section.

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Add prominent signage to let customers know their Caribbean Red and Caribbean Sunrise papayas are back from Hurricane Dean.
- ✓ For a salad to go, cut a papaya in half and fill with mixed berries. Overwrap and display for a grab-and-go meal.
- ✓ Build a salsa ingredients display including the tasty papaya. Show how easily an exotic tropical salad can come together by grouping papayas and other tropical fruits. Suggest using a tropical-flavored yogurt instead of mayonnaise.





## The Sweet Papayas, Caribbean Red® and Caribbean Sunrise®

Ranging from 11 to 13 on the Brix scale, Caribbean Reds and Caribbean Sunrises are 'hard-to-beat' sweet. Brooks keeps them cool from the field to your store for the maximum in shelf life.

Call Brooks Tropicals today  
for more information.



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# Something for Everyone CALIFORNIA Pears

## Category growth, California style.

California kick-starts the summer pear season with promotable volumes of Sunsprites, Red Pears, Boscs and category-leading Bartletts. Starting in July, fresh, new crop Bartletts drive category performance, contributing **67.4 percent of total category sales!** Fresh, new crop Bartletts available in July should be the number one pear on your shelf for the big summer months of July and August. Make the most of this profitable opportunity by following a few simple, proven guidelines:

## Condition for color

Three out of four consumers prefer Bartletts with "more yellow, less green." So make sure your Bartletts receive proper conditioning and handling. Treated pears to "breaking" stage generate an average of **18 percent greater sales than non-treated green Bartletts** – the more golden the skin, the more golden your opportunity for optimum sales!

\*Consumer research study conducted by CPAB 2004

## Feature with the flavors of summer

Most consumers consider the Bartlett to be a "summer pear." Capitalize on that connection by displaying Bartletts alongside tree fruits during July and August. Retailers displaying Bartletts next to tree fruit instead of apples enjoyed an **11 percent increase in sales during the summer!**

\*Category Best Practice Test with three regional retailers September 2005

## Profitable by association

When California's variety pears like Bosc, Comice, Seckel, Forelle and Red pears are available, let them ride on the popularity of the Bartlett. Retailers displaying other varieties with their Bartletts keep consumers interested in the pear category and enjoy a **14 percent increase in sales!**

**Start in California – stay in California – with resources from California Pears!**

**www.calpear.com**

**California Pear Advisory Board :**  
1521 "I" Street : Sacramento, CA 95814  
(916) 441-0432, fax (916) 446-1063  
chris@calpear.com



### Bartlett

Availability: July - November



### Sunsprite

Availability: June - July



### Bosc

Availability: August - November



### Comice

Availability: August - November



### Forelle

Availability: August - November



### Red Pear

Availability: July - October



### Seckel

Availability: August - November

# Start in California, stay in California... for attractions beyond the Bartlett.

When it comes to California pears, Bartletts are just the beginning! In addition to summer pear varieties like the category-leading Bartlett, Sunsprite, Red and Bosc, the Golden State is also home to fall favorites like Comice, Seckel and Forelle, giving you more reasons than ever to turn your summer Bartlett visit into a season-long stay. The more you explore what California has to offer, the more you'll see we have something for everyone!

*Something for Everyone*  
**CALIFORNIA**  
*Pears*





**TURBANA BANANA CORP.**  
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PINEAPPLES



**RECOMMENDED DISPLAY IDEAS**

To sum it up briefly, fill it and it will sell. On the basis of sales per square foot as well as sales per labor hour, fresh pineapple is one of the leading performers in the produce department. Research has also shown that increasing the size of the pineapple display will not cannibalize sales of other fruits in the department — so selling more fresh pineapple enhances the overall performance of the entire produce department. Naturally, it's important to keep the display fresh. Stores with corers can accomplish that objective by removing any units that begin to show any external signs of age, coring them for fresh-cut sales and replacing them with fresh units on the retail display.

**PRICING**

Most fresh whole pineapple is sold on a per unit basis. Prices vary depending on the size fruit being offered and the pricing policies of the individual chain. In general, most retail prices are ranging between \$3.99 and \$5.99 per unit at the present time.



**QUICK TIPS**

- 1 **Keep pineapple display full and fresh.**
- 2 **Offer both whole and pre-cut pineapple for increased sales.**
- 3 **Use signage emphasizing health/nutrition information and preparation suggestions.**
- 4 **Promote pineapple frequently.**
- 5 **Demos have proven to be the best vehicle by which to gain both initial consumer trial and repeat purchases.**

fresh fruits among children. There is a myriad of Disney-related advertising and promotional opportunities available to tie in with this concept.

**RIPENESS RECOMMENDATIONS**

Fyffes Gold super sweet pineapples are harvested at the optimum stage of flavor and ripeness. The shell color of the fruit may vary slightly throughout the year, but brix and acidity levels will remain constant and the consumer will have the same great taste experience every time. In other words, there's no need to worry about whether your Fyffes Gold pineapple is ripe or not.

**DISPLAY CARE AND HANDLING**

Pineapples are best stored at an ambient temperature between 48° and 55° F. The carton itself should be used to transport the fruit to the display area; this minimizes handling. Fresh pineapple makes its best visual impact when displayed upright or laid down with crowns facing upward. In order to avoid bruising, the fruit should not be displayed more than two layers deep.

**CROSS MERCHANDISING IDEAS**

Fresh Pineapple can be cross-merchandised effectively with basically any other tropical fruit — mangos, papayas and especially bananas. Those retailers who are participating in our Imagination Farms/Disney Garden *Pirates of the Caribbean* pineapple program also have the opportunity to cross-promote with other items that fall under the collective Disney Garden category.

**POINT-OF-PURCHASE/SIGNAGE**

POS material and signage are integral parts of the overall display. Since fresh pineapple is not only delicious but also extremely healthful, it's always a good idea to provide nutritional information as well as recipe suggestions highlighting pineapples' versatility as both a healthful snack and either the feature item or an ingredient in various recipes. Turbana has also partnered with Imagination Farms and Disney Garden in a major effort geared towards increasing consumption of fresh produce among children. As part of this campaign, we offer our Fyffes Gold super sweet pineapples under the *Pirates of the Caribbean* label, with a full array of related signage and point of sale materials supporting this effort.

