



16th ANNUAL MASTERS OF MERCHANDISING



SPONSORS





A NOTE FROM THE EDITOR-IN-CHIEF



Every once in a while, the opportunity presents itself to do well while also doing good. Such is the case with our 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 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 essentially 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 temptation 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 *Masters of Merchandising* 2017 supplement to give to your colleagues, please fill out the form on the next page, 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

James F. Prevor
Jim Prevor,
Editor-In-Chief,
PRODUCE BUSINESS

- 86 **APPLES**
Yakima Fresh
- 88 **ARTICHOKES**
Ocean Mist Farms
- 90 **ASIAN VEGETABLES**
Vega Produce
- 92 **ASPARAGUS, PERUVIAN**
Peruvian Asparagus Importers Association
- 94 **AVOCADOS**
California Avocado Commission
- 96 **AVOCADOS, SLIMCADOS**
Brooks Tropicals, Inc.
- 98 **BANANAS**
Dole Fresh Fruit Company
- 102 **BERRIES**
Naturipe Farms
- 104 **CARROTS**
Kern Ridge
- 106 **CAULIFLOWER**
Growers Express
- 108 **CHERRIES**
Chelan Fresh Marketing
- 110 **CITRUS**
Sunkist Growers
- 112 **DRIED FRUIT AND NUTS**
Tropical Foods
- 114 **FREEZE DRIED FRUIT**
Crunchies
- 116 **FRESH-CUT VEGETABLES**
Apio Inc.
- 118 **GARLIC**
Auerbach
- 120 **HERBS**
North Shore Greenhouses
- 122 **HYDROPONIC GROWN BUTTER LETTUCE**
Hollandia Produce

TABLE OF CONTENTS

<p>124 KIWIFRUIT Zespri</p> <p>126 LIMES Vision Import Group LLC</p> <p>128 MANGOS Ciruli Brothers, LLC</p> <p>130 MUSHROOMS Giorgio Foods</p> <p>132 ONIONS Idaho-Eastern Oregon Onion Promotion Committee</p> <p>134 ORGANICS, WET RACK Grimmway Farms</p> <p>136 PAPAYAS, CARIBBEAN RED Brooks Tropicals Inc.</p> <p>138 PAPAYAS, SOLO Brooks Tropicals Inc.</p>	<p>140 SPECIALTY-CUT VEGETABLES Mann Packing Company Inc.</p> <p>142 STARFRUIT Brooks Tropicals Inc.</p> <p>144 SWEET ONIONS Keystone Fruit</p> <p>146 TOMATOES Village Farms</p> <p>148 TROPICALS Fyffes</p> <p>150 VEGGIE SLAWS Mann Packing Company Inc.</p> <p>152 VEGGIE SNACKING TRAYS Mann Packing Company Inc.</p>
---	--



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: _____ Zip/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*



Yakima Fresh

It's perhaps the best over-the-counter prescription available, as the old adage goes, "An apple a day, keeps the doctor away." Apples are proven to help lower cholesterol and combat cancer. A primary item in the produce department for years, apples present many fun and unique opportunities to enhance sales. As a proud grower of Washington Apples, we at Yakima Fresh, are enthusiastic about apples and getting consumers to eat more. Join us as we journey through the wonderful world of apples.

DISPLAY AND MERCHANDISING

The average U.S. consumer eats 19 pounds of apples per year, which equals about an apple a week. Giving your department the tools to educate consumers on the benefits of eating apples and increasing consumption from one apple a week to two can quickly grow your category.

USE SIGNAGE/POP: Yakima Fresh enjoys working with partners to create eye-popping, inspiring POS material to assist in the education and sales of apples. Ranging from our "Fit for Life" campaign to a hand-crafted grower profile, connecting consumers to the orchard. Let us help you create the signage you want, highlighting variety names, flavors and food pairings.

PLAY UP THE COLOR: In addition to signage telling the profile of each variety, utilize the unique coloring of each variety to give a color break to the display. This can drive consumer curiosity to try something new. And don't be afraid to sample new and old varieties. The more consumers know, the easier it is to buy.

