

13th ANNUAL MASTERS OF MERCHANDISING SUPPLEMENT



SPONSORED BY





A note from Jim Prevor,
Editor-In-Chief,
PRODUCE BUSINESS magazine

Every once in a while, the opportunity presents itself to do well while also doing good. Such is the case with this, our thirteenth 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 growers find outlets for production and help the world by encouraging a more healthful diet.



Increasing sales of fruits and vegetables is not only a matter of big industry initiatives. Sales in general can increase only if sales of specific items increase. That means knowing how to build consumer trial and how 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 promotions 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 carrots? Or papayas? Or artichokes? Here is a chance to think of merchandising 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, 20 or 30 years ago? Here is an opportunity to

TABLE OF CONTENTS

CATEGORY	SPONSOR	PAGE	CATEGORY	SPONSOR	PAGE
Apples	NY Apple Association	86	Kiwifruit	Zespri	116
Artichokes	Ocean Mist Farms	88	Limes	Vision Import Group LLC	118
Asparagus	Peruvian Asparagus Importers Association	90	Mangos	Ciruli Brothers, LLC	120
Avocados	California Avocado Commission	92	Melons	Fresh Quest	122
Avocados, Light-Skinned	Brooks Tropicals, Inc.	94	Mushrooms	Monterey Mushrooms, Inc.	124
Bananas	Dole Fresh Fruit Company	96-97	Onions	Idaho-Eastern Oregon Onion Promotion Committee	126
Berries	Naturipe Farms	100	Papayas	Brooks Tropicals, Inc.	128
Carrots	Grimmway Farms	102	Papayas, Solo	Brooks Tropicals, Inc.	130
Celery	DUDA	104	Salad Dressings	Marie's	132
Cherries	Chelan Fresh Marketing	106	Starfruit	Brooks Tropicals, Inc.	134
Citrus	Booth Ranches LLC	108	Sweet Onions	Keystone Fruit Marketing, Inc.	136
Fresh-Cut Vegetables	Apio, Inc.	110	Tomatoes	Village Farms	138
Garlic	Maurice A. Auerbach, Inc.	112	Tropicals	Turbana Corp.	140
Hydroponic Butter Lettuce	Hollandia Produce	114	Veggie Kits	Mann Packing Company, Inc.	142



revisit tactics 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'." Retailers today are in a position to expect more support from producers, and intellectual capital is just about the most valuable support one can provide. So kudos to our Masters of Merchandising sponsors.

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 2014 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 \$ _____

Please make checks payable to: PRODUCE BUSINESS

Please print legibly

Name: _____

Company: _____

Address: _____

City: _____

State/Province: _____ Postal Code: _____

Country: _____

Phone: _____ Fax: _____

☐ Amex

☐ MasterCard

☐ Visa

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Fax this form with your credit card information to:

561-994-1610 or mail with your check to:

PB Masters of Merchandising
P.O. Box 810425 • Boca Raton, FL 33481



While apples are a staple of the produce department, retailers can increase excitement and sales by focusing on advertising local, buying local and supporting their local agricultural community. Two thirds of North America's population lies within 600 miles of New York'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. Increasing consumer interest in local and farm fresh produce turns a bit of extra merchandising into extra sales.

POINT-OF-PURCHASE AND DISPLAY

Use creative messaging to communicate with consumers in English and Spanish — easily done with NYAA's eye-catching and informative point-of-purchase materials.

Take advantage of technology to reach consumers with effective in-store video clips. NYAA provides an easy online link to a number of educational and promotional videos.

Provide signage highlighting varietal name and attributes including flavor profile and if good for baking or cooking.

Out-Of-The-Box Promotional Ideas

Coordinate promotion with NYAA's social media resources. Link in-store and on-line promotions to the NYAA's consumer video series. The series highlights a wealth of apple information including nutritional aspects, how to better incorporate apples into your diet, and a history of cider.

Take coupons to the next level! Use digital advertising. NYAA reports great success with retailers using online click-to-clip coupon programs, Facebook programs and instant couponing at store level.



Link bulk apple displays to value-added apple products such as gallons of fresh, New York cider or impulse-catching single-serve bottles, thus reminding customers of other ways to get their apples.

PROMOTION

The NYAA offers creative and customized promotional programs for retailers to use to increase apple sales.

Promotion of health benefits and cause-marketing is always a win for all. Over the years, we teamed up with the American Cancer Society and other charitable foundations to raise cancer research funds through the sale of New York apples. We partnered with retailers across the Northeast 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!"

Health oriented promotion is backed by research. NYAA has promoted numerous research studies about helping to prevent cancer by eating more fruits and vegetables as well as more apples. In today's weight-conscious world, customers can always be reminded how fresh apples are a healthy alternative to other higher calorie or higher fat options.

Sampling apples at store level is always a draw. Focus on providing samples of new and unique varieties to acquaint consumers with the varying flavor profiles of apples.

In this ever-changing world of multi-media and instant access to everything always, the NYAA has started adapting to meet the needs of consumers. Working together with retailers to utilize innovative digital marketing tools such as online and kiosk couponing is a sure-fire way to increase sales.



Quick Tips

Market apples as a grab-and-go snack item by placing popular varieties in baskets around the store — near the sandwich or sub bar, carryout or coffee counter, or at checkout.

Highlight LOCAL! Consumers will gravitate to local apples.

Educate customers on the wonderful variety of apples. Use NYAA's variety guide for easy information access at store level.



NY APPLE ASSOCIATION

PO Box 350 Fishers, NY, 14453

585.924.2171

585.924.1629

NYapplecountry.com

**BROUGHT TO YOU BY THESE
NEW YORK APPLE SHIPPERS**



**NEW YORK
APPLE
SALES, INC.**

Representing the Best from New York State!

For quality fruit & superior service,
Call: John Cushing, Kaari Stannard, or Michael Harwood

518-477-7200 • Fax: 518-477-6770



OVER 50 YEARS EXPERIENCE

PAVERO COLD STORAGE

Growers • Packers • Distributors


NORTH ROAD, HIGHLAND, NY 12528

PHONE: 1-800-435-2994 FAX: 845-691-2955

NYS SQF CERTIFIED



PAVERO COLD STORAGE

Has evolved into a major apple and pear producer in New York's Hudson and Champlain Valleys. Over 60 years of success indicates our positive acceptance by the consuming public and our constant care ensures your  at first bite.





90 YEARS OF GROWING HEIRLOOM ARTICHOKE

In 1924, Ocean Mist Farms was founded by Italian immigrants growing artichokes and Brussels sprouts along the Pacific Ocean's Monterey Bay in Castroville, California. Ninety years later, Ocean Mist Farms is still owned by four generations of family farms, the largest grower of artichokes in the U.S., and now grows a line of more than 30 fresh vegetables year-round in regions of California, Arizona and Baja Mexico.

HISTORY OF HEIRLOOM ARTICHOKE

The Heirloom variety is the "original" variety of artichoke brought to California in the early 1900's by Italian immigrants. It is the variety the U.S. fresh artichoke industry was built upon, and today it is still the preferred variety of chefs and culinary foodies who cook with fresh artichokes.



WHAT MAKES IT AN HEIRLOOM ARTICHOKE?

Like a family recipe, this unique variety of artichoke grows only from the same root stock that has been passed down to each generation of Ocean Mist Farms family farmers for more than 90 years — and never from seed.

GROWING REGION AND SEASONALITY

Ocean Mist Farms Heirloom Artichokes grow only in the region of Castroville, California — "The Artichoke Capital."

This variety is seasonal with peak volume between March and May.



UPC/PLU STICKERS

Each Ocean Mist Farms Heirloom artichoke will feature a red sticker branding the variety with a PLU and stacked UPC code. The stickers (available in all sizes of artichokes) are applied in the field during harvest.

Ocean Mist Farms worked with our packaging partner to create a special food-safe adhesive.



signage or display bins will help build seasonal excitement as well — all of which is available to order on Oceanmist.com.

Cross-merchandising with commonly used ingredients such as fresh lemons, bread crumbs, olive oil and fresh garlic will entice impulse purchases.

NUTRITION INFORMATION DRIVES SALES

The antioxidant level of fresh artichokes is another powerful merchandising opportunity. Seventy-nine percent of survey respondents noted the fact that the artichokes are higher in antioxidants than any other vegetable. This knowledge has a significant impact on future purchases.

MERCHANDISING HEIRLOOM ARTICHOKE

Fresh Heirloom Artichokes stack well for building large end-cap displays that will prompt impulse purchases. Using special point of sale cartons,



ARTICHOKECLUB.COM

Got Chokes? Join the 40,000 Artichoke Club members for a weekly chance to win free artichokes, receive monthly artichoke news, recipe ideas and peak of season "Arti-Alerts" for where to find artichokes on sale. Ocean Mist Farms features all Heirloom Artichoke retail promotions with their Artichoke Club members based on where they live.



SOCIAL MEDIA

Social media tools, such as Facebook and Twitter, allow us to communicate advertised specials to a targeted audience. Retailers can also leverage their internal corporate digital teams for promotional support. facebook.com/californiaartichokes twitter.com/artichokerecipe



OCEAN MIST FARMS

10855 Ocean Mist Parkway, Castroville, CA 95012

☎ 831.770.6435

☎ 831.633.4363

🌐 oceanmist.com

✉ oceanmist.com



the & only

CHEF PREFERRED



When it comes to creating dishes, chefs prefer the one and only Ocean Mist Farms heirloom artichoke. Chefs understand that using only best-in-class artichokes inspire the ultimate eating experience.

Discover the one and only Ocean Mist Farms heirloom artichoke at
oceanmist.com



**Heirloom
Artichokes**
PEAK SEASON
March-May



Offering asparagus year round increases sales! Today's consumer wants health and convenience and fresh asparagus fits in perfectly. Promoting its nutrition, ease of preparation and great flavor will grow the category all year. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources and offer quality product year-round.

At retail level, count on consistent, quality Peruvian asparagus to build sales and provide ample displays of product throughout the year.

At food service level, Peruvian asparagus serves as an interesting versatile side to maximize flavor and interest on plates.

VISIBILITY MOVES PRODUCT

Make sure asparagus is displayed prominently. It may not be on shoppers' lists but eye-catching displays will result in sales. Consider these key elements to help boost sales:

- **Showcase Color:** Use of multiple colors makes for attractive display alternatives. Fresh asparagus is readily available in green, white and purple (all available from Peru). Showcase unique colors, like purple or white, by adding these products to displays where



fresh green asparagus is featured to create interesting and impactful displays.

- **Visibility:** Size sells!!!

Strategically display the category to ensure consumers see it. Many successful retailers display asparagus at the front of the produce department and utilize island displays and corner caps to guarantee consumers see it. Making sure displays are especially visible and well-positioned in the produce department will gain sales.

- **Variety:** Fresh asparagus now comes in a wide variety of sizes and packaging to enhance display practices and meet consumers' needs. Display several different packaging options to increase convenience for customers. Large display tables of different product forms (whole spear bunches, microwave tray-packed trimmed spears, packaged green and/or white asparagus, packaged asparagus tips, white and purple asparagus) will increase sales and add profits to the produce department.

KEY PROMOTION AREAS

Holiday Opportunity: Focus special promotion on fresh asparagus at holiday time, especially during Easter, Thanksgiving and Christmas. Retailers can also capitalize on the opportunity to promote asparagus during the summer for picnics or barbecues.

Pair It Up: Advantageously cross-merchandising asparagus with other grocery items will build asparagus sales and add additional ring for the department, including salad, oils

and dressings, with deli or seafood items, and wines. During the summer, place a display next to barbecue-style meats and fish to promote grilling. Value packaged or tray-packed fresh asparagus can also be cross-merchandised with packaged salad. Fresh and packaged asparagus can be cross-merchandised in other departments to provide a meal solution for customers.

Promote Alternatives:

Selling packs of multiple colors together may encourage consumers to try a new color. Retailers can also use alternative pricing methods, such as by the bunch instead of the pound, to showcase the value of the product. Value-added and packaged fresh product can be used as part of a meal solutions offering. Use signage to stress usage ideas including "tasty party item", "easy to barbecue", "microwaveable", and "quick and healthy snack."

Highlight Nutrition: Health-related promotion is a definite method of gaining sales. Asparagus contains a host of health benefits:

- Asparagus is low in calories
- Naturally fat-and cholesterol-free
- Good source of potassium, Vitamin A, Vitamin C
- Rich in rutin and folacin, which has been proven important in the duplication of cells for growth and repair of the body.

WORK WITH SUPPLIERS

To assist retailers in managing the category, the Peruvian Asparagus Importers

Association (PAIA) has developed a Category Management Plan Outline for Fresh Peruvian Asparagus, available from any PAIA member or the association office at prestige@1scom.net.

To increase household penetration and reach new consumers, a number of Peruvian asparagus importers are working closely with suppliers to increase the category through value-added options — including microwaveable and ready-to-eat designed for both retail and foodservice. Ask your supplier about the available options.

CARE AND HANDLING

Asparagus should be bright-looking with closed, firm tips. The butt-end of fresh asparagus should be cleanly cut and sufficiently hydrated. Display under refrigeration or with the butt-end in water or touching a wet pad. Be sure to monitor the condition of water in display trays and change frequently. In the backroom, keep asparagus cold (34-36 degrees F) and moist (damp room) prior to display. Fresh asparagus is not ethylene-sensitive but is susceptible to absorbing very strong odors.

FIVE WAYS TO GROW THE CATEGORY

1. Visibility sells! Build large, prominent displays.
2. Highlight simplicity. Communicate easy preparation instructions such as steaming or grilling to customers.
3. Promote alternative colors, especially for home chefs and entertaining.
4. Cross-merchandise with proteins or dressings.
5. Focus on nutrition and health.

Out-Of-The-Box Promotional Ideas

Provide customers a meal idea by displaying asparagus and a protein together.

Promote mixed-color packs for holiday or summer entertaining.

Offer value-added or packaged fresh product for an easy convenient side dish.



PERUVIAN ASPARGUS
IMPORTERS ASSOCIATION

Contact: Priscilla Lleras

817.793.3133

prestige@1scom.net



YOUR ASPARAGUS GROWER
Toll Free (800)292-8777
PH (305)594-9117 FAX (305)594-8506

JOHN LYONS - JLYONS@ALPINEFRESH.COM • (305) 594-7917
GREG FLEMING - GFLEMING@ALPINEFRESH.COM • (305) 594-2809
FIMLY OTTUNWALDEN - ECHENWALDEN@ALPINEFRESH.COM • (704)644-4358

ANDY GARCIA - AGARCIA@ALPINEFRESH.COM • (305) 594-8501
VADIM SAMPEIRO - VSAMPEIRO@ALPINEFRESH.COM • (305) 594-8501
GREG WELLS - GWELLS@ALPINEFRESH.COM • (704) 644-8501

Loading locations:
Miami, McAllen, Yuma, Los Angeles



Green & White Asparagus
52 Weeks A Year

French Beans, Snow Peas, Snaps & Baby Veg

Miami	Los Angeles
(800) 359-5631	(213) 627-2383
Jay, Veronica, Jay T., Helen, Bobby	Rick, Bernadette, Marcelino, Junior

www.CrystalValleyFoods.com



advancecustoms
BROKERS & CONSULTING

From the women who brought you customs brokerage as the fresh produce industry knows it today.

advancecustomsbrokers.com | PHONE: 786-476-0700 | FAX: 786-476-0706
1400 N.W. 79th Ave, Miami Beach, FL 33126

CLEAR CUSTOMS. FAST.
EVERYTHING'S COMING UP ASPARAGUS.