**VARIETY**

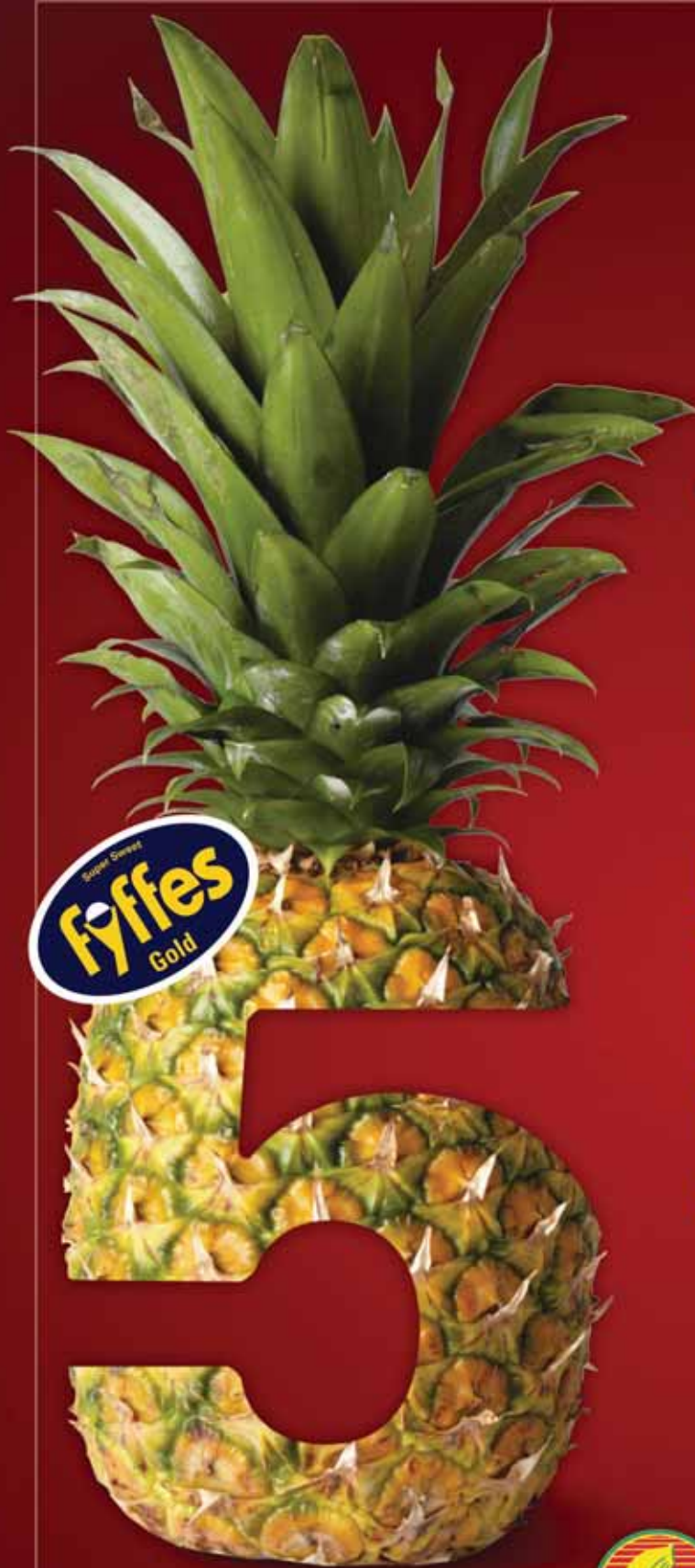
Turbana's pineapple program consists entirely of Fyffes Gold label super sweet pineapple. This variety has been lumped into an overall category referred to by the trade as "MD2." Although small amounts of other varieties are still being cultivated, MD2 has established itself as the industry standard.

**PROMOTIONAL ADVERTISING IDEAS**

Fresh pineapple can be promoted across a wide spectrum of themes — nutrition, health and fitness, or as a tie-in with other tropical fruits, to name a few. You also see our *Pirates of the Caribbean* label promoted in a full-fledged campaign aimed at increasing consumption of

**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ **Pineapple has always had somewhat of an exotic persona that evokes images of tropical locales, blue sky and water, and adventure. For those retailers utilizing our *Pirates of the Caribbean* label, those images offer an excellent platform for contests, sweepstakes and tie-in advertising in their print circulars and/or newspaper ads.**



# Fyffe Times Better

**F**resh & Healthy  
**Y**ear Round Availability  
**F**antastic Quality  
**F**lexible Sourcing  
**E**xceptional Service



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Reader Service # 30



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info@turbana.com



**RECOMMENDED DISPLAY IDEAS**

To appeal to everyday shoppers, it is important to keep the display full, well maintained and in a visible area of the produce section. This is important for two reasons. First, many shoppers who consume plantains are of ethnic origin, and they look for good quality. If they see a plantain display that is unappealing, they may decide to purchase their plantains at an ethnic or other store. Secondly, mainstream American shoppers may be interested in trying new products for variety if they look appealing. A great display with adequate padding will definitely spark their interest.

Another key element, which can double sales, is to implement a two-color program by displaying both green and ripe plantains together. Many ethnic shoppers eat plantains when they are in the green stage, when the plantain has a starchy quality, and also in the dark stage, when the plantain is much sweeter.

**PRICING**

It has been proven that plantain sales increase when they are priced at a quantity sold by the dollar instead of by the pound (i.e., 4/\$1). Since plantains are purchased largely by ethnic shoppers, such as Hispanics, many are not completely familiar with a per-pound pricing structure because they use the metric system.

**POINT-OF-PURCHASE / SIGNAGE**

At the display, it is important to include signage and POS material. Turbana offers our customers leaflets with helpful information, which includes a description of the plantain in its various stages and how to store it. We also offer an array of recipes for



**QUICK TIPS**

- 1 Plantains should always be cooked, never eaten raw.**
- 2 Keep plantain display full and well maintained.**
- 3 For increased sales, display both green and ripe plantains.**
- 4 Price plantains in unit pricing.**
- 5 Use bilingual signage around display.**

mainstream Americans who are interested in sampling them. It is important to educate mainstream Americans on how to prepare the plantain because they have an overwhelmingly positive response once they realize how easy and delicious they are!

Turbana also offers bilingual signage, which includes a description of the plantain and its nutritional content in both English and Spanish. It is advantageous to offer bilingual signage at the display, because many shoppers who eat plantains are Hispanic and seeing their own language in your store will help them to feel welcome and create loyalty among this important growing population.

**VARIETY**

Turbana Corporation produces the Harton plantain variety exclusively because it provides the best market flexibility. It is the unique variety that can be merchandised in both its green and ripened stages.

**PROMOTIONAL/ ADVERTISING IDEAS**

Since plantains are in demand among ethnic populations, there may be an untapped potential around stores, depending on the demographics. For stores with high numbers of Hispanic households, advertising in

Spanish through local Hispanic media or targeted flyers would have a tremendous impact. Another important way to advertise is through the local Spanish radio stations and cable TV. Turbana can help you with your advertising needs in Spanish.

**RIPENESS RECOMMENDATIONS**

Different from the banana, the plantain can be prepared and enjoyed at many stages in the ripening process. This versatility is why most consumers would like to see them offered in both the green and ripened stages. By presenting the consumer plantains in their different stages of ripeness, not only will your shelf life of this product increase dramatically but your sales will also double.

Unlike the banana, plantains are grown with the intention of being cooked in every stage of ripeness, from green to yellow to black. The riper it is, the sweeter the taste. The reason for the change in taste is that the plantain goes through a series of biochemical reactions as it ripens, which is an ongoing process of converting starches to sugars. For example, the green plantain can be enjoyed as a substitute to the potato and may be prepared in the same ways. The riper plantain can be prepared as a sweeter side dish or a delightful dessert.



**DISPLAY CARE AND HANDLING**

Store plantains at an ambient temperature between 47° and 50° F, away from freezer and loading dock doors.

Use original cardboard cartons to transport fruit to display area to minimize handling.