INCLUDE SOME PARTNERS: Be sure to cross-merchandise to create impulse and added purchases. For an easy cross-merchandising set, place pie crust near the apples to spur customers to make their own fresh pie (most recipes call for 2 to 3 pounds of apples. Quite an increase in sales.)

ORGANICS – DISPLAYING ORGANIC APPLES WITH CONVENTIONAL APPLES: This allows the consumers with "Apples" on the mind a hands reach away from grabbing both organics and conventional. This also can boast your Organic line and presence in the organic arena.

PROMOTION

Let the Yakima Fresh team help you create some buzz in your apple category. Join us in the fight against cancer. With our partnership with the American Institute for Cancer Research (AICR), we can educate consumers on the health benefits of apples. By educating today, we can help the health of those tomorrow, which is not



only a reason to eat, but a reason to buy. Let us support you locally as we partner nationally with the AICR. From POS educational material to getting involved in local cancer fights, Yakima Fresh is here to educate.

Add some fun to consumption with bobbing for apples during Halloween, giving the teacher an apple in May for Teacher's Appreciation week, or joining the fight against cancer in "Movember" with mustache-powered apple advertising.

Healthy promotions are another proven avenue to boost the category. Recent studies linked apples to helping with everything from weight loss to different types of cancer, heart disease, type 2 diabetes and even asthma. The more we can educate, the more people will eat. Yakima Fresh wants to help you make that one apple a week eater into a one apple a day eater.

Stop comparing apples to apples. Instead, help consumers compare apples to coffee. Various studies show waking up to an apple far exceed the benefits from a cup of coffee. The apple's natural sugar provides an energy boost. The fruit's good carbs fuel the body, and doesn't initiate drastic energy slumps like coffee. Also rich in fiber, apples aid in the absorption of sugar.

HANDLING TIPS

- Don't dump; hand-stack
- Watch color schemes
- Temperature changes: Apples ripen 10 times faster at room temperature. This leaves most varieties with low pressure after only four to five days at room temperature
- Don't mist: misting causes a white buildup, or calcium and can make your apples dull.
- "One bad apple spoils the whole lot." Apples are ethylene producers, which can affect other fruits, vegetables and flowers. (This gives you an additional answer when consumers ask why their produce goes bad in the refrigerator.)
- Watch where you store your apples in the cooler. Apples can cause
 - Russetting of lettuce
 - Increased ripening of tomatoes

- Sprouting of potatoes
- Yellowing of broccoli and cauliflower
- If you are going to cut apples for display, use lemon juice on your knife (or a porcelain knife) to slow the browning process.

VARIETIES

With more than 7,500 types of apples grown worldwide, priority is a must when choosing which varieties to carry. For now, we are proud to be a grower of Honeycrisp, Gala and Red Delicious. Yakima Fresh is there for you as a leader in year-round supply of the varieties that mean the most to your category. We believe the perfect apple starts in the orchard, and its beauty and taste is reliant on a perfected supply chain. Come visit us in the Pacific Northwest to see a vision of the perfect apple. Variety charts and availability available at Yakimafresh.com

FUN FACTS

- 80 to 130 calories per apple (average size)
- 25 percent of an apple is air — that's why it floats
- It takes about 36 apples to make 1 gallon of apple cider
- High in fiber: 5 grams of fiber per apple, that's more than a serving of oatmeal — 2/3 of which comes from the peel
- Largest apple to record is 3 pounds
- Average European eats 46 pounds of apples annually versus the U.S. consumer at 19 pounds
- Apples are a member of the rose family

Fact Resources: U.S. Apple Association & Washington Apple Commission



Yakima Fresh

111 University Parkway, Suite 101, Yakima, WA 98901

509.833.3135

www.yakimafresh.com

Want Happy, Repeat Customers?

We have an
“APP” for that!



Premium quality WASHINGTON APPLES from YAKIMA FRESH will pass the taste test of even the pickiest palates. We grow and pack healthy fruit that brings smiles to your customers and keeps them coming back.

Our experienced team is committed to providing individual attention, marketing support, and the **WORLD CLASS SERVICE** you expect.



800-541-0394

111 University Parkway • Yakima, WA. 98901 • www.yakimafresh.com



ARTICHOKES

Ocean Mist Farms

CROP REPORT

Year-Round Availability

- Ocean Mist Farms is the largest and only year-round grower of fresh artichokes. Three growing areas provide a 52-week harvest schedule.