Find out more at
(305) 471-8989 or
customizedbrokers.net

customized
Brokers
A CROWLEY Company



Maurice A. Auerbach, Inc.
Distributors of Peruvian Asparagus
201.807.9292

Paul Auerbach • Jeff Schwartz • Ian Zimmerman
Bruce Klein • Jim Maguire • Josh Auerbach • Jane Mahoney

GREEN, WHITE & PURPLE ASPARAGUS
310.216.7575 | gourmettrading.net

Gourmet



954-788-6800
www.aycofarms.com
Pompano Beach, FL

Our sales team is ready to serve you.



Frank A. Ramos
T 305.477.9906
F 305.477.9975
C 305.986.1969
E frank@theperishablespecialist.com

CUSTOMS BROKER
theperishablespecialist.com

9831 N.W. 58th Street, Unit 131
Doral, Florida 33178



YOUR OFFSHORE PRODUCE SOURCE

Headquarters Jeff, Hilda, Scott (954)786-0000	Los Angeles Pat Ramirez (831)272-3716
New Jersey Danny Pollak (732)655-4221	Export Division John Brown (415)992-7500



• East & West Coast Distribution
• Green, White, & Purple Asparagus
• Southern Selects Value Added
• Year Round Availability
• Private Label Programs

SOUTHERN SPECIALTIES
LET'S GROW SOMETHING SPECIAL

954-784-6500
www.southernselects.com
www.southernspecialties.com



Tracy, Dan, Shawn, Matthew, Mike, and Rich
800.498.1577
asparagus@keystonefruit.com

Keystone



CONTACT:
Gary, Cory, Cruz, Don
800.900.0757
asparagus@progressiveproduce.com

PROGRESSIVE PRODUCE



CALIFORNIA AVOCADOS – LOYALTY AND MARKETING SUPPORT

Sixty-three percent of retailers that merchandise California Avocados indicated that loyalty and marketing support were key reasons for carrying California Avocados.

**2013 California Avocado Retail Survey*

CALIFORNIA FRESH SNACKING IS A KEY INITIATIVE

Consumers are eating snacks throughout the day and some snacks are replacing main meals. The demand for guilt-free snacks is on the rise. Retailers can capture a larger share of the “buy and consume” behavior by rotating the types of items stocked near the entrance or check-out counter to align with the time of day. California Avocados are a perfect ready-to-eat option as a tasty choice for a snack that fits into a healthy lifestyle. They’re irresistibly rich in flavor and are naturally cholesterol and sodium free, containing the good fats the body needs.

Snacking with California Avocados is being promoted with the development of new 100-calorie recipes, and a snacking microsite. Additional California Avocado nutrition information and recipes are available online at CaliforniaAvocado.com/healthy-living.



CONSUMER MARKETING AND RETAIL SUPPORT TO PROMOTE CALIFORNIA AVOCADOS FOR BREAKFAST

Promoting avocados for breakfast is a growth opportunity for avocado consumption. Retail sales of



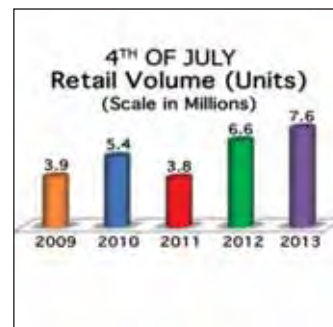
California Avocados are being supported with breakfast-themed promotions. Breakfast provides an important start to the day, and avocados make a great addition to any morning menu. They work well for spring merchandising events including Easter, Mother’s Day and Cinco de Mayo.

California Avocados encourage demand by increasing awareness of the breakfast meal with a *Wake Up to Breakfast with California Avocados* recipe booklet, which can be ordered at CaliforniaAvocado.com/retailers. Retailers can include the breakfast recipe booklets on their California Avocado displays. California Avocados are also being promoted through online and social media outreach to support the breakfast marketing initiative with a microsite that features fast recipes for use during the week and special weekend breakfast recipes, as well as nutrition information.

AMERICAN SUMMER HOLIDAYS = CALIFORNIA AVOCADO SALES OPPORTUNITIES

American Summer Holidays (Memorial Day, Flag Day, Father’s Day, 4th of July and Labor Day) are the perfect time to promote the All-American Avocado – California Avocados. Retail volume increased 98 percent and retail dollars

increased 17 percent from 2009 during the 4th of July holiday*. Add signage to your California Avocado display to maximize category performance during the American Summer Holiday season. Position a second or third display of avocados in a featured location to increase shopper awareness. Bagged California Avocados are also an excellent secondary or tertiary display.



**IRI/ FreshLook Marketing Data
Retail Data Source: SymphonyIRI Group / FreshLook Marketing
4th of July 2013 = Week ending 7/7/13*

INSIST ON CALIFORNIA AVOCADOS

Visit CaliforniaAvocado.com/ Retail or contact your CAC Retail Marketing Director for more information and to order your *Hand Grown in California* materials as well as other promotional tools.

Did You Know

California produces about 90% of the nation’s avocado crop.

Avocado household usage is nearly 80% and 82% in the Pacific Mountain and Southwest regions, respectively.

Avocado volume has increased nearly 53% since 2011.



CALIFORNIA AVOCADO COMMISSION

12 Mauchly, Suite L, Irvine, CA 92618-6305

☎ 949.341.1955

☎ 949.341.1970

🌐 CaliforniaAvocado.com/retail

✉ dcruz@avocado.org

California

AVOCADOS

Trusted
Consistently Reliable



Quality, loyalty and support are key reasons
retailers merchandise California Avocados (2012 Retail Survey).

Call **(800) 344-4333** or visit **CaliforniaAvocado.com/Retail** to learn more.



INCREASE AVOCADO CATEGORY SALES WITH SLIMCADOS®

With less fat and fewer calories*, SlimCados deliver a delicious choice for the avocado aficionado, the healthy-minded and the diet conscious. Many Latinos choose SlimCados because they're the avocado of choice in their native cuisines.

The SlimCado is an attention grabber. Its large size complements any avocado display, and it is an avocado that will interest your value-conscious customers.

Avocados are a growth category. Expand sales with a wider selection. After all, you don't eat just one variety of apples. Why limit your sales to one variety of avocados?

Avocado aficionados were thrilled to hear that avocados contain "good" fat. Still, doctors suggest that even good fat be eaten in moderation (70 calories a day). Those 70 calories go much further with SlimCados. SlimCados' distinctive, light avocado taste can be added to:

- Green Salads
- Hot Soups
- Chunky Guacamole
- Sandwiches or Hamburgers

Or SlimCados can be simply enjoyed with a squirt of lime. Any dish can be made into a little celebration with SlimCados. Besides being lower in fat and calories, these Florida

avocados are also rich in vitamin A and high in potassium. They are cholesterol-free. SlimCados are food safety certified from the field to the store. They are not genetically modified — SlimCados come by their size, lower fat content and fewer calories naturally.

POINT OF PURCHASE/SIGNAGE

Consumers want information about what they eat. Signage showing the SlimCados' nutritional information (highlighting the lower fat and fewer calories of the fruit) pays off. Emphasize that this fruit is non-GMO and has been grown in the U.S. for more than 80 years by Brooks Tropicals. It's a lot to put on a sign; include our QR code so consumers can use



a smartphone to scan and download details from the SlimCado website.

DISPLAY CARE AND HANDLING

Display enough to sell in one day, roughly 15 to 30 pieces (depending on the traffic in your store). When replenishing, rotate any leftover, day-old fruit to the front.

Remember, avocados are sensitive to ethylene.

OPTIMUM SHELF LIFE

Brooks' Continuous Cold Chain® keeps SlimCados at their best from the field to your store. The first link in the chain is the hydrocooling that is done immediately after harvesting. Hydrocooling 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 dock 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 shelf life. SlimCados have approximately a four-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° F and 48° F. Do not store below 40° F.

Optimum humidity is between 85 percent and 95 percent.

SlimCados are UPC- and PLU-coded as well as 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 additions to salads.

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

VARIETY AND AVAILABILITY

Available June though January, Florida avocados are generally pear-shaped and green-skinned. Their weight can vary from 14 ounces to a hefty 34 ounces. Avocados will vary in size. They can be from four to 12 inches long and up to six inches wide.

**Contains 50 percent less fat and 35 percent fewer calories than the leading California avocado.*

SlimCado and the Brooks Tropicals logo are registered trademarks of Brooks Tropicals, Inc.



BROOKS TROPICALS

18400 SW 256th Street, Homestead, FL 33090

☎ 800.327.4833

☎ 305.246.5827

✉ brookstropicals.com

✉ info@brookstropicals.com

Out-Of-The-Box Promotional Ideas

The SlimCado season is in full swing by mid-July, just in time for summer's outdoor eating events. Look for promotional volumes of 12-count fruit in July and 10-count fruit in August — just in time for chopping up into the salads that make their yearly debut during summer barbeques.

During demonstrations, garnish in-store cooked food with a piece of SlimCado. Any heated dish will slightly melt the SlimCado for an added treat.

Celebrate avocados' "family tree." Display the fruit with other avocado varieties in a tree shape using guacamole mixes, limes and other tropicals as the display's trunk and ground.

Avocado displays can be a sea of dark green. Break it up with bright green-skinned SlimCados.

Guacamole displays work, but don't stop there. Salsa displays can also entice SlimCado buyers.

FROM OUR
AVOCADO FIELDS
TO YOUR STORES

SLIMCADO®
Avocados



Naturally 50% less fat...
naturally 33% fewer calories*

SlimCados are a healthy way to
top salads, sandwiches and creamy soups.
SlimCados are the green-skinned avocados with sell-thru,
coming by that reputation with a lot of hard work:

- In-house research and development
- Hydro-cooled straight from the field
- Food safety-audited fields, harvesting crews, packing and shipping facilities
- Quality control team
- Continuous Cold Chain* from our fields to your stores



when food safety counts

All that hard work delivers quality — SlimCado
avocados with great taste and proven shelf life.
Call today to get SlimCado avocados coming your way.

*compared to the leading California avocado



**BROOKS
TROPICALS**
GROWER • PACKER • SHIPPER



800.327.4833 • Fax: 305.246.5827
www.brookstropicals.com



DOLE ENCOURAGES EVEN MORE AMERICANS TO “PEEL THE LOVE” IN 2014

Dole’s “Peel the Love” tour campaign was such a hit in 2013 that the produce leader is out to make fruits and vegetables even more fun in 2014. Again this year, the focus will continue to be on all there is to love about DOLE® Bananas: their sun-shiny color, sweet taste, nutritional goodness, affordability and peel-worthy fun. Like unwrapping a present, peeling a banana feels special every time. That’s why, from banana shrimp kabobs and banana coffee smoothies to tropical banana bruschetta, “Peel the Love” 2014 unwraps the potential of America’s favorite fruit. Now more than ever, bananas aren’t just for breakfast anymore. They can add fun, recipe versatility and great-tasting nutrition any time of day.

DOLE’S 2014 “PEEL THE LOVE” SUMMER TOURS

In 2013, Dole took its healthy-eating-can-be-fun message to banana-loving cities across the U.S. In all, the pink-and-turquoise food truck handed out more than 107,000 recipe samples made from more than three tons of DOLE® Bananas at 147 tour stops at supermarkets, special events and other local venues.

After last year’s success, Dole is now embarking on two simultaneous national “Peel the Love” Tours featuring Banana Cabana events throughout summer 2014 to accommodate increased demand — one starting in New York City and a second launching in Dallas. In all,

Dole will travel nearly 12,000 miles, visiting more than 25 cities coast-to-coast to show residents how to enjoy bananas in easy-to-make recipes perfect for work, home and play.

These Banana Cabana events will offer close brand interaction and engagement with consumers including staff cooking demonstrations, dish-preparation highlights, recipe booklets, games and visits from Bobby Banana®.

Throughout, a steady stream of social media,





PR and blogger interactions will announce and report Banana Cabana events in each city and seek to expand the usage message by engaging even more banana ambassadors.

As always, Dole will partner with retailers to collaborate on in-store promotions and provide point-of-sale materials, local community event

support and other activities to prove that there is a lot more to our favorite yellow fruit.

To help drive traffic and encourage transactions, consumers who visit the Dole® Banana Cabana at “Peel the Love” retailer stops and show proof of a 3-lb. DOLE® Banana purchase, will receive a special giveaway.

We welcome everyone to get inspired by some of our favorite “Peel the Love” recipes at dole.com/peelthelove.

Keep your eyes on the road!



DOLE

One Dole Avenue

Westlake Village, CA 91362

818.874.4000

818.874.6501

www.dole.com/bananas

KEEP YOUR EYES ON THE ROAD





Peel the love.



Dole's "Peel the Love Summer Tour"
is coming back with even more stops and
promotional opportunities than last year.

Contact your Dole representative to provide you with
materials and help you schedule a Peel the Love event.



BERRIES ARE TRENDING

According to the U.S. Highbush Blueberry Council, U.S. consumers are two times as likely to purchase blueberries in 2014 compared to last year. Blackberry has been dubbed "Flavor of the Year" by flavor experts at Firmenich, noting that blackberries have been gaining popularity as health continues to grow as a priority for consumers.

DISPLAY IDEAS

Take advantage of the growth and popularity of berries and give your customers every opportunity to include them into their daily diet.

Create "Peak of the Harvest" or "Peak of the Season" displays. Feature growers in your ads, in-store POP and sampling demonstrations to promote flavor!

Encourage more berry behavior and purchase intent. Customers continue to buy more berries and represent almost 20 percent of total fruit sales (see chart).

Take advantage of increasing berry demand by creating a "berry destination" with strawberries, blueberries, raspberries and blackberries.

Build secondary displays around health, flavor and convenience themes.



Out-Of-The-Box Promotional Ideas

Dark and white chocolate are always fun for creative dipping.

Think outside of sweets, and pair blueberries with avocados and chips for a salsa; or strawberries, brie cheese and crackers.

Promote a better breakfast with rice cakes, Greek yogurt, honey and berries.

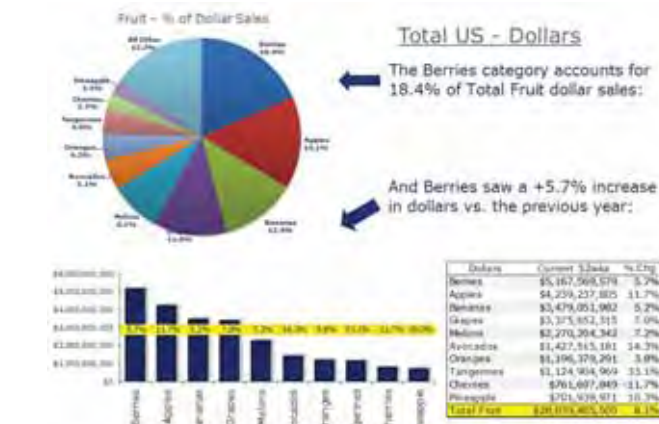


PROMOTION & ADVERTISING

- Create an "in the field" experience: display a complete berry patch, feature a grower and their family-farm story, offer consumer take-a-ways for more grower information.
- Use health, flavor and convenience messages and QR codes to help consumers find tips, usage information and recipes
- Berries on promotion or ad are the best way to increase consumer awareness and create purchase intent.
- Promote health and flavor aspects with signage and recipe suggestions or in-store sampling.