Plantains should be displayed on padded shelves to avoid scarring and/or bruising. Display both green and ripened plantains; studies have shown large increases in sales when both green and ripe plantains are available to consumers.

**CROSS-MERCHANDISING OPPORTUNITIES**

Plantains are most commonly consumed with black beans and rice among Hispanic populations that consume plantains, so putting black beans and rice around the display would make good business sense.

To appeal to mainstream Americans, place honey, whipped cream, chocolate or other fruit with the display to encourage sweet dessert ideas.



**Introducing...**  
**The next ethnic product  
to go mainstream**

Turbana Corporation has established itself as a leader in plantains for more than 30 years... by providing unmatched attention and care in every step of the process.

**Call us today at 1-800 Turbana**

[www.turbana.com](http://www.turbana.com)





**LITEHOUSE FOODS INC.**  
 1109 North Ella  
 Sandpoint, ID 83864  
 Phone: 208-263-7569  
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 www.lighthousefoods.com

**FOCUS ON POURABLES**

The refrigerated salad dressing (RSD) category has experienced growth of more than 2 percent in the past year. For industry and consumer purposes, this category can be broken down into three distinct sub-categories: 1) spoonable dressings (what our focus groups refer to as “the wall of white”); 2) value-size dressings (over 16 ounces); and 3) pourable dressings, which are typically the long neck bottles with a large variety of unique flavors.

**THE APPROACH TO GROW THE CATEGORY**

Focusing on the pourable dressings can have a major impact in increased sales because it directly targets the shelf-stable dressing aisle – not the competing brands of refrigerated products. Pourable dressings are now 22 percent of all RSD sales, with value size at 7 percent and spoonable at 71 percent. This is an increase in pourables of more than 4 percent, while both spoonable and value size have declined (2 percent and eleven percent respectively).

The shelf-stable dressing aisle is a whopping 587 percent larger as a category than its refrigerated counterpart. The RSD category is \$211 million or 15 percent the size of shelf-stable. This adds up to a lot of consumers to entice to the refrigerated

# Refrigerated Pourables On The RISE

Total Pourable Category= \$48.9mm  
 2006- 13% increase  
 2007- 15% increase



**LITEHOUSE® Category**  
 2006- 51% increase  
 2007- 30% increase

Data Source IRI Dec. 2007

**QUICK TIPS**

- 1 Identify and maintain optimum merchandising/shelf space.**
- 2 Regularly promote the pourables category to introduce products to new consumers. Double the impact by offering TPR with ad activity for up to a 58 percent increase in sales.**
- 3 Co-promote with complementary items to increase awareness and trial,**
- 4 Use colorful and informative POS to educate consumers on product fresh attributes and value.**

produce section for their salad dressing purchase.

**PEAK DRESSING SALES MONTH**

January is the No. 1 month for pourable dressings — in both the shelf-stable and the refrigerated categories. The shelf-stable index for this month is 118, and the refrigerated pourable and creamy are both at 104. This index remains high from

February through July, with peaks in May and June.

More healthful consumer eating goals are the primary driver of this index. These goals often include more salads, where variety is a key factor. This trend continues through the spring and summer months, tapering off in the fall and then BOOM! January hits strong and the cycle repeats.

**SPECIALTY PRODUCTS**

Each micro category — or individual product within the refrigerated salad dressing category — can be a hidden gold mine. Single product promotions timed at their highest seasonal index will bring huge dollars to the produce department. The following items have enjoyed successful single item promotions:

- Coleslaw: March, June, July, August, September
- Asian: March, June
- Ranch: April, May
- Bleu Cheese: November, December

**PROMOTIONAL/AVERTISING IDEAS**

- Tie in with bagged salads and joint-feature ads.
- Use promotions as purchase incentives to bring new users to the category.
- Create category excitement with occasional “hot” pricing or events.
- Leverage the seasonal indexes to promote the pourables as a “line” of dressings separate from the creamy dressing

**OTHER SUGGESTIONS**

Over the past five years, Litehouse has invested in research to better understand consumers and how they shop the refrigerated salad dressing category. Please contact Paul Kusche to learn more about this exciting information and how it can increase sales. 208.263.7569 [pkusche@lighthouseinc.com](mailto:pkusche@lighthouseinc.com).





**DRIVING CATEGORY SALES**  
[WWW.LITEHOUSEFOODS.COM](http://WWW.LITEHOUSEFOODS.COM)



**Z&S FRESH**  
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 Fresno, CA 93729  
 Phone: 800-467-0788  
 Fax: 559-432-2888  
 www.zsfresh.com



**FRESH SALSA AT HOME?**

Old El Paso Fresh has done just that. A long-time provider of jarred and deli style salsas, Old El Paso now offers a fresh version for the consumer to make at home. What better way to capitalize on the “fresh” trend than to allow them to make fresh salsa at home?

With the Latino population’s buying power now at over \$45 billion, we see stores looking for ways to increase their Hispanic specialty item section (currently the No. 1 specialty section in the produce department). Traditional items such as tomatoes, chili peppers, onions and avocados are natural fits for enhancing the Hispanic item section but have lacked a truly unique item to grab the customer’s attention — until now! With our fresh salsa kit, we give consumers everything they need to make fresh salsa at home, and we give stores a unique, cross-merchandisable item to enhance your related profits.

**VARIETY AND AVAILABILITY**

The Old El Paso Fresh salsa kits contains four Roma tomatoes, three chili peppers, one onion, one lime and one special seasoning packet. The kits are packed regionally by one of our four regional packing facilities to ensure freshness.

Because of all the components needed to make up our fresh salsa kits, we offer the salsa kit only during certain times during the year. You can expect to find our Old El Paso Fresh salsa kits from October through February (football games, holidays, New Year’s, Super Bowl) and from May through July (Cinco de Mayo, Fourth of July).



**QUICK TIPS**

- 1 Target events and holidays, such as Super Bowl, Cinco de Mayo, Fourth of July, etc.**
- 2 Cross promote with other Old El Paso Fresh (or Hispanic) items**

**PROMOTIONAL/ADVERTISING**

We recommend big, event-driven promotional pushes of our salsa kits. Try targeting at least two to four yearly events in which impulse buying will be at its highest. Starting the year off with an Old El Paso Fresh salsa kit Super Bowl push, followed up by a Cinco de Mayo promotion, would be a great start. Get a bang out of your Fourth of July sales with a big display right next to your tomato display. We then like to suggest finishing off the year strong with a big football push in the fall.

We suggest putting the kits next to tomatoes. However, if you really want to play this up, do a large display with Old El Paso fresh avocados, onions and tomatoes to show your customers a few of the endless possibilities. Drive home the sale by having a TV nearby playing our DVD showing how easy it is to make the fresh salsa at home.

**RECOMMENDED DISPLAY IDEAS**

The Old El Paso Fresh salsa kits do extremely well in high-traffic areas next to other Old El Paso Fresh (or Hispanic) items. This allows you to reap the direct profits not only of the Old El Paso Fresh kit but also of the related profits!

**POINT-OF-PURCHASE/SIGNAGE**

Z&S Fresh can provide Old El Paso Fresh POS material for your stores. Our “Wild or Mild” signage is a 6x9.5” vertical allowing the price to be written directly on the signage.