Winter Months

- Artichokes are "Frost Kissed" when temps drop below 32 degrees, "burning" the epidermal—outside layer of an artichoke—and causing the outside to "flake and peel" (similar to a sunburn).
- Frosting is strictly a cosmetic condition.
- Once the artichoke is cooked, the peeling disappears and you wind up with a clean, green artichoke with a more intense nutty flavor.

Spring/Peak Season

- Artichoke sales exhibit sharp peaks of volume and dollars during peak season, February through March, and these holidays: Valentine's Day, Easter, Thanksgiving and Christmas.



Castroville Dark Chocolate Artichoke Cake Pops

SHOPPER EDUCATION

What do consumers want to know?

- How to prepare and cook artichokes
- Unique-recipe ideas
- How to select and store artichokes

Get recipe ideas and cooking tips at

AllAboutArtichokes.com



Steamed Artichoke with Chimichurri Yogurt Dip

Heirloom Artichokes

Like a family recipe, Ocean Mist Farms has been growing a unique variety of Heirloom Artichokes from the same root stock that has been passed down to each generation of family growers for more than 90 years. The Ocean Mist Farms Heirloom Artichoke is never grown from seed and grows only in and around Castroville, CA. This variety is seasonally available between March and May; a chef favorite, we made it identifiable to shoppers with a distinctive red UPC sticker.

How to Eat an Artichoke

The Artichoke is a unique, healthy and delicious vegetable ideally suited for a shared snacking or dining experience. Whether grilled, stuffed, or simply steamed for dipping, it couldn't be easier to prepare and cook in a variety of ways.



ARTICHOKE MERCHANDISING 101

- Top performing retailers offer three or more unique artichoke items*

*Source: Nielsen Perishables Group FreshFacts® 52 weeks Ending 8/27/16.

- Refrigerate Artichokes at 34° F (1° C).
- Remove any damaged petals. Do not re-trim stems. Re-trimming will cause artichokes to lose up to 30 percent of their moisture and weight, and stems will darken within seconds of re-trimming.
- Merchandise artichokes on their sides, stem-to-stem, for easier handling by store personnel and shoppers. Place next to lemons for both color blocking and impulse purchases.

- Create secondary displays in other departments to encourage impulse purchases. Artichokes make the perfect side dish to any meat, poultry or fish entrée.
- Cross-merchandise with dipping ingredients such as mayonnaise, balsamic vinegar and ready-to-eat sauces.

Order Point-of-Sale materials at OceanMist.com



Ocean Mist Farms

10855 Ocean Mist Parkway
Castroville, CA 95012

831.770.6435

OceanMist.com

7-Minute Artichokes!

No one ever said,
“Artichokes are so easy to cook.”
We thought it was about time.



new
to our full line
of shelf-ready
Season & Steam
Superfoods

No need to prep our ready-to-cook **Season & Steam Microwavable Artichokes**.
Just add your favorite ingredients and dinner is done.
They're delicious, nutritious and super easy to serve ... in just 7 minutes.



Growing Artichokes Since 1924

AllAboutArtichokes.com



Vega Produce, LLC.

BACK TO NATURAL

The Asian culture has been recognized for its use of natural products and healthy eating habits, many of which include specialty vegetables rich with health benefits. For that reason, our company focuses on providing you with a natural source of Asian vegetables. Vega Produce is a leading grower and distributor of specialty produce, with year-round availability, superior quality and attention to detail.



MAKE FRESHNESS A PRIORITY

Freshness sells, so ensure your products always have a fresh, high-quality appearance. Build attractive displays, rotate often and be sure you start with the highest quality product. Vega's primary sources of specialty Asian products include Honduras, the Dominican Republic and Guatemala. At the hub of produce imports in Miami, Vega is able to maximize shelf life and prioritize freshness.

OUT-OF-THE-BOX BEST *tips*

Carry a wide variety and ample supply. Shoppers need to be sure you have the product they want.

Rotate and cull frequently. These high-margin items need to always look their best.