VARIETY AND AVAILABILITY

Naturipe® berries are available year-round! Take



advantage of this fact and get creative with holiday opportunities such as long stem strawberries for Valentine's Day or a red, white and blueberry flag cake for the Fourth of July.

Create additional excitement and drive sales by featuring Naturipe Selections: the next generation of healthy and better tasting berries through our international plant breeding programs. Highlight these great new varieties with terms that

draw consumers and stimulate impulse sales like: "New," "Proprietary Varieties," "Best Tasting," "Peak of Harvest."

DISPLAY CARE AND HANDLING

Strawberries, blueberries, blackberries and raspberries should always be stored and displayed with as little break in the cold chain as possible. Berries should always be kept at 32°F.



NATURIFE FARMS

PO Box 4280, Salinas, CA 93912

831.443.2358

naturipefarms.com

sales@naturipefarms.com



NATURIFE

WHERE INNOVATION IS ALWAYS IN SEASON

Naturipe® Farms, is an industry leader in producing healthy and delicious Fresh berries and Value Added berry products. With our wide selection, commitment to quality and food safety, year-round availability and a focus on innovation, we are perfectly suited to be your **Total Berry Solution**.



www.naturipefarms.com | 831.443.2358



RECOMMENDED DISPLAY IDEAS

Carrots have become the “go to” vegetable of the produce department. As the snacking category continues to grow in popularity, there are an entire host of opportunities to display carrots. From the traditional whole carrots, to bunch carrots, and through the value added set — Baby-Carrots, Carrot Chips, Shredded Carrots, and Microwaveable Petites — the merchandising opportunities are endless.

The goal for merchandising is to drive the time-starved consumer to the value added set in the carrot category. Traditionally, carrots were merchandised in a block format that included all carrots from A – Z. Today, one should focus on merchandising the value-added carrots towards the entrance of the refrigerated set next to the bagged salads and premium dressings. This optimization highlights the occasion-based elements of carrots.

Consumers can purchase the shredded carrots as a topping for their sandwiches, purchase a bag of carrot chips to dip with their dressing, or simply



purchase a bag of Microwaveable Petites to complement the protein on their dinner plate.

The occasion-based strategy holds true for the bunched and whole carrots. These carrots are usually consumed as an ingredient in your favorite soups or as the side vegetable to your family’s pot roast. Since the purchase intent is centered on cooking, whole carrots offer the perfect accompaniment to the bunching greens, celery, and other deep colored vegetables in this set. This strategy optimizes consumer purchases while introduces them to other vegetables, as well as offering a vivid color break within the set.

POINT OF PURCHASE MESSAGING

As many retailers implemented clean store policies prohibiting point of purchase signage, this is a great miss in communicating with the consumer. Twenty-eight percent of today’s consumers don’t know how to cook, while other consumers struggle with trying new carrot dishes outside of their comfort zones. Point of purchase materials allow for effective communication on fresh meal solutions, nutritional messaging, as well as creative calls to action.

The return of in-store signage is an effective way to merchandise carrots. Please contact Grimmway Farms for your customized POS materials.

VARIETY AND AVAILABILITY GUIDE:

Grimmway California carrots are available year-round with consistent quality. California’s abundant sunshine and premium growing regions produce approximately 85 percent of the nation’s carrots.

PROMOTIONAL ADVERTISING IDEAS

Evaluate your category insights to develop a strategic promotional plan by quarter. Grimmway Farms can assist you with this plan through our enhanced insights that analyze the 4Ps (Product Assortment, Price, Placement, and Promotion). Through this detailed diagnostics, together we can develop a quarterly promotional plan to optimize your carrot set.

Develop a creative promotional campaign focusing on the latest trends. As our population aspires to live healthy lifestyles, create interactive campaigns that move the consumers to your category. Through various social media channels, we have seen great success connecting with our consumers to spread the “lifestyle” message. Our passionate consumers share their success stories, challenges with maintaining healthy habits, and great tips to staying on track in their quest to live more vibrant lifestyles. This marketing effort allows us to positively influence the consumers’ take on carrots.

DISPLAY CARE HANDLING

With bulk carrots, maintain temperatures from 33° F to 35° F with relative humidity of 98 to 100 percent. Bulk carrots can be lightly misted, but they 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.

The whitening of carrots is caused from the air within drying the outer cells, otherwise known as oxidation, of the peeled carrots. Soak the peeled carrots in ice water to bring the freshness and brilliance back to the carrot.

Proper handling of the cold chain throughout the distribution channel is crucial to extending the shelf-life of processed carrots.

CROSS MERCHANDISING OPPORTUNITIES

The cross merchandising opportunities are endless. Offer on package coupons that promote savings across the premium dressing, dairy, premium juice, and meat department categories. Participate in licensing agreements that allow you to cross promote with DVD releases that promote the retailer’s electronics section. Cross promotions with storage containers and/or cooking utensils are also very effective.

Quick Tips

Offer a complete selection of value-added Grimmway carrot products.

Promote the healthful attributes of carrots.

Highlight carrots through seasonal promotions and secondary displays.

Key in on value and diversity of occasion usage of carrots.



A family of *Growing* companies.™

GRIMMWAY FARMS
PO Box 81498, Bakersfield, CA 93380
661.845.9435
grimmway.com

Out-Of-The-Box Promotional Ideas

Develop interactive contest/sweepstakes that require the consumers to visit your social media channels.

Share successful lifestyle stories that encourage others to develop healthy eating and snacking habits.

Develop in-store creative display contests a few times a year around key occasions. Back to School can feature a special secondary display that promotes carrots as the perfect lunch-time snack.

Offer creative carrot recipes with premium photos on company websites to expand the usage of carrots.

A glass of beer with a thick head of foam sits on a light blue surface next to a dark pan filled with roasted carrots. The carrots are garnished with fresh green herbs and a sprinkle of black pepper. In the background, a whole carrot is visible.

Endless Versatility Carrots

Perfect for all occasions.

Today's more health conscious consumers are not only snacking on carrots, they are using carrots in creative ways incorporating them into every eating occasion.

Carrots Sparkle!

They have everything going for them-beautiful color, sweet taste, good texture, excellent plate coverage, and a terrific nutritional profile.



www.grimmway.com

661.845.9435



DUDA FARM FRESH FOODS CELERY

Duda Farm Fresh Foods is the largest celery grower/shipper in the country; our roots with celery began in 1926. We've built our business on producing the best quality celery products, and we will continue to provide year-round availability. Duda's Dandy® brand is the leading brand in fresh-cut celery sales and growing.

THE CATEGORY LEADER

Duda Farm Fresh Foods is the leader in the celery category because we invest in innovation to ensure the category meets consumer preferences for taste, quality and convenience. Then we work with our retail partners to ensure each customer's celery assortment is optimal for their unique shoppers. Finally, we work to raise consumer awareness about this staple category through high-profile marketing communication activities.

RECOMMENDED DISPLAY IDEAS AND POINT-OF-PURCHASE/SIGNAGE

Celery has a unique position in the produce department because consumers buy celery to eat as a snack and to use as a cooking ingredient. As a result,



total celery dollar sales showed an increase of 11.5 percent over the same period a year ago and for the 52-weeks ending Dec. 29 2013 (Source: Information Resources, Inc.) volume showed a 5.3 percent increase over the same time period.

Retailers can increase celery sales by merchandising a full line of fresh celery items from bulk to value-added, then managing for out-of-stocks. Use cross promotions with complementary items (i.e. stuffing mix, salad dressing, dips and soft cheeses) to drive sales and draw consumer focus in store with signage.

PROMOTIONAL/ADVERTISING IDEAS

Duda Farm Fresh Foods provides coupon opportunities and offers additional support such as 18 promotional weeks per year that can be tailored to retailers' individual sales goals. Duda is also socially connected via various social media tools and nurtures a network of brand ambassadors including bloggers, food writers and editors to connect with consumers — driving product awareness and inspiring celery usage ideas.

OCCASIONS AND HOLIDAYS

Above-average celery purchases are occasion-and holiday-driven. Sales of regular celery and celery hearts peak in January (key weight loss season) Easter, Thanksgiving and Christmas while sales of prepared celery peak during

New Year's, Super Bowl, Labor Day, Thanksgiving and Christmas.

If space allocation is under sized, the category will fail to grow, despite the innovative packaging provided. We recommend increasing the display and providing secondary displays during peak snack seasons — especially during Super Bowl week.

DISPLAY CARE AND HANDLING

It's important to merchandise value-added celery in the cold case adjacent to packaged salads and refrigerated dips/dressings. Proper temperature control is paramount to the success of these items. Keep constantly refrigerated between 34°F and 38°F.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

Value-added celery should be refrigerated immediately upon receipt. Even a few minutes at room temperature will greatly impact fresh-cut celery shelf-life and quality.

CROSS-MERCHANDISING OPPORTUNITIES

Key eating occasion for celery is dinner. Inspire consumer usage of celery for soups, casseroles and sauces by promoting with other fresh key ingredients like onions and carrots. Provide simple recipes and signage to spotlight complementary items and drive

product trial and repeat sales. Fresh celery snack consumption is growing, which creates opportunities for overall category growth. This behavior is growing as part of the In-Home Lunch and Carried from Home Meal/Snack occasions. Celery should be promoted as a snack alongside peanut butter, ranch dressing, or dips to drive purchase for this trend. A target consumer group is females over 55 years old — especially those who currently snack on fruit.

Quick Tips

Monitor inventories closely to avoid out-of-stocks especially during key promotional periods.

Keep displays consistent.

Use point-of-purchase signage to draw attention to the category and new items in the category.

Promote, promote, promote...leverage Duda's customer support and integrated marketing program.



Duda
farm fresh foods

DUDA FARM FRESH FOODS

PO Box 620257, Oviedo, FL 32762

☎ 407.365.2111

☎ 407.365.2147

🌐 dudafresh.com

Visit us
at CPMA
Booth #609

Harvest Happy

FOR NEARLY

90 YEARS



Andrew Duda, Sr.

In 1926, Andrew Duda and his family brought their first cash crop of celery to market and Duda Farm Fresh Foods was born. Today, we are in our sixth generation of family ownership and we're still harvest happy!



*The Duda Family
in 1909*

MEET THE *Happy Faces* BEHIND THE **DANDY** BRAND
at dudafresh.com/harvesthappy



Fresh-cut celery facility located in Oxnard, CA is a monument of energy conservation



Dandy Fresh Fruits & Vegetables



@Dandy_Fresh



DudaFreshProduce



DandyFresh



DandyFreshProduce

Duda Farm Fresh Foods • PO Box 620257 • Oviedo, FL 32762 • (407)365-2111



Capitalize on the excitement of one of the few seasonal products left in the produce department. The limited availability of cherries allows a fantastic opportunity for retailers to promote a “get-it-before-it’s-gone” product.

Northwest cherries are mainly an impulse item, which makes merchandising very important. Even though the Northwest cherry season lasts only about eight weeks, these cherries can actually outsell other produce items that are available year-round. Cherry consumption continues to increase, and retailers can take

advantage of their growing popularity by properly displaying, handling and promoting this highly profitable item.

DISPLAY IDEAS

- A large, high quality display is the base of profitable cherry sales. Display cherries front and center in produce to ensure customers see them.
- Allow ample shelf space in that high-traffic area and steadily rotate supplies during the course of the day.
- Remember, a display doesn’t have to be mounded to look big! Use false-bottom

displays to avoid crushing fruit. Also, display bulk Northwest cherries in shipping cases.

- Offer a mix of Dark Sweet and Rainier in the display and include different packaging options. Additional choices spur extra sales.
- Disney brand cherries are a great product to market to kids. These convenient packs are easy to handle, to display and to reduce shrink. Each pack comes with a unique Disney offer to increase excitement!

AVAILABILITY

Northwest cherries are available from early June to late-August with peak volumes in July.

- Package types include:
- slider bags
 - clamshells
 - cup of stem free cherries with a reservoir lid for the pits

Quick Tips

Offer in-store sampling.

Ask for your complementary Chelan secondary display to increase impulse sales.

Make displays visible; build them front and center!

Offer Cup o’ Cherries as grab-n-go in produce and deli.

Out-Of-The-Box Promotional Ideas

Use demos to win over the 73 percent of customers who reportedly don’t purchase cherries.

Promote health aspects of cherries to health-conscious consumer segments, including the elderly and parents.

Moms buy what kids love, and kids love Disney! Promote Disney brand cherries as a great snack or lunch item.

Capture the grab-n-go customer with the Fresh Cup o’ Cherries in your cut fruit section or additional displays.

Promote heavily in July, which is peak production time!

Expand sales with secondary displays! Secondary displays increase sales from 10% to 70%. Use Chelan’s stand-alone displays to place cherries in high traffic areas and create impulse sales.



CHELAN FRESH MARKETING

PO BOX 878, Chelan, WA 98816

509.682.2539

509.682.2651

chelanfresh.com

comments@chelanfresh.com

Go

Fruit

100% Guaranteed To Go!



BROWSE OUR PRODUCE & PROGRAMS
[WWW.CHELANFRESH.COM/
CHERRY-PACKAGING/](http://WWW.CHELANFRESH.COM/CHERRY-PACKAGING/)
CALL 509-682-4252



RECOMMENDED DISPLAY IDEAS

A large display of oranges is always an attention getter when the consumer enters the produce department. It's hard to miss the bright orange color, and catching the consumer's eye means catching their purchase. Comparatively speaking, oranges are always a real value; therefore they are always a good mover — especially in slower economic times. Consumers appreciate the value.

Don't forget about a second display with bags. Some consumers prefer to pick each piece individually, but others enjoy the convenience of bagged oranges. Also, bags always lead to a nice ring at the register and less sales per carton than with the bulk fruit.

POINT OF PURCHASE/SIGNAGE

Booth Ranches offers several point of purchase options to help stimulate movement at retail. For example, a dynamic high graphic bin that is a real attention getter and a great way to build a secondary display outside of the produce department. No room for a full bin? No problem! Booth also offers a smaller pop-up display half bin that will hold two boxes of fruit with the same distinctive graphics as our full bin, but easily set up in a smaller area. The pop up is also great for waterfall displays. Another option is our high graphic black carton which is great for building displays on existing shelving or to use freestanding.

VARIETY AND AVAILABILITY GUIDE

Oranges from California are



available almost year round. Booth Ranches Navels are in the market from November through June, and Valencia's are available from April through September. They can be promoted in winter and summer.

In the winter, there's nothing that beats a delicious Booth Ranches California Navel. While there are also Navels from the Southern Hemisphere in summer months, a sweet and juicy California Valencia is a great, lower priced alternative customers will appreciate.

PROMOTIONAL/ADVERTISING IDEAS

Because of the generally competitive price, oranges make a great promotional item any time of year. They are especially attractive for promotion in mid-winter, when a slice of sunshine is a welcome change for consumers in many areas. Their value, however, suggests that an ad is a profitable idea any time of year, including during summer when Valencia's are in

season. They offer great value!