For those customers who are a bit more technological, Z&S Fresh also has an informative DVD that walks you through the steps of making our fresh salsa at home. Running at less than three minutes and conveniently looping once finished,

this DVD is an attractive way to showcase the fresh salsa kit.

**CROSS-MERCHANDISING OPPORTUNITIES**

Cross-merchandising opportunities with the Old El Paso Fresh salsa kit are endless. Salsa is the No. 1 condiment today, so think about all of the items on which salsa is used. Now, think if you were able to give your customers a way to make their own, fresh salsa at home.

The Old El Paso Fresh product line caters to Hispanic items. We want to show you how to tap into the fastest growing category in the produce department. From onions to bell peppers to the fresh salsa kit, the possibilities for cross-promotion are endless.



**Out-of-the-Box PROMOTIONAL IDEAS**

- ✓ Drive home the sale by having a TV nearby playing our DVD showing how easy it is to make the fresh salsa at home.

# SPICE UP YOUR PRODUCE AISLE WITH OLD EL PASO FRESH



Reader Service # 94

[www.zsfresh.com](http://www.zsfresh.com)

learn how Old El Paso Fresh can spice up your sales





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The total retail packaged spinach category represents nearly \$365 million in annual sales in the United States. This equates to 11.8 percent of the total salad category (ACNielsen 52-weeks ending 12/15/07). In fact, one of every nine packages of salad sold in the United States contains spinach.

The Popeye Fresh! product line offers a wide variety of healthful spinach-based items. From whole leaf spinach to complete salad kits and beyond, there is something for every lover of fresh and convenient salads and vegetables.

- Select Spinach, the top-seller, is perfect for cooking and for salads.
- Also available for cooking — Microwavable Spinach, in a specially designed microwave-ready bag.
- Baby Spinach, with its tender young leaves, is ready for any salad, by itself or as added zip to lettuce salads.
- Spinach Blends include Romaine with Baby Spinach and Spring Mix with Baby Spinach, perfect combinations of flavors and textures.
- Classic Tangy Bacon Salad Kits bring restaurant-quality salad to home tables.
- The Popeye Fresh! product line also includes other salad blends, kits and snacking vegetables for a complete merchandising set.

Popeye Fresh! salads come in several package types. Select Spinach and Baby Spinach are available in PLA and traditional laminated packaging. PLA is a renewable, sustainable plastic made from corn. Baby Spinach and five other salad items are also available in rigid, reclosable PLA tills.

Popeye Fresh! is the most familiar brand name in spinach — 99 percent of consumers recognize Popeye when they see him and 94 percent associate him with spinach.



## QUICK TIPS

- 1 Identify and maintain optimum merchandising/shelf space.**
- 2 Regularly promote category to introduce products to new consumers.**
- 3 Keep your display clean, fresh, full and conditioned for maximum sales.**
- 4 Keep your River Ranch contact name and phone number handy to keep your inventory position strong.**

### MERCHANDISING

Carry the full line to take advantage of Popeye's popularity and association with healthful living. A Popeye section in your produce department will draw consumers. Popeye Fresh! packaging is designed to give consumers exactly what they want — a large product window for a clear view of the quality inside, bold descriptive product names, easy-to-read flavor descriptions with a distinctive logo situated on a green leaf that says fresh inside and out.

### RECOMMENDED DISPLAY IDEAS

Category sales grow significantly when the full Popeye Fresh! product line is merchandised together as a spinach destination category in the refrigerated value-added salad section next to packaged lettuce salads.

Maximum presentation is best achieved when products are merchandised in refrigerated upright, multi-deck cases or shelving units. These case types present the product well to the customer and maintain excellent refrigeration to maximize customer satisfaction.

### VARIETY AND AVAILABILITY GUIDE

The entire Popeye Fresh! Spinach product line is available daily, year-round.

### PROMOTIONAL/ADVERTISING IDEAS

Like the value-added salad category, the spinach category responds exceptionally well to promotional activity. The key to sales growth is product awareness driven by an aggressive sales/promotion program. Price promotions, cross-

category promotions, recipe utilization and menu planning activities can significantly drive sales.

### RIPENESS RECOMMENDATIONS

River Ranch manages the Freshness Factor for you. Careful seed selection and crop management are critical to the final experience of the Popeye Fresh! Spinach consumer.

River Ranch harvests at the peak of quality and quickly packs in carefully selected packaging to maximize shelf life and freshness for the best consumer experience.

### DISPLAY CARE AND HANDLING

The Popeye Fresh! Spinach product line is washed and ready to eat with a 17-day shelf life. Proper temperature management and disciplined rotation procedures are critical to maintain consistent quality.

### CROSS-MERCHANDISING OPPORTUNITIES

The Popeye Fresh! Spinach line presents numerous cross-merchandising opportunities. Retailers can review regional recipes for local spinach favorites and tie in with local products. Popeye Fresh! Spinach can be cross-merchandised with other salad ingredients (mushrooms, tomatoes, croutons), other fresh-cut salads, fresh-cut fruit or cooking ingredients, when recipe-based.

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ Utilizing the Popeye costume for store grand openings, special events or store promotions is a creative way to generate excitement and promote the Popeye Fresh! Spinach line. The Popeye costume also personifies and promotes the healthful, nutritional benefits of fresh spinach and the overall spinach category.
- ✓ A speed-to-table themed promotion can emphasize ways to reduce dinner prep time by including Popeye Fresh! Microwavable Spinach or Complete Salad Bowl Kits in menu planning. Or, highlight the ease and simplicity of creating a unique spinach-based salad with one of Popeye's favorite salads — flat leaf, baby and blends.

# THE STRONGEST NAME IN SPINACH

CUSTOMERS TRUST A BRAND THEY KNOW—POPEYE



Your customers look for Popeye®. In fact, with his 99%\* recognition among fellow Americans, there's nothing as magnetic in value-added produce as the indomitable Sailorman. He's helped create the fresh spinach category, and he can help introduce your customers to new and exciting fresh produce SKUs.

Put more **muskle** in your produce department.  
Call River Ranch today.

©2008 River Ranch Fresh Foods, LLC \*Consumer Awareness Study by Nextep Enterprises, March 2003

Reader Service # 73



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Fax: 831-422-5171  
www.veggiesmadeeasy.com  
info@veggiesmadeeasy.com



**RECOMMENDED DISPLAY IDEAS**

These steaming items make an ideal break between the packaged salad section and refrigerated dip/dressing section of the value-added produce category.

**POINT-OF-PURCHASE/SIGNAGE**

Utilize point-of-purchase signage to communicate to consumers these items are packaged in cooking vessels — No dishes or mess to clean up!

It is also important to communicate that sometimes a sauce component is included, thus the slightly higher price point. At first glance, the consumer may not recognize these added benefits.

**VARIETY AND AVAILABILITY GUIDE**

Mann's Ready, Set, Steam items target everyday home cooks who are asking themselves at 4:30, "What's for dinner?" Popular side dish offerings such as vegetable medley with a fresh garden herb sauce are family-friendly with broad appeal. All are available year-round.