Use culled produce in the deli foodservice operation to introduce shoppers to these unique items. Be sure to educate with signage.

Feature usage or recipe information by the item to entice non-Asian customers to experiment.

Promote health benefits.

Use special promotional displays to draw attention to product and encourage the impulse buy.



Vega Produce, LLC.
8190 NW 84 ST, Medley, FL 33166
 305.285.1235
www.vegaproduce.com
info@vegaproduce.com

OUT-OF-THE-BOX

Play Up Unique Variety

Asian items are trending and offer a way to differentiate the produce department, so be sure to incorporate a wide assortment. Popular items include sugar snaps and snow peas, along with Chinese, Indian and Thai eggplants and bitter melon varieties. Chive flowers, long squash, fuzzy squash, and Chinese and American okra are also at the top of the list.



More Retail Products



For more product information, call
305.285.1235.
Fax: 305.285.1234



Promotional Display





Peruvian Asparagus Importers Association

Though asparagus is an expected year-round item, retailers can still enjoy even greater sales by actively promoting it throughout the year.

Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources and offer quality product year-round.

FOCUS ON TASTE & EASE

Asparagus is an easily prepared, delicious vegetable, so make sure your customers know this. Give consumers ideas on usage with signage and by highlighting how easy and quick it is to prepare.

Cross promote with other easily used items. Good cross-merchandising items include: meat or seafood, salad, oils, dressings, deli items and wines.

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 nutritionally complete meal solution.

PROMOTE HEALTH

In our health-conscious culture, promoting health benefits is a definite method of increasing 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.

OFFER CHOICES

Variety encourages shoppers to purchase more:

- Colors
- Package options
- Sizes
- Builds profit

Use multiple colors for attractive display alternatives. Fresh asparagus is readily available in green, white and purple (all available from Peru).

Display several different packaging options to increase convenience for customers. Large



ADVANCE CUSTOMS BROKERS • ALPINE FRESH • AYCO FARMS • CARB AMERICAS

CRYSTAL VALLEY FOODS • CUSTOMIZED BROKERS • DOLE FRESH • HARVEST

You're not buying a service
you're buying
RESULTS

With 45 years of combined experience in clearing fresh and frozen produce, we're committed to your success. Our innovative troubleshooting methods allow us to create solutions no one else thinks of. Give your bottom line the best results with our quality customer care and expedited clearings.

786-476-0700
AdvanceCustomsBrokers.com

PEAK QUALITY
ALPINE FRESH
Grower of Fruits and Vegetables

YOUR ASPARAGUS GROWER

Toll Free (800)292-8777
PH (305)594-9117 • FAX (305)594-8506

Loading locations:
Miami, McAllen, Yuma, Los Angeles

Looking for Quality?
Come to the source
WE ARE THE GROWERS

ALTAR PRODUCE LLC

Calexico, CA 760-357-6762 San Diego, CA 858-412-4289 Miami, FL 786-250-3374
WWW.ALTARPRODUCE.COM

Ayco

Our Farms | Our Team | Your Future

Green & White Asparagus
954-788-6800

Peru • Mexico

Carb Americas
Passion. Performance. Integrity.

Headquarters: Jeff, Hilda, Scott (954)786-0000	New Jersey: Danny Pollak (732)655-4223	Arizona: Pat Ramirez (928)757-2394	Export Division: John Brown (415)992-7500
---	---	---	--

Field to Shelf:
Cold Chain Solutions
as Fresh as Your Produce

customized
Brokers
CROWLEYFRESH

customizedbrokers.net | crowleyfresh.com

CRYSTAL VALLEY
SPECIALTY PRODUCE

GREEN & WHITE ASPARAGUS
52 WEEKS A YEAR
FRENCH BEANS, SNOW PEAS, SNAPS & BABY VEG

MIAMI (800)359-5631
LOS ANGELES (213)627-2383

JAY, VERONICA, JAY T., HELLEN, ROBERT
CRYSTALVALLEYFOODS.COM MARCELINO, JUNIOR

Dole

FRESH VEGETABLES
Fresh Year Round Asparagus

Tyler Mollring
831-641-4343 | Tyler.mollring@dole.com
2959 Monterey-Salinas Hwy | Monterey, CA 93940 | Dole.com

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.