Promotions should include large displays, and perhaps even a second display elsewhere in the store. Place a Booth Ranches high graphic bin at the entrance to the store for a display that really generates sales.

RIPENESS RECOMMENDATIONS

Oranges are ripe and ready to eat as soon as your customer picks them up. Unlike some other produce items, there's no need to wait for ripening, and Booth Ranches oranges are specially selected for their premium flavor. The only oranges we pack and sell are ones we grow ourselves, giving us incredible control and consistency.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

Like all produce, oranges will display better and last longer if the temperature is properly maintained. They are a relatively

hearty piece of fruit, so they can be easily displayed on a dry table but should be refrigerated whenever possible.

CROSS-MERCHANDISING OPPORTUNITIES

There are lots of opportunities to cross-merchandise oranges with other items. A display of oranges with electric or manual juicers will drive the sales of both. How about a display in the beer aisle near the Blue Moon? A small display of oranges near the leaf items can suggest a citrus salad. In the meat or seafood department, fresh orange juice can be suggested as part of a fantastic glaze.

Quick Tips

At busy times of the day, oranges can move pretty fast so make sure displays are well filled and fresh.

Promote value of oranges.

Offer bagged as well as bulk.

Out-Of-The-Box Promotional Idea

Set up secondary displays in high traffic areas like near front registers or in the dairy department to encourage extra impulse sales!



BOOTH RANCHES LLC

12201 Avenue 480, Orange Cove, CA 93646

☎ 559.626.7653

☎ Fax: 559.626.4818

🌐 boothranches.com

✉ info@boothranchesllc.com



Booth Ranches started in 1957 with 40 acres of citrus in the foothills of the Sierra Nevada's in Central California. Today we are still family owned and operated, farming 7500 acres from Orange Cove to Maricopa. We are a fully integrated company farming, packing and marketing only the product we grow ourselves. Booth Ranches has made the investment for a true sustainable future with 100% of our groves and packing facilities certified under the GlobalG.A.P. standard. We have enhanced our sustainability program and partnered with SureHarvest using the latest technology in the groves. Every box we pack is PTI compliant with full traceability. We take great pride in our Navels and Valencias. Booth Ranches consistently packs a box of oranges that are ready to eat and full of flavor. Only the best from our family to yours.



Booth Ranches, LLC
Orange Cove, CA 93646
559-626-7653
info@boothranchesllc.com
www.boothranches.com



THE LEADER IN FRESH-CUT VEGETABLES

Apio is a category leader offering two of the strongest brands in fresh-cut vegetables. The GreenLine® brand leads sales of fresh-cut green beans within the U.S., and Eat Smart® is the leader in fresh-cut branded bag and tray sales. Together, Apio brands account for 12 percent of fresh-cut vegetable sales. Contact us to learn more.

QUALITY ASSURANCE — FROM FIELD TO FORK

Apio has implemented an extensive quality assurance and food safety program designed to minimize food safety risks and ensure top-of-our-field quality — from the farm to the consumer's table. A California Leafy Greens Agreement signatory, Apio utilizes post-harvest physiologists, an on-premises microbiological lab, and annual third-party food safety and quality audits. The company has also adopted a complete HACCP program, a vendor approval program, and both GAP and GMP/Food Safety Training Programs.

RECEIVING AND PREPARATION PROCEDURES

Fresh-cut vegetables should be received from adequately refrigerated trucks and transferred immediately into storage that is ideally cooled to 34 to 36 degrees F. Shelves should be well stocked and products culled with attention to code date.

CAPITALIZING ON FRESH-CUT VEGETABLES' HOLIDAY POPULARITY

Fresh-cut vegetable sales peak at various times throughout the year. Carrying adequate supply is essential during these weeks.

Cross-merchandising value-added vegetables with their bulk counterparts (e.g. fresh-cut broccoli merchandised next to bulk broccoli) can entice shoppers to trade up and lead to higher basket rings.

Value-added Vegetable	Peak Sales Week
Bagged Slaw	Fourth of July
Broccoli.....	Christmas
Cauliflower	St. Patrick's Day and Thanksgiving
Trays.....	Super Bowl, Easter, Fourth of July, Thanksgiving and Christmas

Given the greater appeal of trays throughout the year, holiday or event themed trays can provide a point of differentiation and catch the attention of additional shoppers.

HOW DOES ITEM COUNT STACK UP?

Nationally, an average of 32 unique fresh-cut vegetable items are carried per store, per week.

Side Dish	18	Snacking.....	5
Meal Prep	7	Trays.....	3

Specifically for trays, the ideal assortment includes one large tray (32-ounces or larger) and two small tray (8-ounces - 32-ounces) items.



THE FRESH-CUT VEGETABLE CONSUMER

Fresh-cut vegetables appeal most to premium, healthy-living couples and families. These consumers tend to cook fresh home meals, but they value products that serve as meal starters. Apio's Steam in the Bag feature is ideal for these core consumers, as they can eat fresh vegetable side dishes at home with minimal preparation.



FRESH-CUT VEGETABLE HOUSEHOLD PENETRATION

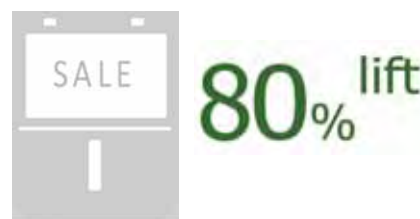


AVERAGE FRESH-CUT VEGETABLE BASKET SIZE



AVERAGE VOLUME % LIFT ON PROMOTION

When promoted, Fresh-cut vegetables' volume sales increase on average 80%. Promoting during their holiday peaks can help attract incremental sales.



APIO, INC.

PO Box 727, Guadalupe, CA 93434

800.454.1355

www.apioinc.com

info@apioinc.com



APIO OFFERS YOU THE BEST IN FRESH-CUT.

Apio continues to invest in and build platforms for success with our retailer partners. Today we bring you two top selling brands from one company - Eat Smart® and GreenLine®. Our brands offer improved category leadership with innovative products and superior sourcing all with a national reach. Carrying the best in fresh-cut just got easier.



Eat Smart and GreenLine are registered trademarks of Apio, Inc.

Contact us today to learn more | www.apioinc.com | Eat Smart - 800.454.1355 | GreenLine - 419.353.2328



GreenLine



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? Use garlic instead of salted butter anytime. The product family runs the gamut from staple to specialty items — red garlic, elephant garlic, peeled, packaged, braided and certified organic.

The category 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 be used to adorn holiday wreaths and other holiday decorations. Many items are sold in both bulk and consumer package sizes.

DISPLAY IDEAS

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. 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 sales directly relate to consumer use of recipes requiring garlic, so always have a recipe next to the garlic display. Also remember that a festive arrangement of garlic braids functions as great

signage to bring attention to the garlic display.

VARIETY AND AVAILABILITY

Garlic is available year-round with supplies coming from California and outside of the United States, including Argentina, Mexico, Chile and Spain. In recent years, Chinese-grown garlic has become prominent in the marketplace. 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. Therefore, 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 and serve it whole as a butter substitute. If the Super Bowl or another sporting event is coming up, promotions can focus on the use of fresh garlic to make salsa with a kick.

Salad dressing is another great garlic application. 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

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

CROSS-MERCHANDISING OPPORTUNITIES

Garlic is a cross-merchandiser'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.

Quick Tips

Display and promote a full range of garlic items

Use jarred and fresh garlic, red, white, elephant and conventional garlic and garlic braids to make the section intriguing to consumers

Focus on increasing usage — the key to increasing sales long term

Out-Of-The-Box Promotional Ideas

Do a bakery demo in which roasted garlic is served with sliced French baguettes. The mild flavor will make it a favorite with many consumers and you can emphasize the health aspect — no fat or butter!

Educate customers about the taste benefits of rubbing the outside of their Easter lamb with cracked garlic prior to roasting.

Provide recipes encouraging customers 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!

Hold 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."



MAURICE A AUERBACH, INC.

117 Seaview Drive, Secaucus, NJ 07094

201.807.9292 • 888.AUERPAK

201.807.9596

www.auerpak.com

Maurice A. Auerbach, Inc.



We're Not Just Garlic

**Top Quality Produce, Superior Service,
& A State-Of-The-Art Distribution Center**



Call 888-Auerpak

Paul Auerbach | Jeff Schwartz | Ian Zimmerman
Bruce Klein | Jim Maguire | Josh Auerbach

www.auerpak.com



Grower Pete's certified organic living butter lettuce provides a repeatable freshness experience with every package and is an improved category solution for innovative produce merchandisers across America.

With its extended shelf-life and a protective, interlocking, and easily merchandisable clamshell package, Grower Pete's organic living butter lettuce saves hours of merchandising labor and significantly reduces shrink while generating higher dollar rings that create increased gross margins for your butter lettuce category.

Grower Pete's certified organic living butter lettuce is truly a value-added offering and can be merchandised 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

MERCHANDISING ADVANTAGES:

- USDA Certified Organic by CCOF
- Consistent uniform product quality all year-round
- Extended shelf-life and reduced shrink that helps you sell more units
- Attractive, see-through and easily merchandisable packaging
- Through harvesting with roots intact, the leaf remains fresher and more flavorful for days longer

Out-Of-The-Box Promotional Ideas

Be the first in your region to offer a certified organic greenhouse-grown section in your produce department.

Merchandise certified organic greenhouse-grown lettuce, cucumbers, tomatoes, bell peppers and herbs in one central location.



than butter lettuce harvested in the field. Fresher lettuce means higher flavor profiles and greater nutritional value

- Naturally pest-free as we utilize NOP / OMRI approved pest control regimes

PACKAGING INNOVATION

Our new source-reduced and freight-saving Grower Pete's clamshell package and accompanying harness style master carton allows for a 20% increase in units per pallets. Our clamshell package meets and exceeds merchandising, physical protection, food safety, sustainability and transportation packaging criteria. It provides a micro-environment around the lettuce helping it stay fresher longer, protects each delicate leaf from physical damage during handling, and acts as a food-safety barrier between the product and the consumer. The clamshell's interlocking feature aids 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.

RECOMMENDED DISPLAY IDEAS

Grower Pete's certified organic butter lettuce is truly a value-added offering and can be merchandised 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. Eye-level multiple facings that create attractive displays help generate increased sales velocity.

Our research suggests the prime location is directly next to other leafy greens in your organic produce display. However, the wet-rack mist system nozzle directly above our product display must be closed to eliminating unattractive water spots on the container.

Merchandising in the bagged salad case show be a last resort as it may lead to buyer confusion. The bagged salad shopper is looking for tear-and-pour convenience, and our product requires processing before use.

CROSS-MERCHANDISING OPPORTUNITIES

Combine offers with other salad ingredients, from croutons to gourmet cheeses and salad dressings, to acquaint your shoppers with this uniquely fresh butter lettuce.

Promote private-label salad dressing in conjunction with our butter lettuce to generate increased velocity for both categories.

Interdepartmental cross-promotional offers, such as a BLT promotion offering 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 draw meat department shoppers into the produce section.

HANDLING AND STORAGE 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. Place and reface frequently.

Quick Tip

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



HOLLANDIA PRODUCE, LP

PO Box 1327, Carpinteria, CA 93014

☎ 805.684.8739

☎ 805.684.9363

🌐 livegourmet.com

✉ info@livegourmet.com



Consistently Superior Quality



Day In ~ Day Out

- 1 Superior product uniformity paired with an unsurpassed quality assurance program gives your customer a product they can count on.
- 1 Year-round availability and stable year-round pricing helps build your category sales with higher gross margins and increased category velocity.
- 1 Our unique mini-greenhouse packaging protects every leaf, extends shelf life, limits merchandiser inputs and merchandises attractively on your shelf while reducing shrink.
- 1 Sustainably and organically-grown in state-of-the-art greenhouses where we minimize, conserve, and recycle all agricultural inputs.

To find out more, please visit www.growerpetes.com

Hollandia Produce, LLC
PO 1327 Carpinteria, CA 93014
(805) 684-4146 www.growerpetes.com



Grown & Shipped by
Hollandia
PRODUCE, LP



EXPERIENCE THE ZESPRI® DIFFERENCE

Superior Taste, Quality and Commitment to Sustainable Practices

Zespri® is the brand name for all kiwifruit grown in New Zealand. No ordinary kiwifruit can compare. Year after year, Zespri® Kiwifruit consistently outperforms the competition with superior taste and quality, a premium consumer experience and greater sales rates and profitability for you.

The unique "Zespri® System" ensures consistency in size, appearance and taste. This world class orchard-to-retail system delivers delicious fruit while a commitment to sustainability includes using environmentally considerate methods to grow, cultivate, store and ship the fruit — all reasons why Zespri® makes a big difference!

HEALTH MESSAGING AT POINT OF PURCHASE

A recent study found that consumers are 59 percent more likely to buy more produce when there is health messaging at point of purchase. Use the following health messages at your displays or on packaging to help sell more Zespri® Kiwifruit!

- Zespri® Kiwifruit is one of the world's most nutrient dense fruits. It's a nutrition powerhouse!
- Zespri® Kiwifruit is a scientifically recognized superfood.
- Zespri® Kiwifruit is high in vitamin C.
- Zespri® Kiwifruit is a good source of folate, fiber and potassium.

Out-Of-The-Box Promotional Idea

Consumers are 71% more likely to make a purchase based on social media referrals. Connect Zespri® with your corporate social media team. Zespri® has loads of ready to use content to educate consumers about Zespri® Kiwifruit.



RECOMMENDED DISPLAY IDEAS

- **Show Zespri® off!**
Increase sales up to 60 percent by displaying Zespri® Kiwifruit prominently in the front of the department using Zespri's point of sale material or an eye-catching Zespri® display shipper.
- **Beauty sells!** Displaying Zespri® Kiwifruit cut in half allows customers to see their beautiful inner colors and textures, and is a great way to increase sales.
- **The bigger, the better!** A top West Coast Retailer increased its Zespri® display space and increased sales by 34 percent versus the industry standard of 14 percent.

CROSS-MERCHANDISING OPPORTUNITIES

- **Berries:** Kiwifruit's bright green and gold colors are a great complement to many different varieties of berries, especially strawberries. Display cut kiwifruit next to the berries with a delicious fruit salad recipe.
- **Chips And Kiwi Salsa:**
Display chips and kiwi salsa ingredients together in the produce department accompanied by our delicious

kiwi salsa recipe!

- **Summer BBQ's:** Green kiwifruit is a natural meat tenderizer. Place a basket of kiwifruit near the meat counter along with some educational signage and you're sure to move more kiwifruit.

EATING KIWIFRUIT IS EASY – CUT, SCOOP AND ENJOY

Many customers perceive kiwifruit as inconvenient to eat because they think you have to peel it, to eat it. Remind your consumers through display signage how easy it is to eat kiwifruit. All they need is a knife and spoon.

LOOK AT PACKAGING OPTIONS

- Per Pound versus Per Piece Pricing: It's been proven by several retailers, when Zespri® is sold by the pound and near other produce with similar pricing strategies, sales have increased.
- Zespri® offers different packaging options for retailers. Whether it is a clamshell, bag, bulk or environmentally sensitive packaging, Zespri® can provide informative, visually appealing packaging for any of your needs.

Quick Tips

Promote how easy it is to eat kiwifruit. Consumers can cut and scoop with a just a spoon and knife!