**PROMOTIONAL/ADVERTISING IDEAS**

These steam vegetable items are ideal for "build-a-meal" types of advertising vehicles. Partner them with your store's rotisserie chicken or other ready-to-eat protein products, a packaged salad and a loaf of bread. Dinner is served! Another idea is to incorporate them into any weekly meal planner tools you offer consumers.

**DISPLAY CARE AND HANDLING**

Merchandise steam vegetable items in the value added produce case next to packaged salads and refrigerated dips/dressings. Proper temperature control is paramount to the success of these items. Keep constantly refrigerated between 34° and 38° F.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Refrigerate immediately upon receipt. Even a few minutes at room temperature will greatly impact the shelf-life and quality of these items.

**CROSS-MERCHANDISING OPPORTUNITIES**

Partner with a packaged salad and ready-to-eat, center of plate proteins, so consumers can quickly and easily build a meal.





# Now That's Hot

## New! One Step Steam® Exclusive to Mann!



Mann's new One Step Steam® technology allows consumers to steam our fresh-cut vegetables without piercing the bag or removing hard to find, hard to remove, unsightly patches. Ready in three minutes or less!

- ▶ **Packaging refresh provides translucency and larger product view space**
- ▶ **Nutrition deck on front of bag**
- ▶ **Available in 12 and 16 ounce SKUs**

Keep steam cooking sales in produce—not in the grocery or frozen food aisles. One Step Steam. It's more than microwave ready.

Another value added innovation from the category leader.

See Live Demo at  
[www.veggiesmadeeasy.com](http://www.veggiesmadeeasy.com)



Fresh Vegetables Made Easy.™

Salinas, CA | [www.veggiesmadeeasy.com](http://www.veggiesmadeeasy.com) | 800-884-6266



It's Fresh.  
It's Easy.  
It's Mann's!



www.eatcaliforniafruit.com  
Contact: Sheri Mierau, President  
smierau@caltreefruit.com

**THE CALIFORNIA PPN NETWORK**

The California PPN Network is a strategic marketing resource for the California peach, plum and nectarine industry, as well as for retail and foodservice trade. An integral part of CTFA, the California PPN Network delivers information, marketing expertise and consumer demand-building activity to its constituents, enabling them to more effectively and efficiently sell California peaches, plums and nectarines.

**FRESH CALIFORNIA PPN THE NEW "SUMMER C"**

The new Summer C program is now underway for the 2008 season, capitalizing on the fact that peaches, plums and nectarines are a good source of Vitamin C. Plums in particular are considered an excellent source of Vitamin C! The multi-faceted program includes a digital media campaign with leading websites such as foodnetwork.com and allrecipes.com, new creative POS available to industry and retailers, and an expansive public relations campaign including national outreaches directed to consumers and kids. With the new Summer C campaign, consumers will be making fresh California PPN their source for Vitamin C all summer long!



**RETAIL EDUCATION**

**Cal State PPN**

Visit [www.calstateppn.com](http://www.calstateppn.com) to prepare for the 2008 peach, plum and nectarine season.

From basic fruit facts to advanced marketing principles, Cal State PPN provides a free, convenient, all-in-one resource for a complete education on optimizing the stone fruit category and is available in an adaptable PowerPoint presentation and quiz for conducting your own seminar-style training.



**PPN Handbook**

The newly-revamped *PPN Handbook* serves as a valuable tool to have on hand throughout the season. Inside, you'll find information on stone fruit varieties, size standards, pack styles, ripening protocols, handling tips, consumer insights and more. Best of all, it's free and available for download at [www.eatcaliforniafruit.com](http://www.eatcaliforniafruit.com).

**PPN Network Download Center**

Get the tools you need to help your department succeed from The Download Center at [www.eatcaliforniafruit.com](http://www.eatcaliforniafruit.com). The Center is used regularly by hundreds of retailers and industry members to achieve better advertising, clearer communication, more efficient merchandising programs, more effective training and greater consumer insight. This single, convenient online location, gives you access to point of sale and promotional materials, logos, a wide range of photography (including agricultural, recipe and stylized images), retail training materials, the latest market research, consumer and category insights, and valuable industry and international information. All available at no charge.

**PPN Demand Builder**

Make an ordinary ad extraordinary! As you plan your advertising calendar for the 2008 season, use the new PPN Demand Builder, the latest addition to the Download Center. This exciting free resource will help you create more attractive, impactful and effective ads. The PPN Demand Builder offers ready-made price point ads in a wide range of sizes, as well as advertorials and two radio spots. Like all art files from the Download Center, these materials not only arrive ready-to-print, but also "layered" to allow your art department to isolate and use individual elements, such as a photo or headline.



**New Market Research**

Cost-effective merchandising techniques can grow the stone fruit category. Last year, the California PPN Network conducted the 2007 Merchandising Best Practices Study to evaluate the impact of three common merchandising techniques – POS, complementary items and increased display size – on peach, plum and nectarine sales. The study found by utilizing any one of these merchandising techniques, the stone fruit category could benefit by a volume increase of over 50%! To read this study for yourself, visit the Download Center at [www.eatcaliforniafruit.com](http://www.eatcaliforniafruit.com).

**CONSUMER EDUCATION**

**Point of Sale**

The better your customers know their preferences, the greater the sales potential, and the idea behind two research-based POS consumer education programs offered by the California PPN Network. Each program is designed to help consumers understand their personal preferences, so they can select and purchase their perfect peach,

plum or nectarine. All POS is free, so place your orders by April 25, 2008:

- **Summer C!** This program educates consumers on the health benefits of California PPN, specifically that they are a good source of Vitamin C all summer long. Available in two messages – "Summer C Fresh From the Tree" and "Summer C For a Healthy Me" – the program includes 22" x 28" aisle posters, 11" x 7" display cards and 11" x 3.5" educational channel cards.



- **Are You a Cruncher, Leaner or In-Between?** This program helps consumers identify their preferences based on the firm-to-juicy stages of the fruit, while informing them about selection, flavor, ripeness, firmness, coloring and home ripening. Available in two styles for 2008 – one whimsical, the other sophisticated – the program includes 22" x 28" aisle posters, 11" x 7" selection tip cards and 11" x 3.5" educational channel cards.

- **Which Peach is Your Peach?** This program features preference-guiding information and selection tips for peaches, plums or nectarines, with a sophisticated design that's excellent for high-end lifestyle market formats. The program includes 22" x 28" aisle posters, 11" x 7" and 11" x 3.5" selection tip cards, and selection tip takeaways for peaches, plums or nectarines.



CALIFORNIA PEACHES, PLUMS & NECTARINES

For more information about the California PPN Network, contact the California Tree Fruit Agreement at 559-638-8260

# WECONNECTU

st Handling Stone Fruit Store Recommendations Key Constituents Insights

Pulp Temperatures Steps to Ripen Size Standards

78°

77°

68°

51°

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CAL STATE PPN

Size 72

Size 64

Size 56

to free  
peach, plum  
and nectarine  
training

Cal State PPN at [eatcaliforniafruit.com](http://eatcaliforniafruit.com) offers training for executive managers and store-level staff. It's created by experts and designed to save you time and money. And it's all yours, 24/7.