BE SURE CONSUMERS SEE IT

Make sure asparagus is displayed prominently. Many successful retailers display asparagus at the front of the produce department and utilize island displays and corner caps. Attention-grabbing, quality displays will result in sales. Ensure your asparagus display is well-maintained with only Peruvian product so shoppers won't have to think twice about purchasing.

WATCH THE HANDLING

Successful sales start with quality and a well-handled product. Asparagus should be bright-looking with closed, firm tips. The butt-end of fresh asparagus should be cleanly cut and sufficiently hydrated. Be sure to monitor the condition of water in display trays and change often. 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 strong odors.

CHECKLIST FOR SUCCESSFUL ASPARAGUS SALES

- Start with quality product from Peru and handle it correctly

- Build large, attractive, visible displays
- Put out usage suggestions and cross merchandise
- Offer variety in color and packaging
- Communicate health benefits




Harvest Sensations
Premium Quality, Fresh, Organic and Conventional Produce, Herbs and Specialties from Coast to Coast.

Los Angeles (213) 895-6968
Miami (305) 591-8173
harvestsensations.com



AuerPAK BRAND
Maurice A. Auerbach, Inc.
Distributors of Peruvian Asparagus
201.807.9292
Paul Auerbach • Jeff Schwartz • Ian Zimmerman
Bruce Klein • Jim Maguire • Josh Auerbach



AMERICAS ASPARAGUS
FRESH, YEAR-ROUND
800-900-0757
asparagus@progressiveproduce.com
PROGRESSIVE PRODUCE



The Perishable Specialist Inc.
CUSTOMS BROKER
theperishablespecialist.com
Frank A. Ramos
T 305.477.9906
F 305.477.9975
C 305.986.1969
E frank@theperishablespecialist.com
9831 N.W. 58th Street, Unit 131
Miami, Florida 33178



Southern SELECTS
Premium Asparagus
• Green, White, & Purple Asparagus
• Southern Selects Value Added
• Year Round Availability
• Private Label Programs
• East & West Coast Distribution
SOUTHERN SPECIALTIES
954-784-6500
www.southernspecialties.com
www.southernselects.com



Importer of Fresh Fruits & Vegetables
TAMBO SUR
Specializing in Asparagus, Grapes, Citrus, Blueberries, Avocados and Peas
t: 954.943.1572 f: 954.943.1917

Fabian Zarate US Office fabian@tambo.com	Angelica Zarate US Office angelica@tambo.com	Claudia Benavides US Office claudia@tambo.com	Alejandro Sarrin Peru Office alejandro@tambo.com
Adolfo Carazo Peru Office adolfo@tambo.com	Carla Zamalloa Peru Office carla@tambo.com	Blanca La Hoz Peru Office blanca@tambo.com	Edwin Aranda Peru Office edwin@tambo.com

We service retail chains, wholesale and food service distributors. We are committed to provide high quality products, excellent service, competitive prices and dedication to all our customers.



GREEN BIRD
WESTCOAST FRESH
www.westcoastfresh.com
Boston
Miami
Monterey
Pharr
956-440-1596
800-235-3730



Peruvian Asparagus PAIA
Importer's Association
Peruvian Asparagus Importers Association
Priscilla Lleras-Bush
priscillaprestige@outlook.com

SENSATIONS • MAURICE A. AUERBACH • PROGRESSIVE PRODUCE • THE PERISH-

ABLE SPECIALIST • SOUTHERN SPECIALTIES • TAMBO SUR • WEST COAST FRESH



California Avocado Commission

CALIFORNIA GOLD

Consumers look for the golden seal of approval — the California Label. It's the symbol retail customers rely on for locally grown avocados with homegrown taste, freshness and consistent quality.



2017 MARKETING PROGRAM

Consumer Marketing Support

California Avocado marketing programs are local, seasonal and targeted to drive premium avocado shoppers to retailers merchandising California Avocados.



Merchandising Materials

California-branded display bins, recipe booklets, tear pads and signage are available to encourage sales.



Customized Marketing Support

Targeted social media and online marketing programs inform retail customers when and where California Avocados are available. Creative materials to support the supermarket registered dietitian and consumer communications programs are available at CaliforniaAvocado.com/retail/supermarket-rds.