Promote the nutritional value of Zespri® Kiwifruit with Zespri's 10 Reasons to Eat Brochures.

Let your customers know that a ready-to-eat Zespri® Kiwifruit should give to slight pressure.

Don't throw away culled kiwifruit. Use it in prepared foods, salad bars, or cut-fruit operations.

Lengthen the shelf life of ethylene sensitive kiwifruit by displaying next to tree fruit, grapes and citrus.

Display and encourage use of Zespri's POS materials & displays.

Use Zespri's shelf-ready boxes to display your kiwifruit, offering brand recognition and ease of merchandising.



ZESPRI® KIWIFRUIT

2751 Hennepin Ave. #303
Minneapolis, MN 55408

612.825.0660

zesprikiwi.com

micheleh@zesprikiwi.com



A Revolution
is on the Horizon.



EXPERIENCE ZESPRI®

www.zesprikiwi.com | facebook.com/zesprikiwifruit

Contact a Zespri Kiwifruit Representative to learn more.



The Vision Companies have established global grower partnerships to provide the highest quality products and service to our customers. These direct grower-relationships make our companies unique and allow us to deliver the highest quality produce at fair market price. Every one of our grower partners offer top quality fruit and are held to the highest food safety standards/certifications. Our customers receive timely information on product availability, market price points, trends, weather and other variables that influence our commodities.

RECOMMENDED DISPLAY IDEAS

All consumers use limes; they cannot be overlooked. Limes cross over all cultures and cuisines. Make your displays prominent, and be aggressive. Although limes in the U.S. have been displayed as a tropical/ethnic item in the past, they are now mainstream! Utilize the shipping boxes, and show off the labels to increase consumer confidence in your quality.

POINT OF PURCHASE USAGE IDEAS

Limes should be displayed with recipes. Limes in particular have the unique ability to adapt to most anything a consumer is preparing. They are used as: marinades; the zest is often used



in desserts; a squeeze of lime serves as a condiment to boost flavor of meats, chicken or fish; fresh lime juice enhances beverages from Lime-aid to Mojitos. With a little direction, your customers can be using limes every day of the week! For printable recipes email us at info@visionimportgroup.com

VARIETY AND AVAILABILITY GUIDE

Seedless lime varieties include Persian, and Bearss. Seeded varieties include West Indian, Mexican, and Key. Persian Limes grown in Mexico have set the highest standard and are the most desirable.

Availability: Historically, there is lighter volume out of Mexico in January through March, creating higher pricing than the rest of the year. Through the Vision Companies positive grower relationships we are able to carry limes 52 weeks of the year from Mexico. When needed, we utilize our offshore relationships for additional sourcing.

The Vision Companies Sizing/Packs:

- 1-, 2-, and 5-pound bag limes
- 40-pound box ranging from 110 to 250 size (PLU sticker optional)
- 10-pound place-packed and stickered (packed by hand, highest grade and color level)
- Ability to pack loose 10-pound

PROMOTIONAL/ADVERTISING IDEAS

All holidays and special occasions are an opportunity to sell limes. Any occasion for home entertaining (Super Bowl, Thanksgiving, Christmas, New Year's Eve, Cinco de Mayo) utilizes limes. Limes are crucial in the summer months for barbeques, family picnics and social gatherings. Every month there is an event or holiday where limes play a role. Check your calendar and don't miss any opportunities.

DISPLAY CARE AND HANDLING

Clean and neat displays do wonders for lime sales. Undesirable fruit left on the stand becomes a negative focus, so ensure those few are removed so the beautiful product stands out. Limes should not be an item your customers need to pick through — quality fruit is available all year. Keep limes at 48°F; fresh limes can be held for up to four weeks after picking as long as they are picked and stored at optimal conditions. To maintain optimal quality for an extended period, be conscious of the storage temperature in your warehouse and back rooms in addition to retail displays. Optimum is 48°F to 50°F. Remember: good limes sell more!

CROSS-MERCHANDISING OPPORTUNITIES

Limes are extremely versatile. Place in the butcher section and/or seafood department with recipe recommendations. Place in a basket in beverage aisle with a reminder: "Don't forget the limes!" The possibilities continue in the produce department, incremental sales and positioning will bring limes to a top-grossing produce item.

Did You Know?

A little lime juice and water can prevent cut fruit or vegetables (like potatoes and apples) from getting discolored.

Limes contain unique flavonoid compounds that have antioxidant, antibiotic, and anti-cancer properties.

Allow a lime to come to room temperature before squeezing — it will release more juice.

Use limes as a healthy condiment on meats, fish and chicken — just a squeeze of lime can change or accentuate the flavor.

Fresh lime in drinks and cocktails can take a moment of relaxation to the next level.



VISION IMPORT GROUP

Offices in New Jersey, Texas and Florida

201.968.1190

visionimportgroup.com

[Facebook.com/VisionImportGroup](https://www.facebook.com/VisionImportGroup)



VISION PRODUCE COMPANY

Los Angeles 213.662.4435

Phoenix 602.256.7783

Nogales 520.223.8920

visionimportgroup.com

Out-Of-The-Box Promotional Ideas

Host a "Going Green" day at your store or restaurant as an opportunity to increase environmental awareness while selling product and having fun. The Vision Companies are very conscience of environmental impacts as our livelihood comes from the land.

Retail stores can raise awareness by promoting environmentally friendly products. To keep with the theme, do a play on words and promote all of your green fruits and vegetables including limes.

Restaurants can increase community connection and fun with a "green" fundraiser or awareness event — promoting locally sourced foods and serving Mojitos made with Mojito™ limes and fresh mint. Everyone will enjoy "Going Green."

For more information on how Food Service and Retail companies can start or increase their lime sales simply send an email to Info@visionimportgroup.com

The Vision Companies

Unified National Distribution



Vision Produce Company

Los Angeles • 213.622.4435
Phoenix • 602.256.7783
Nogales • 520.223.8920
www.visionproduceco.com



Vision Import Group

River Edge, New Jersey
Texas • Miami (2013)
www.visionimportgroup.com
facebook.com/VisionImportGroup
201.968.1190

Importers, Distributors and Grower's Agents of Exceptional Fresh Produce

WE'VE GOT YOU COVERED!



Limes • Mangos • Pineapples • Lemons • Chile Peppers • Root Vegetables • Clementine's



Mojito Limes™



Mr. Squeeze™



Mr. Squeeze™



Mango Maniac™



Miss E.Z. Port™



Van Gogh MANGO™



Van Gogh MANGO™



Little Princess™





There is plenty of growth potential in the mango category. Improved awareness of the fruit, including information on how to select and prepare mangos, has played a key role in increasing demand. Changing consumer preferences, year-round availability and shifts in U.S. demographics will also continue to drive growing demand. Below are some great tips to help you grow the category.

FOCUS ON QUALITY

Perhaps the single most important thing a retailer can do to sell more mangos is to hold them at the right temperature. You don't want mangos to get too cold otherwise you risk offsetting the flavor and appearance of the fruit; this is unattractive to consumers and not conducive to driving sales.

You can ensure better quality and flavor by sourcing from shippers who are knowledgeable and consistent in their holding temperatures. A great way to do this is to buy in load-volume. This is an effective way to help fruit ripen on the way to the DCs, especially in times of promotions.



MAKE ROOM FOR MANGOS

To propel repeat purchases, keep customers satisfied with great quality in prominent displays.

- Let mangos command a presence. Go for big displays to increase visibility and foot traffic.
- Promote in multiples or display-ready packs like unit cases or clamshells.
- Always have ripe fruit on display. Soft, mature mangos are great for those who have an immediate need to consume them whereas hard, unripe mangos are best for those who will consume later.
- Arrange mangos by ripeness stage to make it easier for customers to select fruit.



- Feature multiple varieties and highlight their differences with POS signage.
- Display mangos at room temperature, not on the cold rack.

PROMOTIONAL OPPORTUNITIES & AVAILABILITY

Plenty of promotional opportunities abound with mangos. In fact, retailers who promote early and maintain steady supplies sell more mangos than those who wait until peak times to start promoting. The key is to communicate with your supplier to understand production peaks and gaps and to ensure your orders are covered.

The best time of year to promote mangos is between June and July. Supplies from Mexico are abundant during this time, and the temperature is warm, guaranteeing retailers get ripe and ready to eat fruit. Mexico is the leading mango supplier, but they are available in the U.S. all year long with off-shore fruit, chiefly from Ecuador, Peru, Brazil, Guatemala and Haiti.

CONSUMER EDUCATION IS KEY

Because many consumers have not tried the fruit, it is important to educate them about proper selection, handling, and health benefits of eating mangos. The resources used to educate consumers can be an effective catalyst in driving sales.

POS signage is great because you can vary it up with information such as selection tips or nutrition claims. You can also leave recipe cards near displays with QR codes linking



the tech-savvy consumer to a content-rich page, whether it's on your website or social media page.






Another great way to educate the consumer is to provide in-store sampling. Cutting demos are a very effective way to engage the consumer but staff should be adequately prepped and trained to answer questions, including how to tell when a mango is ripe, how to cut it, and how to prepare it.

MANGO FACTS

- Mangos contain over 20 different vitamins and minerals, including vitamins A, C and folate.
- Mangos can be enjoyed in countless ways; as snacks, in entrees or even dessert.
- Not all varieties change color as they mature, so gauge ripeness by squeezing gently rather than by color. Soft mangos are ripe and ready to eat while rock-hard mangos are immature.
- Customers can speed up the ripening process by placing mangos in a sealed paper or plastic bag at room temperature.

BACK-ROOM HANDLING

- Store mangos between 52°-55°F to hold color.
- Store mangos between 56°-65°F to bring on color.
- Prolonged storage below 50°F will lead to chilling injury.
- Store mangos away from ethylene-sensitive products.

VARIETY	AVAILABILITY*	SPECIAL QUALITIES
ATAULFO	Feb – Aug	Shape: Smaller, kidney-shaped Flavor: Exceptionally sweet and velvety due to minimal fibers. Key Traits: The finest Ataulfos are marketed under the Champagne® mango label. These mangos have a very small seed and their green skin changes to a bright yellow when fully ripe.
		
HADEN	Feb – Jun	Shape: Medium to large rounded-oval shape Flavor: Very rich and sweet with aromatic flesh that is moderately fibrous. Key Traits: Known for their sweet, fruity smell, Hadens have green and rosy skin that turns red with yellow overtones as it matures.
		
TOMMY ATKINS	Mar – Jul	Shape: Medium to large with a round, oblong shape Flavor: Sweet yet firm with a more fibrous texture. Key Traits: Tommy mangos have vibrant green skin with red overtones. This is the most widely available, year-round variety in the U.S.
		
KENT	Jun – Sep	Shape: Very large and round Flavor: Remarkably sweet and juicy with a soft texture and few fibers. Key Traits: One of the most popular varieties due to its exceptional eating quality. Kent mangos have minimal fibers and smooth, green skin that shows a slight blush when ripe.
		
KEITT	Jul – Oct	Shape: Large, slightly elongated oval Flavor: Rich and mildly citrusy with a smooth, slightly fibrous texture. Key Traits: Keitts have predominantly green skin that may show an occasional rosy blush when ripe. They flourish in Mexico as the season for other varieties fades away.
		

*FROM MEXICO

Variety photos used by permission of the National Mango Board. All rights reserved, © 2011 National Mango Board

CIRULI BROTHERS

CIRULI BROTHERS, LLC

PO Box 1476, Tubac, AZ 85646

520.281.9696

cirulibrothers.com

champagnemango.com



THE ONE AND ONLY.

There is only one Champagne® mango. Everything about it is unique: Its incomparable taste, its smooth texture and rich golden color. From flower to harvest, the Champagne is the most pampered of all mangos. They flourish in the fertile volcanic soil of central Mexico and are caressed by mild south Pacific breezes gently drifting through meticulously cultivated mango groves. There are no finer mangos available at any price. And you can only get them at Ciruli Brothers.*

* Champagne® is a registered trademark of Ciruli Brothers.

**CIRULI
BROTHERS**

Growers and Shippers Since 1940

Champagne®
mango

WWW.CHAMPAGNEMANGO.COM

WWW.CIRULIBROTHERS.COM

HONEYMOON™ MELONS INTRODUCED BY FRESH QUEST “LOVE AT FIRST BITE!”



VARIETY AND HANDLING INFORMATION

HONEYMOON is ripe and ready to eat the moment it is harvested. The recommended storage temperature is 42°F. The variety, like all melons, is both an ethylene-producer and is ethylene-sensitive. So take care to store and display correctly. *HONEYMOON* should be eaten at room temperature to maximize its sweet and aromatic qualities.

The *HONEYMOON* is a winter melon with summertime flavor. The exterior shell color is golden straw. The dense and juicy light green flesh is an exquisite honey-pear flavor guaranteed to delight your senses. *HONEYMOON* is available December through April exclusively from Fresh Quest. Each fruit on average weighs 2.5 – 3.5 lbs. Packed 9ct, 11ct, 12ct and 13ct in a high graphic tray.

POINT OF PURCHASE/ SIGNAGE

High graphics retail display tray boxes, posters, signage display cards and recipe booklets are all available upon request. Custom point-of-purchase floor displays to be used as secondary displays such as in deli and dairy departments outside of the produce section will help spur impulse sales. These customized point-of-purchase programs can support general marketing efforts and/or specific promotional opportunities.



RECOMMENDED DISPLAY IDEAS

Fresh Quest is one of the largest producers of Cantaloupe, Honeydew and Watermelon. Adding *HONEYMOON* adds a vibrant splash of golden color that will draw consumers to your melon display. *HONEYMOON* is a relatively hardy melon variety that holds up well on display. In-Store pre-cut melons are a great way to market to consumers in the single serving market and smaller households.



FRESH QUEST, INC.

Web: www.freshquest.net

Email: fq-info@freshquest.net

Phone: (954)316-5365 • Fax: (954)327-3739



"LOVE AT FIRST BITE!"

WE
INNOVATE

THEY
IMITATE



Call Fresh Quest today to arrange for a sample
and to contract your program for 2015.

954-316-5365

Jim Graves • Brad Palmer • Robert Milligan



RECOMMENDED DISPLAY IDEAS

A dedicated mushroom section including all varieties located next to the salad section (the No. 1 use of fresh mushrooms) will increase sales up to 40 percent versus separating items by use. Demographics are important in determining space allocation.

- Exceptional departments allocate 32 linear feet in the multi-deck case.
- Larger departments allocate 24 to 28 linear feet.
- Smaller departments, with lower income shoppers, allocate 16 linear feet.
- Small departments and higher income shoppers allocate 20 to 24 linear feet.

Out-Of-The-Box Promotional Ideas

Promote and merchandise Monterey's Grill-A-Bella® mushrooms in the high profile biodegradable tray. They provide 100% daily requirement of vitamin D per serving for consumer health benefits.

Sell bulk Portabellas by the pound — sales increase up to 300%.

Merchandise Monterey's Sliced Mushrooms with 100% vitamin D in the new biodegradable package. The earth friendly package highlights versatile usage ideas and recipes as well as nutritional benefits.

Pictures of recipes onpack as shown on Monterey's Bag products and on new labels, or displayed in the section get the consumer thinking immediately, "What's for dinner?" Serving suggestions and healthy recipes are on every package.