[www.EatCaliforniaFruit.com](http://www.EatCaliforniaFruit.com) > Research > Training > Artwork > Inspiration >



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# Keystone

Life should be this sweet.

**KEYSTONE FRUIT MARKETING**  
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www.keystonefruit.com



Onions are the most consumed produce item in the world.

Average annual onion per capita consumption in the United States is 21 pounds.

Flavor Matters... The ability to ensure a consistent sweet onion flavor profile is important. Retailers can now ensure their consumers an enjoyable eating experience every time! That equates to repeat sales and loyal customers.

Since Certified Sweet® onions are available year round it is easy to see why Sweet Onions are the recognized driver of the onion category.



### ROSS-MERCHANDISING OPPORTUNITIES

Sweet Onion usage is very diverse and cross-merchandising opportunities are virtually limitless. Their sweet mild flavors make them fantastic on a hamburger or in a fresh salad — simply slice and enjoy. As an ingredient they are guaranteed to enhance your favorite recipes; sweet onions will take any menu offering to a whole new level!

Emphasize Certified Sweet® onions' great taste and nutritional benefits with salad ingredients for a healthful New Year's "New You" resolution. Great with guacamole and fajita mixes for Super Bowl and Cinco de Mayo promotions. Perfect with steaks, burgers and kabobs — "grillin" promos are always a hit! And don't forget the fresh fruit baskets – sweet onions are terrific with fresh fruit.



### AVAILABILITY GUIDE

**GREAT NEWS** – Certified Sweet® onions are available 365 days a year. Feature year-round availability to consumers and use regional freshness as an educational vehicle to educate consumers on uniqueness of recognized sweet onion growing districts while maintaining the same great taste they expect. Creating brand awareness translates to consumer loyalty and repeat sales.



Available: Spring and Summer



Available: Summer and Fall



Available: Fall, Winter and Early Spring

### RECOMMENDED DISPLAY IDEAS

**GO BIG!!!** Capitalize on one of today's hottest trends – fresh produce. It's healthful, colorful and bursting with freshness. Nothing says, "Buy Me," quite like big, prominent bulk and consumer bag displays. End caps, stand-alones, value-added product offerings, multi-size strategies and consumer bagged displays offer consumers multiple buying options and ensure incremental sales lift!

Establish secondary display areas, especially during promotional periods, to increase sales and consumer awareness. Effective point-of-purchase materials and signage also help to showcase the nutritional benefits and outstanding flavor of high-quality sweet onions to consumers. Thirty percent of consumers said they would buy and eat more fruits and vegetables if they knew how to use them – go ahead and help them...

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ **Back to our Roots** campaign: Feature pictures, biographies, history of growers (real people) who produce sweet onions.
- ✓ **Education:** *Sweet Onion University* featuring preparation tips, such as cooking and cutting; educational tips, including storage and handling; and usage ideas, such as recipes and how-to's. Issue certificates of course completion and use in advertising.
- ✓ Utilize Keystone Kitchen Web site, Vidalia Onion Association, Walla Walla Sweet Onion Committee Web sites, etc...
- ✓ Schedule a celebrity chef demo at new store openings.
- ✓ Feature customer testimonials and share real consumer's photos and stories regarding new recipes, first time users or special dinner party/favorite recipes using sweet onions.



In-store demo with Chef Dave



Keystone Vidalia® grower Jim Cowart

*"The flavor I count on are the brands you can trust."*  
- Chef Dave Munson



**Certified Sweet®**

**Flavor you can trust – your sweet onion guarantee!**

For more information on our Mayan Sweet Onions, recipes, Chef Dave and the Keystone Kitchen, please visit us at: [www.KeystoneChefDave.com](http://www.KeystoneChefDave.com)

\*Certified Sweet® is a registered trademark of National Onion Labs, Inc., Collins, GA.

### FLAVOR AND NUTRITION DIFFERENTIATION

Product differentiation gives consumers reasons to buy with confidence. Emphasizing the quality, flavor, nutrition and food safety differences of Certified Sweet® onions over regular cooking onions will promote higher rings at the cash register. The top two reasons people eat fruits and vegetables are taste and nutrition. Product education and tasting demos allow consumers to experience products and always generate sales lifts.

### PROFITABLE PARTNERSHIPS

Consumers respond to brand recognition. Consistently purchasing the highest quality sweet onions brands from only reputable industry leaders is the easiest way for retailers to provide consumers with confidence that they are buying the highest quality, safest, freshest and most flavorful sweet onions all year long. Forming a win-win relationship between vendors and retailers provides long-term, sustainable and uninterrupted supply.

**Keystone**  
*Life should be this sweet.*

#### KEYSTONE FRUIT MARKETING

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Studies show the most dynamic area of market growth in tomatoes is greenhouse and specialty varieties, both conventional and organic. According to the USDA, cherry and grape tomatoes account for 13 percent of total retail tomatoes sold and, from the late-1990s to the mid-2000s, greenhouse quantity sold increased 24 percent.

Selling and distributing the finest vine-ripened tomatoes available from leading growers around the world leads to success in increased sales. Today, Eli & Ali is considered a distinguished premium packer/distributor of a signature line of conventional, specialty and organic produce.

**RECOMMENDED DISPLAY IDEAS**

Build a display with a wide assortment of tomato varieties and increase visual appeal and consumer enthusiasm.

Typically the best approach is to build a waterfall with Eli & Ali boxes and display the tomatoes from the table/end cap right to the floor. Our boxes are display-ready, which enhances the sale by decreasing labor.

Care and handling tips:

- Display in a dry location, away from refrigeration and light.
- Rotate repeatedly for both color and firmness.
- Avoid putting them into multiple layers.
- Do not spray.

**POINT-OF-PURCHASE/SIGNAGE**

POS materials will help draw attention to unique products and also educate consumers on the wide variety of tomato products available. With all of our product line, conventional and organic, we include both the UPC and PLU on POS signage or shelf talkers. Every variety of each category has its own shelf talker.

Promote Eli & Ali's new organic packaging.



**VARIETY AND AVAILABILITY GUIDE**

Eli & Ali vine-ripe tomatoes are available year-round due to extensive sourcing.

We're a certified organic handler and carry a wide variety of organic as well as a fine selection of conventional products.

We've expanded our line to include specialty packages of organic and hydroponic tomato varieties. We are currently growing petite Romas on-the-vine (conventional and organic), conventional and organic heirlooms, and organic mini heirlooms.

Our tomato variety offering includes:

**CONVENTIONAL**

Red beefsteaks, yellow beefsteaks, red plums, red grapes, mixed heirlooms, tomatoes on-the-vine (red, yellow & orange), petite Romas on-the-vine, cherries/bag

**ORGANIC**

Red beefsteak, mixed heirlooms, mini heirlooms, red grapes, sweet cherries, yellow pears, red pears, mixed medley, tomatoes on-the-vine, Roma, Petite Romas on-the-vine, sugar plum tomatoes, honey bunch tomatoes

**PROMOTIONAL/ADVERTISING IDEAS**

- Use sampling and in-store demos.
- Price during the course of the year for specialized events.
- Use Eli & Ali giveaways for produce managers.
- Use cross-promotional POS tools, not just in produce but in other departments.