INSIST ON CALIFORNIA AVOCADOS

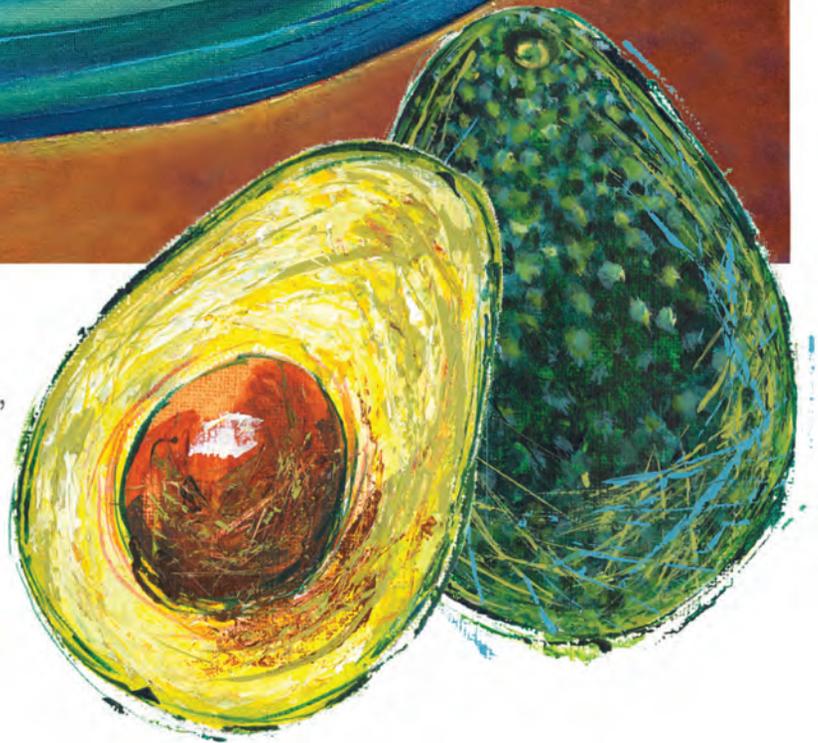
Visit CaliforniaAvocado.com/Retail or contact your California Avocado Commission Retail Marketing Director to customize a promotional plan with our downloadable images, recipes and social media tools.

California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618-6305
 800.344.4333
 www.CaliforniaAvocado.com/Retail
dcruz@avocado.org

CALIFORNIA GOLD



Our avocados are locally grown in the coastal groves of California. Now in season, carry the avocado with the golden seal of approval—the California label. It's the symbol your customers rely on for the guaranteed homegrown taste, freshness and quality.



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.



Brooks Tropicals

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 and Asians 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 interests the value-conscious customer.

Avocados are a tremendous growth market. Focusing on just the main seller will gain you sales. Add variety to buyers' peripheral vision by including Florida avocados and sales will grow even more.

Research shows avocados keep the "bad" cholesterol at bay. Add that to research showing avocados contain the "good" fat and you have a powerhouse of nutrition in one great-tasting fruit. Still, doctors suggest that even with such nutritional benefits, avocados should be eaten in moderation (70 calories a day). Those 70 calories go much further with SlimCados.

USAGE AND NUTRITION

SlimCados' distinctive, light avocado taste can be added to:

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

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 barbecues.

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

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.



Let consumers text or scan to access tips and recipes for this fruit. This online information can be branded for your stores.

KEY SLIMCADO POINTS

- Taste: Light texture with a sweet, buttery taste.
- Selection: A fruit that yields slightly to gentle pressure is ready for chopping. With more give, it may be ready for mashing, as in guacamole.
- Ripeness: The SlimCado's skin remains green and yields to gentle pressure when ripe. It does not turn black.
- Ethylene Production & Sensitivity: High
- Shelf Life: Generally one week. Once ripe, the avocado should be eaten within one to two days.
- Brooks Availability: June – January
- Brooks Origin: Florida
- Storage Temperature: 42 to 48 degrees; do not store below 40 degrees
- Storage Humidity: 85 to 95 percent
- In-store display: Display enough to sell in one day, roughly 15 to 30 pieces (depending on the store's traffic). When replenishing, rotate any leftover day-old fruit to the front.