SECONDARY DISPLAYS

On-going secondary displays in the salad and the meat cases will generate 12 percent growth in category sales. Seasonal displays can feature eggs, potatoes, rice, pasta, tortillas, cheese, onions and other cooking vegetables. Flexitarian, natural, and diet solutions are effective with mushrooms.

POINT OF PURCHASE/SIGNAGE

Attention through use of section signage, recipe cards, shelf talkers will drive sales. Mushroom consumption grows when consumers become more educated on the flexibility, nutrition, and weight management benefits. Educational packaging is most effective.

CROSS-MERCHANDISING OPPORTUNITIES

Achieve year-round meal solutions by cross-promoting sliced mushrooms with bagged salads and capitalizing on grilling opportunities with steaks, stir-frys and shish kabobs on the grill. Steak-Mate thick sliced mushrooms are outstanding displayed in the meat section, as are Portabellas during grilling season. Mushrooms are an ideal item to utilize as a flavor enhancer, meat replacement or a complementary ingredient in pastas, soups, eggs, rice, casseroles or pizza.

VARIETY AND AVAILABILITY GUIDE

Practice maximum assortment, including a variety of whole and sliced, Portabellas, Organics, Baby Pearls and value-added, specialty mushrooms, dried and bulk. Look for new varieties, such as Monterey's Grill-A-Bella®, and

sliced whites and browns that provide vitamin D benefits for the consumer.

PROMOTIONAL/ADVERTISING IDEAS

Mushrooms need promotional activity to help bring shoppers to the category. However, they are not price sensitive, so deep discounts are not necessary. On average, promotions should be utilized 6 to 8 times per quarter to maximize overall sales. Discounts should generally be between 15 to 30 percent. Three for \$5, two for \$4, or multiple pricing, tends to be the most effective method of promoting mushrooms.

PRICING RECOMMENDATION

Consumers have shown they appreciate added value from sliced, brown, and specialty varieties. In the current national pricing range, there is little price sensitivity in changing purchase decisions. Therefore, consumers do expect to see the following:

- 10% premium in retail for sliced product over whole
- 10% premium for crimini over white
- 50% premium for ports over crimini
- 80% premium for exotics over ports
- 30% premium for organics over similar conventional item

DISPLAY CARE AND HANDLING

Think, "eggs and ice cream." Handle mushrooms gently like breakable eggs. Never stack anything on top of them. Also, never let them sit on the unrefrigerated dock. Like ice cream, get them in the cooler immediately and maintain the cold chain.

RECEIVING, STORAGE AND HANDLING TIPS

Carry minimal overstock. To cut your current shrink numbers in half, reduce your holding cooler inventory to a 24 hour supply after each delivery. Most stores get delivery every other day. Fill your displays after each delivery and inventory only enough to refill before next delivery. Plan accordingly for promotions. Refrigerate

mushrooms immediately. Additionally, store mushrooms off moist floors, away from warm doorways, out of direct airflow and away from odorous perishable items.

Quick Tips

Keep mushrooms refrigerated and dry.

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.

Utilize multi-item advertising highlighting all category segments.

Merchandise based on department sales and consumer demographics. Emphasize versatility, nutrition, and weight management. Definitely add a second display of sliced mushroom packages in the salad section. Cross merchandise with complementary items.

Promote larger pack sizes and exotics. Use promotions to build consumer awareness of specialty varieties and trade them up.



MONTEREY MUSHROOMS, INC.

260 Westgate Drive, Watsonville, CA 95076

☎ 831.763.5300

☎ 831.763.0700

🌐 montereymushrooms.com

Doing Things Right

Sustainable Packaging with Valuable Tips for Consumers

MONTEREY[®] MUSHROOMS



Innovation as Natural as Our Mushrooms



RECOMMENDED DISPLAY IDEAS

USA Onions, homegrown in Idaho-Eastern Oregon, are versatile onions that may be used at any meal or in any favorite onion recipe. The appeal of USA 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. "Buy All-American Winners, USA Onions — homegrown in Idaho and eastern Oregon."

In addition, good signage that distinguishes the different varieties and versatility of onions and onions grown in the USA will go a long way in increasing sales.

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-E. Oregon Onion QR Code that, when scanned, launches consumers to the Idaho-Eastern Oregon Onion website (USAOnions.com) for sizing and onion variety information. For example, large-size onions reduce preparation time while their firm flesh makes them ideal for blooms, ringing, slicing and dicing.

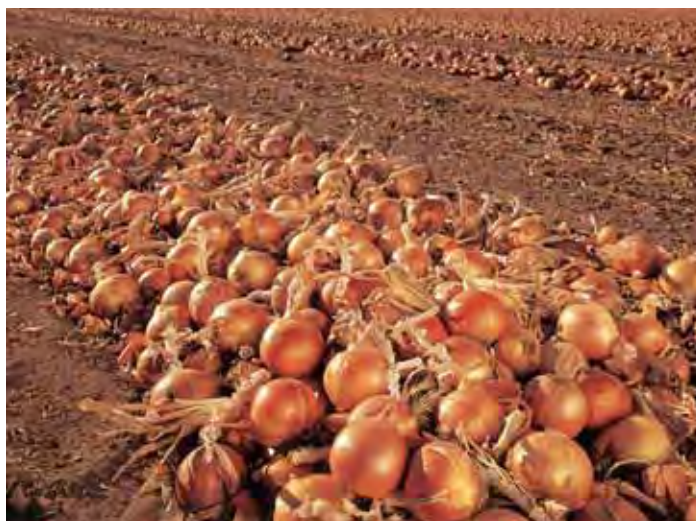
VARIETY AND AVAILABILITY GUIDE

USA Onions, homegrown in Idaho-Eastern Oregon, 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 approximately 30 percent of the bulb onions consumed in the United States.

PROMOTIONAL/ADVERTISING IDEAS

In-store sampling and co-op advertising drive retail sales and product awareness. The aroma of onion rings sampled



Healthy & Homegrown in Idaho and Eastern Oregon

in the produce department is sure to draw a crowd. Contact the Idaho-Eastern Oregon Onion Committee (Idaho-E) office to learn about the promotional opportunities for your store.

Funds are also available to retail outlets that wish to increase the promotion of Idaho-E. Oregon onions through creative media advertising.

Plus, the Idaho-E. Oregon Onion Committee has an attractive label available that will be sure to draw customers to a display of consumer packs

and 10-pound bags. Many shippers carry the label, so ask for it on your next order!

DISPLAY CARE AND HANDLING

USA 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 1 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°F 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

USA Onions has a special alliance with Weber-Stephen LLC and has focused on healthy grilling over the past year. The grilling theme has proven very effective in marketing and something worth trying. This promotion effort is great for cross-merchandising onions in the meat department. USA 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.



USA ONIONS
IDAHO-E OREGON ONION COMMITTEE
PO Box 909, Parma, ID 83660

☎ 208.722.5111

☎ 208.772.6582

🌐 www.USAOnions.com

USA Onions

Homegrown in Idaho and Eastern Oregon

Beautiful yellow, red, and white Spanish Sweet Onions



Scan this code for a complete Shippers' List
and order your supply today!

www.USAOnions.com

208-722-5111



Caribbean Red papayas are versatile with a sweet taste and aroma. Cut in half, enjoy with every spoonful. Team this fruit with other melons or berries for a great fruit salad. Any salad — be it coleslaw, kale, and even seafood salad — will sparkle with chopped Caribbean Red papaya.

This maradol-like papaya usually weighs between 2 and 5 pounds. Caribbean Red papayas are non-GMO.

RECOMMENDED DISPLAY IDEAS

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

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.

Caribbean Reds won't disappoint when displayed by the melons. These papayas form gorgeous skirts around cantaloupes and honeydews.

Set up "biggest bang for your buck" displays with Caribbean Red papayas front and center. These fruit bring a whole lot of gorgeous red fruit to your customer's bargain hunting delights.



Cutting a ripe papaya lengthwise shows customers that it might have some 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.

Keep an eye on your papaya display. Be quick to sort out any fruit that is less than cosmetically appealing. This fruit is still great tasting, so chop it up to add a tropical taste to prepared fruit salads or blend

into fabulous smoothies or, as Hispanics call them, batidos.



VARIETY AND AVAILABILITY GUIDE

Brooks Tropicals is the exclusive grower of Caribbean Red papayas. Brooks grows, packs and ships these papayas year-round with food safety audited fields, harvesting crews and facilities in Belize, Central America.

RIPENESS RECOMMENDATIONS

Caribbean Red 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 papayas can be stored at 42° F to 58° F to minimize ripening. Storing them at higher temperatures will speed the ripening process. Storing at 40° F 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 with uneven bottoms and sides, provide a layer of protection between the wicker and the fruit. Do not mist papayas. Keep them at room temperature. Caribbean Red papayas have a shelf-life of two to five days depending on ripeness; if possible, display papayas with the larger more colorful end up.

Caribbean Red and the Brooks Tropicals logo are registered trademarks of Brooks Tropicals, LLC.

Out-Of-The-Box Promotional Ideas

Caribbean Reds won't disappoint when displayed by the melons. These papayas form gorgeous skirts around cantaloupes and honeydews.

Set up "the biggest bang for your buck" displays with Caribbean Red papayas bringing a whole lot of gorgeous red fruit to your customer's bargain hunting delights.

Don't fence these papayas in. Display them outside the tropical produce section with groups of other popular recipe ingredients, such as salsas or fruit salads.

A bucket of limes by the Caribbean Reds makes a great combination. Display a cut-in-half papaya with lime wedges and a plastic spoon both in the produce section and the meals-to-go section.

POINT-OF-PURCHASE/SIGNAGE

Ripening charts help your customers know when Caribbean Reds are ready to eat. They may not realize, they can start enjoying the fruit at about 50 percent color. Ask your Brooks Tropicals sales representative for copies of artwork to use in your produce aisles.

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



BROOKS TROPICALS

18400 SW 256th Street, Homestead, FL 33090

800.327.4833

305.246.5827

brookstropicals.com

info@brookstropicals.com

FROM OUR
PAPAYA FIELDS
TO YOUR STORES

CARIBBEAN RED®

Papayas



Great taste and proven shelf life delivered from our fields to your stores. One integrated process pushes papaya quality to its utmost with:

- Ongoing research and development
- Food safety-audited fields, harvesting crews, packing and shipping facilities
- State-of-the-art packing house
- Papaya ripening rooms
- Quality control team
- Continuous Cold Chain® from our fields to your stores

Primus Labs™

when food safety counts

Call Brooks today to get Caribbean Red papayas coming your way.



**BROOKS
TROPICALS**

GROWER • PACKER • SHIPPER

800.327.4833 • Fax: 305.246.5827

www.brookstropicals.com



© Brooks Tropicals LLC. The logo, Caribbean Red, and Continuous Cold Chain are registered trademarks of Brooks Tropicals, LLC.





This pear-shaped fruit with bright orange flesh, generally weighs about 1 pound and yellows as it ripens. Brooks grows and packs these papayas in Brazil and ships them via Florida to the U.S. and Canada. Solo papayas are ready to eat starting when they're about 50 percent yellow.

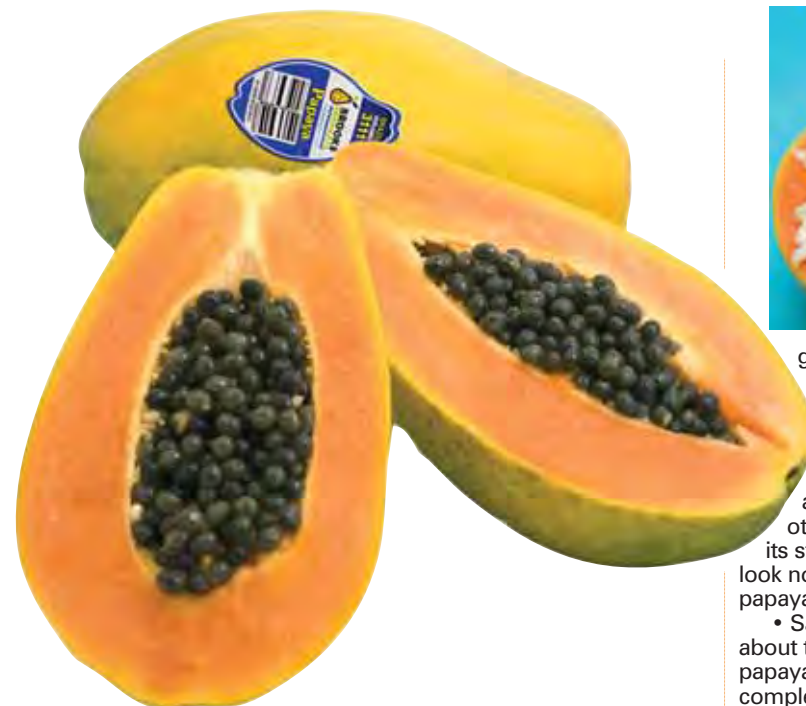
This fruit answers the call for great fruit taste any time of the day, as a breakfast favorite, refreshing snack or dessert treat. Brooks Solo papayas also make a tasty bowl when cut in half and filled with other fruits, a salad or a seafood salad entrée.

Fitting perfectly in the hand, this fruit is perfect for singles or for work lunches. You don't need a reason or recipe in mind to enjoy Solo papayas. They belong in the kitchen fruit bowl, ready to grab.

Brooks' Solo papayas are non-GMO.

DISPLAY

- Move over melons, Solo papaya demand is growing, and it needs more room. Plunk down a basket of the golden color fruit (with protection between the basket and the soft-skinned fruit) in the midst of



your cantaloupe displays to grab attention that'll motivate impulse buys.

- Solo papayas do well beyond the tropicals aisle. They provide both a delicious and striking background as berry bowls. Show your customer the

way with some ready-to-eat fruit wrapped with a couple of berries in the seed cavity, along with a spoon and a slice of lime.

- Thinking of a salad-ingredients display? Include Solo papayas, and suggest chopping some of the Solo to



go into the coleslaw and the rest of the fruit to serve as a bowl for this side dish.

- Your customers want to eat more kale, and they're looking for other fruits to complement its striking taste. Make them look no further than a Solo papaya display nearby.

- Salsa is no longer just about tomatoes. A Solo papaya's flavor nicely complements the tomato's acidic flavors. Make sure this fruit is a part of any salsa display.

KEY POINTS

Taste: Similar to a melon in flavor, it is juicy and sweet, and provides a fragrant aroma.

Selection: Solo papayas yield to gentle pressure when ripe. Their skin should be smooth and unblemished.

Ripening: Keep fruit between 70°F and 80°F until it reaches at least 50 percent color.

Ethylene Production & Sensitivity: High

Shelf Life: Once ripe, the papaya should be used within two to three days.

Brooks Availability: Year round

Brooks Origin: Brazil
Storage Temperature: 50°F to 55°F. Solo papayas won't ripen if kept too cold.

Storage Humidity: 85 percent to 95 percent

Out-Of-The-Box Promotional Ideas

No need to go to a lot of effort. Just wrap up a Solo papaya half with a slice of lime, a slice of starfruit and a spoon for a quick meal on the go.

Add blueberries to a scooped-out Solo papaya to make a striking fruit salad in the ready-to-eat section. Honeydew, strawberries and other berries have the same effect.