**PACKAGING**

Earth-friendly packaging is a great bonus to promote to consumers, and retailers can create excitement with customers about new packaging advances. Everything is graphically illustrated on the earth-friendly packaging to help promote to consumers.



**RIPENESS RECOMMENDATIONS**

A vine-ripe remains on the vine longer than gas green, and to ensure the best flavor, they're picked at stage 3, so we normally distribute a stage 4 and 5, guaranteeing the best quality beefsteak tomato in the market.

We tailor product to the retailers' inspection process. They can determine which stage they want the tomato and we can provide them with the stage and the sizing.

**BACKROOM RECEIVING AND PREPARATION PROCEDURES**

Cool and dry are the best conditions. Receiving should be not below 45° and not above 65° — 55° is perfect.

**CROSS-MERCHANDISING OPPORTUNITIES**

- In the Produce Department:**
  - Cross-merchandise with other tomato varieties.
  - Cross-merchandise with other vegetables including rainbow peppers, mini cukes, avocados.
- In/With Other Departments:**
  - Add cheese, particularly fresh mozzarella.
  - Promote with salad dressings and olive oils.
  - Provide an entire solution for your customer, for example, tomatoes, fresh mozzarella and basil.





**You haven't tasted a tomato until  
You've tasted an Eli & Ali's tomato.**

## **Organic/Conventional Tomatoes & Specialty Produce**

Eli & Ali's benchmark for excellence begins and ends with our continued commitment to quality and service.

We stand behind our product and reputation without compromise.

You haven't tasted a Tomato until you've tasted an Eli & Ali's Tomato!



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## QUICK TIPS

- 1 Monitor inventories closely to avoid out-of-stocks.
- 2 Keep displays consistent so consumers know where to find their fresh-cut vegetables.
- 3 Use point-of-purchase signage to draw attention to the snack pack items.
- 4 Promote, promote, promote... leverage Mann's customer support programs to bring new users to the category and keep current customers coming back.

### PROMOTIONAL/ADVERTISING IDEAS

Cross-promote fresh-cut vegetables with dips or place in a refrigerated case near the deli counter to capture lunch time sales from the sandwich crowd. Promote during back-to-school events and post *Holiday Healthy* eating themed programs.

### RIPENESS RECOMMENDATIONS

Keep all of Mann's vegetable snack products refrigerated at a constant 34° F. Rotate first in, first out, according to the best-if-used-by date.

All of Mann's fresh-cut vegetables are available year-round.

### DISPLAY CARE AND HANDLING

Shingle the packages on the shelf like tiles on a roof top. Do not stack on top of each other. Keep constantly refrigerated, allowing adequate airflow in between packages. Avoid excess moisture by keeping the product away from misters. Try to keep SKU placement consistent on the shelf and utilize shelf channel strips so consumers have an easier time finding their favorite products. Consistency in displays and avoiding out-of-stock situations are key to building sales.

### BACKROOM RECEIVING AND PREPARATION PROCEDURES

Refrigerate immediately upon receipt. Keep shelf well stocked, but do not overcrowd the display space. It is better to replenish frequently than to present a cluttered display that is harder for the consumer to navigate and for you to keep organized. Store Mann's fresh-cut vegetables away from excess moisture.

### CROSS-MERCHANDISING OPPORTUNITIES

Cross-promote with any type of "topper" product — dips, cheese spreads, other produce snack items such as baby carrots, sliced apples or fresh-cut fruit. Build dual displays in high traffic areas to capture grab-and-go sales. Merchandise near the sandwich production area of the deli to capture lunch time sales.

## Out-of-the-Box PROMOTIONAL IDEAS

- ✓ Cross-promote during back-to-school! Put a lunch box display case near the vegetable snacks to promote healthy snack ideas for families.
- ✓ Team with the deli and offer vegetable snacks instead of potato chips as part of lunch item sales.

### RECOMMENDED DISPLAY IDEAS

Merchandise vegetable snack packs next to baby carrot products. In larger stores, dual placement by refrigerated dips is successful. Build a snack section or a grab-and-go refrigerated display case near the store entrance or checkout stands for impulse sales. Snack packs sometimes come in smaller bags, so eye-level placement proves most effective.

Fresh-cut vegetable sections make an excellent break between packaged salad displays and refrigerated dressings and dips. Keep displays well stocked with product rotated by best-if-used-by date, first in, first out.

### POINT-OF-PURCHASE/SIGNAGE

SKU-specific channel strips and shelf talkers are available to draw attention to the vegetable snack area. These products tend to be in smaller packages, so point-of-sale support material can help draw the shopper's eye and spur trial.

Mann Packing offers a year-round promotion schedule including on-pack coupons and other cross-promotions with leading store brands.

### VARIETY AND AVAILABILITY GUIDE

Mann's line of fresh-cut vegetable snacks is available at a stable price on a year-round basis. Also available are larger pack sizes suitable for entertaining bigger groups. Mann also offers Veggies on the Go party platters — the ultimate snacking convenience with a variety of fresh vegetables and a creamy ranch dip ready to be served.





# Stand and Deliver



New Feature!  
Exclusive to Mann!



**Mann's Healthy Snacks on the Go!** now have a stand up feature providing superior merchandising capabilities. This stand up tray, exclusive to Mann, also grows the opportunity for incremental displays in produce and throughout the store.

Consumers can't buy what they can't see—now Mann makes it easier! Depend On Mann. **We're ready to stand and deliver more snacking sales to your bottom line.**



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# MERCHANDISING ART VS. SCIENCE

As the produce industry grows and becomes more competitive and more sophisticated, the question over the value of the “art” of merchandising as opposed to the “science” of merchandising will become more pronounced.

On one hand, we see a high value placed on individualism, creativity, aesthetic beauty and showmanship. On the other, we see a strong emphasis on the objective analysis of information, corresponding space allocation, the correct care and handling of products to maintain optimum quality, and profitability. It is obvious that strong arguments can be made for both points of view.

The old school of produce merchandising relied heavily on the art of merchandising. Thirty years ago there just wasn’t the amount of information available to make “scientific” decisions, and what was available usually came long after the fact. A successful produce merchandiser was an individual who depended on a good gut feel for the business. Someone with a real talent could build a display that said, “Buy me,” as soon as a customer walked in the aisle. The finest retailers today still operate with that same flair for beauty and persuasive selling skills.

During the 1980s, with many companies expanding rapidly and often drawing less-qualified employees from a lower labor pool, we saw a move toward the standardization of merchandising concepts. Every store in a chain ran the same ad and had basically the same layout and varieties. The produce manager as an individual was discouraged.

Standardization was pursued in the hope that training materials would be more effective, less supervision would be needed and a more scientific approach could be used to determine layout, variety and shelf allocation. The end result should have been higher profits and a better competitive position, and in many cases that did, in fact, happen.

Both merchandising positions have their strengths and weaknesses. Good retailers want their key people to be aggressive sellers, willing to try something new and willing to cut their losses when a new idea doesn’t work. Talented, aggressive people need to be able to stretch their abilities and have a role in the decision-making process. The question is how to motivate those people and yet provide a safety net so that mistakes in judgment can be caught before disaster strikes.