RECOMMENDED DISPLAY IDEAS

Consumers are becoming avocado gourmets, showing a willingness to expand how they enjoy avocados and how the avocado tastes.

But don't just add variety to the avocado display with SlimCados — display these avocados where consumers are expanding their tastes, including guacamole displays, salsas, salads (lettuce and creamy seafood salads) and grilling ideas.

**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, LLC.

SlimCados can be 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, high in potassium and 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

Tempt with a taste description. For Florida avocados it can read "lighter avocado taste that's buttery."

Suggest ways to enjoy the SlimCado, such as topping salads or acting as the bowl for creamy fruit, veggie or seafood salad.

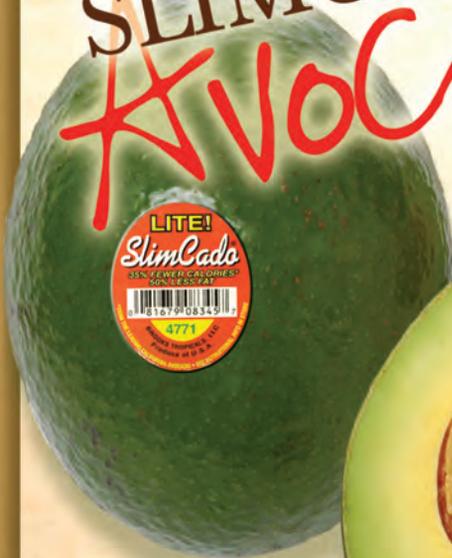
Emphasize that this fruit is non-GMO and has been grown in the United States for more than 85 years by Brooks Tropicals.



- 📍 **Brooks Tropicals**
PO Box 900160, Homestead, FL 33090
- ☎️ **305.247.3544**
- 🌐 **www.brookstropicals.com**
info@brookstropicals.com

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



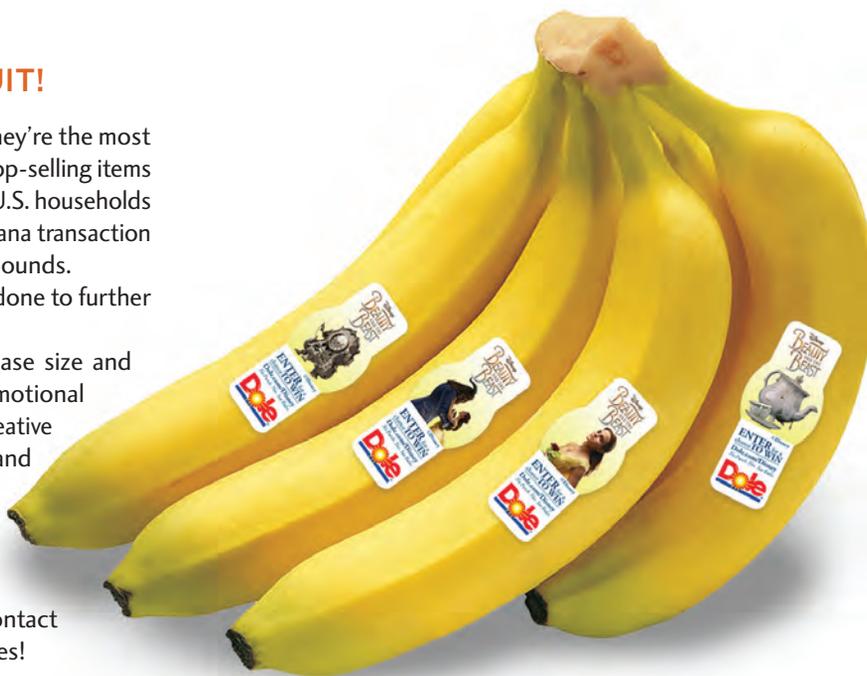


BANANAS: STILL AMERICA'S FAVORITE FRUIT!

It's no secret that people love bananas. In fact, they're the most popular fruit in the produce section and one of the top-selling items sold in grocery stores, with more than 90 percent of U.S. households buying bananas each week. Yet, the average retail banana transaction size has stayed the same for years at roughly 2.5 pounds.