And it doesn't have to be a fruit salad. Grow coleslaw-to-go sales using one half of the Solo as a bowl. Make a deeper bowl by chopping up some of the Solo half to go into the coleslaw.

Try a display near the seafood counter with a tantalizing photo of a seafood salad nestled in a Solo bowl.

Many in-store cooking demonstrations gain festive proportions if the dish is garnished with a slice of a Solo papaya. The demonstration gains rave reviews if the Solo papaya acts as the demo's dish.

Yogurt looks like a dessert when served in a Solo papaya half. Add a display of this fruit and starfruit near the yogurt. Have a wrapped, ready-to-go Solo papaya half filled with yogurt and topped with a slice of starfruit nearby.



BROOKS TROPICALS

18400 SW 256th Street, Homestead, FL 33090

800.327.4833

305.246.5827

brookstropicals.com

info@brookstropicals.com

FROM **OUR** BRAZILIAN
PAPAYA FIELDS
TO **YOUR** STORES

SOLO Papayas



Great taste delivered from our fields in Brazil to your stores. Perfect for individual salads, breakfast bowls and dessert cups. These solos are backed with:

- Ongoing research and development
- Food safety audited fields, harvesting crews, packing and shipping facilities
- Quality control team

All that hard work delivers quality — Solo papayas with great taste and proven shelf life. Call Brooks today to get Brazilian Solo papayas coming your way.



**BROOKS
TROPICALS**

GROWER • PACKER • SHIPPER

800.327.4833 • Fax: 305.246.5827

www.brookstropicals.com



© Brooks Tropicals LLC. The logo and Continuous Cold Chain are all registered trademarks of Brooks Tropicals, LLC.



Marie's Refrigerated Produce Dressing offers additional opportunity to add incremental profit to the produce department. Combine this high dollar margin with ease of handling and minimal shrink and you have a product that will help you improve your overall produce department margins.

Effective promotion is less about straight discounting and more about merchandising the product directly adjacent to or in partnership with fresh produce. Help the consumer recognize the easy ways to transform your produce into an extraordinary meal!

MERCHANDISING DRESSING WITH PRODUCE

The best promotions enable consumers to easily create a great tasting meal or side dish. That means getting consumers to pick up a jar or bottle of Marie's with every produce purchase. Refrigerated Produce Dressing presents a host of cross-merchandising opportunities. Their location right in the produce department gives produce personnel easy access to utilizing them in a variety of cross-promotions.

RECOMMENDED DISPLAY IDEAS

Use point-of-sale to create a strong linkage that not only

Out-Of-The-Box Promotional Ideas

Yogurt Dressing is driving Refrigerated Produce Dressing category growth. Marie's Yogurt Dressing is naturally low in fat and calories, helping you reach health-conscious consumers. They are premium-positioned items that trade consumers up, driving additional profits to your bottom line. Make sure to merchandise Yogurt Dressing with produce as you would any dressing.



delivers consumer benefit but also assists in driving increased sales and profits.

Attaching a coupon or recipe will assist the consumer in deciding how to transform a commodity into a meal, but it also helps create a link between fresh produce and the fresh, homemade dressings.

Cross-merchandise fresh produce with produce dressing to increase the sales of both:

- Coleslaw Dressing with cabbage
- Chunky Blue Cheese with celery
- Creamy Ranch with baby carrots
- Lemon Herb Vinaigrette with kale

POINT OF PURCHASE SIGNAGE

POS materials and signage are an effective way to get consumers to link the use of dressings and fresh produce with serving suggestions and recipes. Marie's has a variety of point-of-sale items designed to complement our Refrigerated Produce Dressing. Our proprietary recipes feature both traditional and innovative uses for a wide range of produce items.

VARIETY AND INNOVATION

The Refrigerated Produce Dressing category delivers delicious homemade flavor, fresh taste and product variety. With our category-leading Chunky Blue Cheese Dressing, innovative vinaigrettes such as Basil Pesto & Lemon Herb, and on-trend Yogurt Dressing, Marie's is committed to the growth of Refrigerated Produce Dressing. Looking forward, Marie's will continue to deliver

new products that enable consumers to turn produce into extraordinary meals.

TASTE AND NUTRITION

Refrigerated Produce Dressing presents a healthier, more wholesome dressing alternative for consumers — attributes which can be promoted and are particularly applicable to the produce department.

The Marie's line of Refrigerated Salad Dressing is made the old fashioned way, which means:

- Gluten-Free
- No Artificial Preservatives
- No High Fructose Corn Syrup
- No Modified Food Starch
- No Artificial Flavors

Ensure your entire category is made this way and then take advantage in promoting this fact to your fresh-minded produce consumers.

USAGE SUGGESTIONS

Suggesting particular usage ideas to consumers will help increase sales:

- Marie's makes any ordinary produce item into an extraordinary meal.
- Marie's Chunky Blue Cheese works great as a dip.
- Marie's Creamy Yogurt Dressing can be substituted for regular dressing for a healthier lifestyle.



Quick Tips

Merchandise next to refrigerated fresh vegetables for an increased produce ring

Cross-merchandise with slower moving products for double the benefit

Use POS throughout the department to remind customers to check out the dressings

Marie's®

MARIE'S®

40 Pointe Drive, Brea, CA 92821

Contact: Matt Middleton

972.569.6813

maries.com

mmiddleton@venturafoods.com

• TRY AS A MARINADE! •

BASIL

PESTO



BASIL

PESTO

Made with
Extra
Virgin
Olive Oil



Real, Premium
Ingredients

Marie's

New! BASIL PESTO
VINAIGRETTE

DRESSING & MARINADE
NO PRESERVATIVES
GLUTEN FREE

ADD SOME *green* TO YOUR PRODUCE SECTION

BASIL PESTO VINAIGRETTE

OFFERED EXCLUSIVELY BY MARIE'S®



Everyone's favorite refrigerated dressing brand introduces a bold new flavor. Marie's Basil Pesto Vinaigrette abounds with Basil, garlic, parmesan cheese and extra virgin olive oil. This unique taste is a perfect accompaniment for salads and a delicious marinade for meats and vegetables. Stock up and watch it fly off the shelf.

Marie's

Makes the ordinary... EXTRAORDINARY!™

maries.com

© 2014 Ventura Foods



Starfruit gets its name because of its star-shaped appearance when you cut it. Starfruit, or carambola, is a sweet and tangy fruit that varies in size from three to six inches in length. Its edible skin has a waxy sheen and turns from green to yellow during the maturation process. It's a good source of vitamins A and C. Brooks Tropicals grows its starfruit on its coastal farm in southwest Florida.

Brooks Tropicals is the largest grower and shipper of domestic starfruit. This fruit is grown in food safety-audited fields, picked by audited crews, and packed and distributed in audited facilities. Brooks' starfruit is non-GMO.

Health Note: Those with kidney problems should check with their doctor before eating starfruit.

DISPLAY

Displaying starfruit in a basket with points sticking out gives consumers instant recognition of the fruit's sliced appearance. Don't limit those baskets to the tropicals aisle.

Break up the greens of your avocado displays with these bright fruits. Use them to separate avocado varieties.

Give in-house fruit salads the star treatment with starfruit slices tossed in and, of course,



strategically placed on top and around the container's sides. Your customers will get it; star appeal can be added to almost any dish. Have a small starfruit display nearby for impulse additions for dinner that night.

Berries and slices of starfruit are the cook's way of making a dish special. A basket of starfruit near the berries display sets up an add-on sale.

Just as you'd add a couple of berries as garnish to cut fruit, go for some diversity and add stars to the mix. Slices of melons and papayas look even more appetizing with starfruit slices.

Add a slice of starfruit and lime with a spoon, and that cut-in half Solo papaya will be hard to pass by.

Your customers want suggestions on how to eat more produce. Set up fruit salad displays with this fruit making its star appearance. Include wrapped and ready-to-eat fruit with starfruit slices, and your customers will get the idea. Attractive photos of starfruit and its slices can also do the trick.

Add starfruit to salsa displays, fruits for chocolate dipping and snackable fruits or fruits eaten out of hand.

BACKROOM AND HANDLING TIPS

Keep storage temperatures between 48°F to 55°F.

When adding to fruit salads, take a vegetable peeler and remove the brown tips of the starfruit. Slice the fruit and punch out seeds, and it's ready to go.

As starfruit turns yellow, it becomes sweeter. Display starfruit with varying degrees of ripeness.

KEY POINTS

Taste: Similar to that of a tart apple when green, starfruit sweetens when it becomes yellow.

Selection: Choose a firm, crisp fruit. Browning on the edges is a sign of ripeness.

Ripening: Store fruit at room temperature until most traces of green have disappeared and ribs turn brown.

Ethylene Production And Sensitivity: Low

Shelf Life:

One week, depending on temperature and humidity. Once fully ripe, it should be eaten within two to three days.

Brooks Availability: July to April

Brooks Origin: Florida
Storage Temperature: 48°F to 55°F

Storage Humidity: 88 percent to 90 percent

Starfruit is also available in clamshells called StarPac®

StarPac prevents bruising during transport and customer handling; stacks easily, reduces shrinkage by controlling humidity; tracks and scans more easily with UPC coding; and enhances ripening.



BROOKS TROPICALS

18400 SW 256th Street, Homestead, FL 33090

☎ 800.327.4833

☎ 305.246.5827

🌐 brookstropicals.com

✉ info@brookstropicals.com

Out-Of-The-Box Promotional Ideas

Back-to-school displays can use some star appeal. Starfruit is lunchbox-friendly and makes a nice sandwich topper for lunchmeat sandwiches. Starfruit also makes a nutritious and fun after-school snack.

Barbecuing, grilling and tailgating displays include tips and ideas for side dishes. Starfruit can play starring roles in its own recipes or a supporting role topping almost any salad, fruit or vegetable dish.

Almost any in-store cooking demonstration can add to sales. A starfruit slice makes an eye-catching garnish for many sample dishes. This includes many drinks. Starfruit can be squeezed just like a lime for a great citrus flavor to add to tea, carbonated drinks, even fine wines.

Summer holidays (especially the Fourth of July) are all about the stars and stripes. Starfruit has the stars part covered. Make sure your customers know it.

FROM OUR
STARFRUIT FIELDS
TO YOUR STORES

FLORIDA

Starfruit



Leading Food Safety

First with starfruit that's food safety-certified across the board: groves, harvesting crews, packinghouse and storage facility.

Grown by Brooks for over fifty years, this Florida-grown starfruit has a refreshing, sweet-tart, crisp taste ready for your customers' dining tables. Available in bulk or StarPac clamshell packaging and with double-stack barcode labels.

Brooks Tropicals' high-scoring starfruit audits join the roster of other successful audits for Caribbean Red papayas, SlimCado avocados and more.



**BROOKS
TROPICALS**
GROWER • PACKER • SHIPPER

800.327.4833 - Fax: 305.246.5827
www.brookstropicals.com



View our
mobile
website

© Brooks Tropicals LLC. The logo, StarPac, Caribbean Red and SlimCado are registered trademarks of Brooks Tropicals, LLC.



Primus Labs

Groves
Harvesting Crews
Packinghouse
Storage Facility



Sweet onions present an opportunity for incremental produce sales. The health and flavor benefits are an easy sell for consumers looking to cook tasteful food without salt and cholesterol. Sweet onions also offer ample opportunity for promotion and cross-merchandising with a variety of products in and out of the department.

Onions are the most consumed produce item in the world. Average annual onion per capita consumption in the United States is 21 pounds — a tremendous opportunity for consistent sales.

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!

Out-Of-The-Box Promotional Ideas



- Schedule a chef demo to show consumers new ways to use healthy onions to infuse flavor into recipes.

- Develop a "Recipe Kit" promotion which cross-merchandises all the ingredients, including sweet onions, to make an easy meal.

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.

FLAVOR AND NUTRITION DIFFERENTIATION

Product differentiation gives consumers reasons to buy with confidence. Emphasizing the quality, flavor, and nutrition differences of Authentic 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.

AVAILABILITY: YEAR ROUND OPPORTUNITY

Being able to ensure a consistent sweet onion flavor profile is an important element for repeat and consistent sales. Retailers can now ensure their consumers an enjoyable eating experience every time! Authentic Sweet onions are available 365 days a year.

Consistently purchasing the highest quality sweet onion 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. Use regional freshness as an educational vehicle to educate consumers on uniqueness of recognized sweet onion growing districts.

As consumers increase interest in buying local and knowing the grower, stores can capitalize on the fantastic regional information available for the various sweet onion regions. Creating brand awareness translates to consumer loyalty and repeat sales.

Authentic Sweet onions include:

- Sugar Sweets® available spring and summer

- Walla Walla River® available summer and fall

- Mayan Sweets® available fall, winter and early spring



Thirty percent of consumers say they would buy and eat more fruits and vegetables if they knew how to use them, so go ahead and help them. Stores can take advantage of various websites such as Keystone's Kitchen Website, the Vidalia® Onion Association's site, and the Walla Walla® Sweet Onion Committee site to provide additional information and resources for customers and to seek out new and creative promotional ideas.

Demos add excitement as well as an educational component. A good demo can not only spur sales that day but build consistent sales on a regular basis.

Emphasize Authentic Sweet onion's nutritional benefits and variety of uses. Promote as an ingredient for holiday or party entertaining, including Superbowl, Cinco de Mayo, and summer barbecues.

CROSS-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! Sweet onions are an excellent ingredient added to any dish. Especially in guacamole, as part of salads, on hamburgers, in Kabobs, or with steaks.

Quick Tips

Sell "A Healthy Way to Add Flavor"! Onions are highly recommended for those trying to prevent cardiovascular disease, cancer and infections. Also, sweet onions are fat- and cholesterol-free, and contain very little sodium.

Ensure your sweet onions are SWEET! Get them from a reliable, authentic source.

Educate Store Personnel: Ensure store-level personnel are aware of how to store and handle the product, the difference in sweet onions versus other varieties, and usage ideas. They are the front line in helping to promote the product and provide information to customers.

Keystone
Life should be this sweet.

KEYSTONE FRUIT MARKETING

11 N. Carlisle St., Suite 102,
Greencastle, PA 17225

717-597-2112

717-597-4096

www.keystonefruit.com

SPRING

SUMMER

SWEET ONIONS

AUTUMN

WINTER

**STAY SWEET
ALL YEAR LONG.**

Keystone
Life should be this sweet.

**PROGRESSIVE
PRODUCE**

800-498-1577

800-900-0757



POINT OF PURCHASE SIGNAGE

FLAVOR is the purchase driver!

With so many different sizes, shapes, colors, and varieties of tomatoes available to consumers, it can be overwhelming. POS should focus not only on variety name, growing method, and country of origin, but should include a flavor descriptor to help with purchasing decisions. Adding signage to include "sweet," "savory," "juicy" or other taste adjectives will help the consumer zero in on their choice more quickly.

Focus on Health Benefits of Tomatoes!

We know tomatoes are high in Lycopene, and vitamins A and K, but what exactly does that mean? Signage should be "outcome" focused: for example, heart healthy, cholesterol reducing, improves vision, and reduces hypertension. Tomatoes are an overall health elixir.