The “science” of merchandising was designed to help mitigate risk as well as enable a quick response to customer needs. Information about how products are moving, inventory control and profitability by item are

**How do we give employees or managers the latitude to be creative for the right reasons and still use the scientific approach to mitigate risk and react quickly?**

important tools in being able to compete in an increasingly complex world. Unfortunately, in some companies, the “science” became the final word. Little respect was given to ideas. Creativity and individuality took a back seat to management information. In today’s world, there is a realization that some old-fashioned ideas, combined with the correct tools to evaluate and react quickly, may be the answer.

A lot of attention is given to innovative merchandising that results from a response to a contest. The thousand-case display of apples is sure to gain attention but rarely helps build overall sales. In fact, there will likely be a detrimental effect on the quality of the apples if the display is left up. However, what usually happens is that after the picture is taken, the display is dismantled.

Depending on the goals of the contest and/or the picture, the results may be beneficial. If the display is built for the publicity as a way to show community involvement with a local charity or as a way to motivate store employees, then its goal will be met. Unfortunately, in many cases, the real goal is a high-definition television or some other prize.

How do we give employees or managers the latitude to be creative for the right reasons and still use the scientific approach to mitigate risk and react quickly?

Contests and promotions are a great way to let creativity soar, build team spirit and instill pride. However, there must be guidelines set so that the thousand-case display of apples doesn’t appear for the sake of a free television. Clear quantifiable goals and objectives that include sales, labor, shrink, gross profit, creativity and cross-merchandising skills need to be developed.

Tools that can be used and discussed are tonnage reports, scanning information, turnover reports, profit-and-loss statements and labor reports. Teaching all employees how to use these tools will make for more meaningful decisions as well as the ongoing sophistication of your employees.

In the case of the apple contest, the follow-

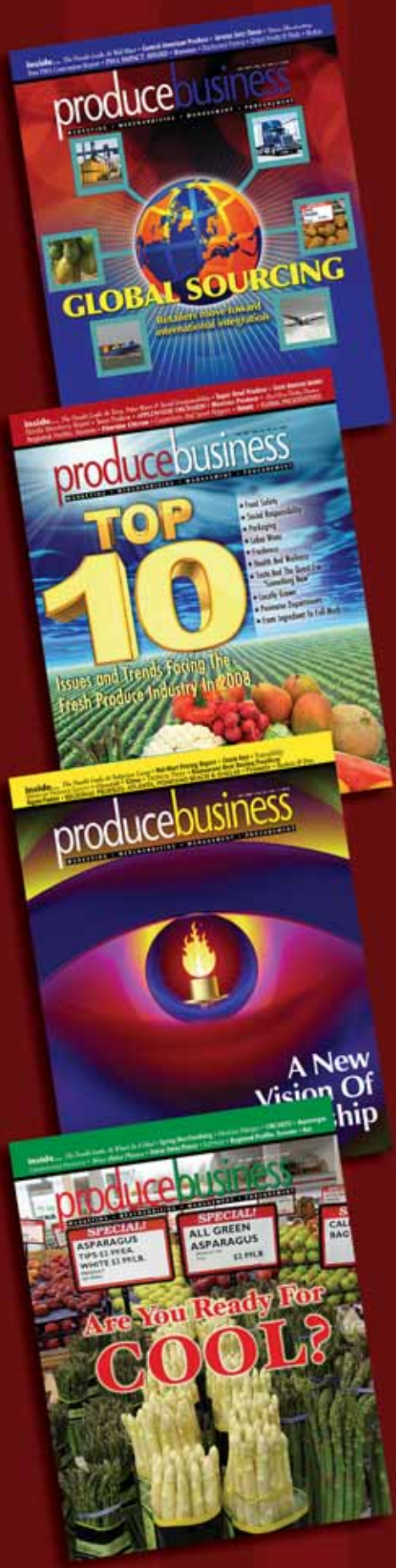
ing analysis and goal setting might take place:

- What are your current weekly sales, gross profit, labor and shrink percentage?
- How many boxes of apples do you now sell per week?
- How many boxes do you expect to sell due to the sale price?
- With an exciting display in a prime selling area, how many boxes do you think you can sell?
- What is the goal for turnover on the display?
- How many boxes should be on display to maximize sales but still allow for proper rotation?
- What items can be cross-merchandised with apples?
- What are your sales goals?
- What are your goals for sales, shrink, gross profit and labor during the promotion?
- How do you plan to promote apples using point of sale, window signs, pictures, publicity releases, etc.?
- What will be the effect of the apple sale/contest/display on sales in the days and weeks after the promotion?
- During the promotion what will be the effect of sales on other produce items?

The key is to get people thinking and setting goals before they begin. This is a process that should be done at all levels of management, but the benefits of teaching this type of thinking early on will go a long way to developing employees who are both creative and analytical. They will have a better understanding of business and the importance of making money as well as getting publicity. They will begin to see the inter-relationships between different aspects of the department. The added benefit is that entry-level supervisors will gain a level of technical skills and sophistication rarely seen at that level.

This kind of approach can also be used throughout the year to set specific goals and guidelines. Goals need to be set that are agreed upon at store level and at the corporate level with regard to areas such as variety count, ethnic items and the amount of linear feet given to fruit, vegetables, specialties, hardware, etc. The approach can be a combination of corporate-generated reports, individual store scanning information and the department manager’s knowledge of his or her individual store.

The actual goals may be a combination of corporate standards, manager’s recommendations and the local community requirements. Once the goals are set, creativity, individualism and art can help accomplish those goals. **pb**



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# A new year for Fruits & Veggies More Matters<sup>®</sup> Some new friends for America's kids!

As we celebrate the first anniversary of the Fruits & Veggies—More Matters national health initiative, PBH is proud to announce the launch of a new kids' website, [www.FoodChamps.org](http://www.FoodChamps.org), featuring our popular Fruits & Veggies Color Champions™.

Developed in large part through financial support from Imagination Farms and an in-kind donation from KidzSmart, this interactive site is filled with games, activities, and recipes, all especially designed for children. (OK, mom and dad can join in the fun, too). Throughout the website, the Fruits & Veggies Color Champions are there to guide kids, helping them learn about all forms of fruits and vegetables and encouraging kids to make fruits & veggies their choice of foods.

This new kids' website is just one of the many ways Produce for Better Health Foundation and our member growers, packers, shippers, and retailers, are working to further the Fruits & Veggies—More Matters brand and increase fruit and vegetable consumption to improve public health.

Over the past year our members have created promotions and advertised our new brand in fliers, on the radio, on websites and in packaging, as well as in their stores. They've written about Fruits & Veggies—More Matters in newsletters and magazine columns and promoted this important health message through community outreach activities like health fairs and store tours.

We'd like to say "Thank You" to all those who helped make the first year of Fruits & Veggies—More Matters a big success! Please keep up the good work!

If your company is not already involved, and you'd like to learn more about Fruits & Veggies—More Matters, give us a call or send us an email. We're always looking for some new friends, too!

For more information, contact Claudia Wenzing, Vice President of Development, at 302.235.2329 or [cwenzing@pbhfoundation.org](mailto:cwenzing@pbhfoundation.org)



[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)

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