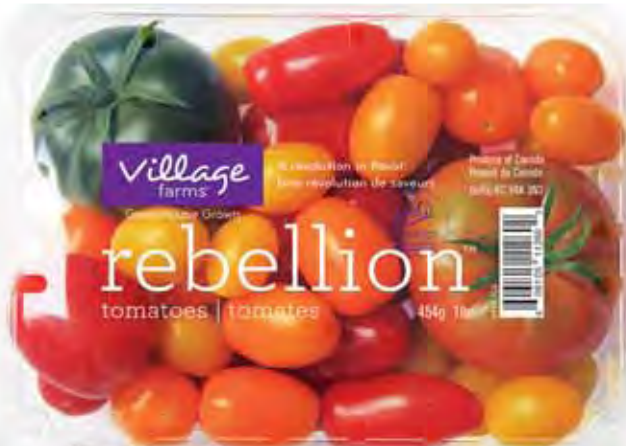
MERCHANDISING AND DISPLAY

Always display tomatoes at room temperature. This will ensure best flavor.

Quick Meal Solutions enhanced with grab-n-go recipe

Out-Of-The-Box Promotional Ideas

Tomatoes, The Healthy Snack: Position a display of grab-n-go pouch bags like Heavenly Villagio Marzano near check-out or in the snack aisle.



cards add interest and appeal to tomato displays.

Create an inviting display of tomatoes with mozzarella, basil, and olive oil for a healthy salad option.

Pair tomatoes with sweet bell peppers for a colorful eye-catching display; add garlic and boxed pasta for quick-ready meal solutions.

SOCIAL MEDIA

Partner with Village Farms on Facebook and Twitter to communicate with targeted audiences on specials and regional programs.

SNACKING TOMATO VARIETIES RULE WITH CONSUMERS

Encourage Healthy Eating!

A recent study by the Hartman Group shows snacking accounts for more than half of adult eating occasions. Close to one third of adults who eat alone do so to "savor a high quality food experience." Make sure you are carrying a full variety of snacking tomatoes including Village Farms Heavenly Villagio Marzano® — packed in

convenient grab-n-go bags — it is the perfect snacking variety. Sinfully Sweet Campari®, Lip-Smackn' Grapes®, and Mini Sensation Cherries® are all part of Village Farms Garden Fresh Flavor™ Collection. Tomatoes do not need to be refrigerated, so opportunities for creating eye catching displays within the produce section and other areas of the store are abound!

VARIETY AND AVAILABILITY

Not all tomatoes are created equal!

Soiless Greenhouse grown varieties:

- Have the benefit of being available 365 days a year.
- Are vine ripened in a controlled climate achieving a more flavorful and consistent quality tomato.
- Do not use soil and are grown in an enclosed environment mitigating the risk of contaminants achieving a higher level of food safety.
- Learn more at the website certifiedgreen-housefarmers.com.

Quick Tip

Locally Grown is hot. Use POS to promote product grown locally. Village Farms new packaging for Texas features Texas Grown on every product.

Village farms®

Greenhouse Grown

VILLAGE FARMS

195 International Pkwy, Heathrow, FL 32746

907.936.1100

407-708-5763

villagefarmers.com

Village
farms®

Greenhouse Grown



www.villagefarms.com

877.777.7718

sales@villagefarms.com



Turbana Tropicals appeal to two very different target audiences — mainstream and ethnic. We suggest retailers use a variety of means to reach out to them both to boost business and improve loyalty.

KNOW YOUR CUSTOMER

Success in any retail business is all about knowing your customer. Also giving focus to the customer's experience is a measure of growing importance. Turbana Tropicals are a value-added product line, offering ethnic customers a centralized option for the fresh vegetables they demand while giving mainstream customers a new option to incorporate fusion ingredients to their meals.

EDUCATE YOUR STAFF

Turbana offers retailers different tools to educate their merchandisers, produce managers and their consumers. One of these tools is a mobile app available for Produce Managers to learn about ethnic tropical products and help them manage the category. This app also allows them to understand the demographics that surround their stores in order to customize their assortment to the specific needs of their market, as well as to be informed of upcoming holidays in order to promote tropicals accordingly.

VARIETIES

- Aloe Vera
- Avocado
- Aji Cachucha
- Batata
- Calabaza
- Chayote
- Dry & Groovy Coconut
- Eddo
- Ginger
- Habanero Pepper
- Malanga Amarilla
- Malanga Blanca
- Malanga Coco
- Malanga Lila
- Name
- Sour Orange
- Yellow Yam
- Yuca

PRICE BY UNIT

Weekly market pricing will dictate price points at the retail level. Like plantains, tropicals should be sold by the "each" versus by the pound.



Aloe Vera



Batata



Calabaza



Chayote



Yuca

TAILOR POINT-OF-PURCHASE AND SIGNAGE

Retailers have to craft an overarching platform that works for both audiences and tailor messaging to each. For the mainstream audience, education is key. Showcase ripeness instructions, storage tips, have inspirational food samplings available in the produce area and hand out recipes. For the ethnic groups, labeling the tropicals and using signage in their native language as well as in English is key. Also adding staff representatives of each of your customers' demographic that are knowledgeable about the tropicals establishes credibility and makes these customers comfortable to shop in your stores.

TARGET PROMOTION AND ADVERTISING

Due to continuous growth of minority population, the U.S. bears a resemblance to a "salad bowl" where all the ingredients come together, but each one retains its original form and flavor. Retailers should embrace this idea when thinking of promotional ideas. For example, promoting malangas during Thanksgiving and Christmas is a must, as the majority of Cubans and Puerto Ricans enjoy them puréed with garlic and lime during the holiday season.

CHANGE DISPLAYS TO KEEP IT FRESH

New displays and new products are appealing to potential shoppers, so adding our Turbana Tropicals is a must! Additionally, the fact that these items are available 52 weeks per year, we believe alternating them around monthly or seasonally is a key tool to keep displays appealing.

CROSS-MERCHANDISE WITH CREATIVITY

Tropicals lend themselves to some creative cross-merchandising ideas because they can be incorporated into an array of menu options. Understanding this, cross-merchandising displays should cater to a variety of palate

options. Some like savory and spicy, while others like sweet and tart together. For example, why not showcase chayote and squash next to one another? They make for an amazing side dish. Maybe Yuca with bread and crackers to show how easy stuffed Yuca balls can be made?

Quick Tips

We encourage retailers to educate their produce managers and tailor the assortment of tropicals to the demographics of each store.

Invest strategically in younger customers, who are not only early adopters of social media and mobile device use, but are now translating their super-user status into trendsetters



TURBANA

999 Ponce de Leon Blvd, Suite 900
Coral Gables, FL 33134

305.445.1442

305.443.8908

turbana.com

info@turbana.com

@Turbana

@Turbana

@Turbana

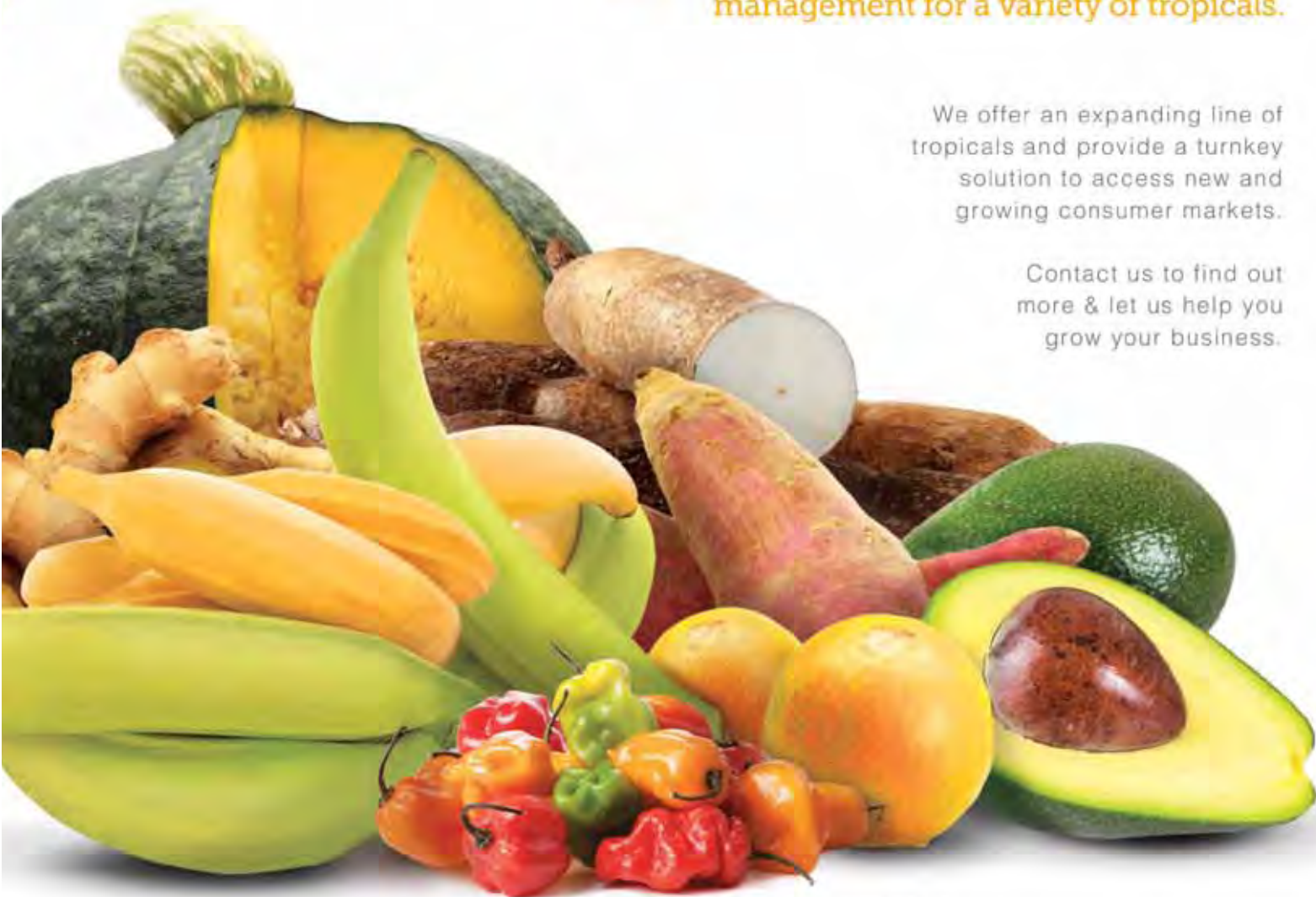


MULTIPLE TROPICALS ONE STOP

Turbana offers one stop shopping & category management for a variety of tropicals.

We offer an expanding line of tropicals and provide a turnkey solution to access new and growing consumer markets.

Contact us to find out more & let us help you grow your business.



www.Turbana.com | 1-800-Turbana



Mann continues to lead the charge in producing the freshest **Vegetable Trays** in the marketplace with different veggie and dip configurations, as well as in-and-out seasonal packaging options that retailers are utilizing to generate buzz and drive sales.

SUPERIOR TECHNOLOGY

Mann's fresh Vegetable Trays feature micro-perforation (micro-perf) technology, which allows each individual vegetable in the tray to maintain its own atmosphere. Each ingredient is covered in its own cell by film with a perforation pattern ideally suited for its respiration rate. Most trays on the market provide only one atmosphere for multiple ingredients with different needs. Micro perforations provide better quality by keeping veggies fresher, longer.

The micro-perf film also seals each cell individually, which holds veggies in place and prevents product migration within the tray.

SUSTAINABILITY —

saving the planet one big piece of black plastic at a time!

In 2012, Mann conducted research into what consumers wanted in fresh item packaging, and they found that 92 percent of consumers polled said they

did not use the black tray (lids) for serving, per the package design. So they redesigned the vegetable platter/tray and removed the black plastic "lid" of the package.

Mann's new large tray has **38% less** packaging material than the old tray (small trays have **43% less**) — and 50% less packaging than other trays on the market, thus reducing 1.4 million pounds of plastic from landfills annually. Additionally, removing the bottom tray allows consumers a bigger viewing window to the products. So it's a win/win!

CARE & HANDLING

- Receive your fresh Veggie Trays into refrigeration
- Never break the cold chain during receiving/storing/merchandising trays
- Keep displays fresh and plentiful — remember eye appeal is buy appeal
- Rotate trays — first in, first out
- Practicing good cold chain management will ensure the 16-day shelf life of Mann's fresh Veggie Trays



PACKAGING

- Veg Meat & Cheese Tray (36oz)
- Vegetable Trays (18oz & 40oz)*
- Organic Veg Tray (18oz)*

*Also available in bilingual packaging



MANN PACKING COMPANY

PO Box 690, Salinas, CA 93902

Phone: 831.422.7405

Fax: 831.422.5171

veggiesmadeeasy.com

lori.bigras@manningpacking.com

Out-Of-The-Box Promotional Ideas

Great in-and-out opportunities with promotional trays that will keep category fresh and exciting with unique seasonal graphics.



Mann Holiday Tray 2013/14



Also available in bilingual packaging

Saving the planet one big piece of black plastic at a time.

Beach parties then

Beach parties now



Removing the black plastic from our fresh vegetable party trays—which consumers told us they didn't use anyway—saves **1.4 tons** of plastic from our landfills each year. Now that's cause for a party!





Thank You!



THIRTEEN YEARS OF “MASTERS” SPONSORSHIPS

MASTERS OF MERCHANDISING CATEGORIES



Apples	Hydroponic Lettuce
Artichokes	Kiwi
Asian Pears, Pluots & White Flesh Fruit	Kosher Fruit
Asparagus	Leafy Greens
Avocado	Leaves
Avocado - Lightskin	Lettuce
Bananas	Lighting
Bell Peppers	Limes
Berries - Conventional	Mangos
Berries - organic	Melons
Beverages	Mushrooms
Cantaloupe	Nuts
Carrots	Onions
Celery	Organic Fruit
Cherries	Organic Vegetables
Chestnuts	Papaya
Chili Pepper	Party Vegetable Trays
Citrus	Pears
Collard Greens, Kale, Mustard & Turnip	Peppers
Greens	Pineapples
Corn	Plantain
Cucumbers	Potatoes
Dates	Pre-Conditioned Fruit
Dips	Radishes
Dried Fruit	Retail Merchandising
Dried Fruit & Nuts	Salad Dressing
Dried Plums	Salsa Chips
Eggplant	Specialty Bananas
Figs	Spinach
Fresh Cut Meal Solutions	Steam Veggies
Fresh Cut Vegetables	Strawberries
Fresh-cut fruit	Sun Dried Tomatoes
Garlic	Sweet Onions
Grapes	Sweet Potatoes
Green Beans	Tomatoes
Green Onions	Tree Fruit
Greenhouse Tomatoes	Tree Fruit - Pre-conditioned
Greenhouse Vegetables	Tropicals
Guacamole	Veggie Kits
Herbs	Veggie Snacks
Hydroponically Grown Living Lettuce	Whole Leaf Lettuce
Hydroponic Butter Lettuce	

REPRINTS AVAILABLE

Call us at 561-994-1118
or e-mail masters@producebusiness.com
for pricing and information.

Celebrate National Nutrition Month with

Fruits & Veggies—More Matters!

*Help your customers enjoy
the taste of eating right*



Find a wealth of **free** information and resources at

FruitsAndVeggiesMoreMatters.org and **PBFHFoundation.org**

to promote healthy choices during March and beyond.