So, with that much success already, what can be done to further increase sales?

Savvy retailers can help increase banana purchase size and profits by taking advantage of newly expanded promotional programs and materials provided by Dole. Through creative banana usage ideas and recipes, in-store posters and educational materials, even greater messaging on sustainability and accountability, plus digital and social support, Dole is committed to making it easier than ever for retailers to give their shoppers more of the sweet, yellow fruit they already love. Contact your Dole representative to boost your banana sales!



TOP TIPS TO BOOST SALES

- Sell bananas at every stage. Not all shoppers are looking for the same level of banana ripeness. Offering multiple color stages appeals to broader shopper tastes and may increase purchases and purchase size.
- Expand your varieties. The Cavendish is still America's favorite banana, but offering other exotic varieties such as DOLE red bananas, plantains and baby bananas can widen your audience.
- Offer organic. Industry stats prove that organic has grown from a trend to a lifestyle. Your customers may be actively looking to increase organic consumption, including bananas. Dole started its organic program more than 20 years ago and is now the world's largest provider of fresh organic bananas.
- Don't limit bananas to the produce section. Secondary banana displays near the cereal aisle, dairy section or check-out can promote bananas as an impulse purchase or snack option.
- First impressions are important. Keeping your displays fully stocked with beautiful, ripe DOLE bananas is the key to attracting consumer's attention.

DOLE AND DISNEY MAKE HEALTHY LIVING FUN

Last fall, Dole and Disney announced a multiyear initiative to make healthy living fun and support parents as they encourage their kids to make healthier food choices. The program includes the launch of a new assortment of branded DOLE® fresh produce at grocery and retail stores nationwide, offering exciting health and nutrition programs themed to Disney films and characters, designed to encourage families to eat more fresh fruits and vegetables.

Parents are looking for convenient, nutritious foods for their families and one of their biggest challenges is kids' resistance to eating more fruits and veggies. But research shows that favorite characters have a tremendous influence on acceptance and behavior among children. In fact, when kids see favorite characters promoting fruit and vegetable consumption, they are more likely to choose fruits and vegetables themselves.

The combined strength of Dole's delicious products and nutrition education and Disney, Pixar and Star Wars films' and characters' are championing the cause with a host of exciting programs all year long.



DOLE'S "THERE'S BEAUTY IN HEALTHY LIVING"

In March 2017, Dole and Disney launch the first of three healthy-living initiatives planned for the year, and themed to Disney's *Beauty and the Beast*, arriving in theaters March 17. The two-month campaign will feature consumer promotions, custom digital content, character-inspired recipes, healthy living tips, an in-store retailer display contest and Disney-branded DOLE fresh fruits and vegetables, including DOLE bananas.

DOLE "There's Beauty in Healthy Living" Campaign Elements:

- Disney's *Beauty and the Beast* characters on DOLE bananas, pineapples, salads and vegetables
- Compelling character-based fresh fruit and vegetable recipes
- Digital and social media integrations, including interactive quiz and activities
- Promotional sweepstakes for a fun-filled theme park vacation to Orlando
- Retailer banana display contest



To learn more about how Dole and Disney are partnering to make healthy eating fun, visit Dole.com/Disney for more information.



Dole
One Dole Dr.
Westlake Village, CA 91362

818.874.4000

www.dole.com



THERE'S
Beauty
— IN —
HEALTHY LIVING



Disney
*BEAUTY
AND THE
BEAST*

IN THEATRES MARCH 17

©Disney

Dole and Disney Make Healthy Living Fun

Dole and Disney have come together to make healthy living fun for all. All year long, Dole is offering exciting health and nutrition programs, themed to Disney films and characters, that are designed to encourage families to eat more fresh fruits and vegetables.

The fun starts in March with “There’s Beauty in Healthy Living” celebrating Disney’s *Beauty and the Beast*. Through character-inspired recipes, sweepstakes, in-store activations and branded DOLE® Pineapples, Salads, and specially stickered DOLE Bananas, we’re making it easier for your shoppers to make healthier choices. After all, the best stories begin with healthy living.

Ask us about our “There’s Beauty in Healthy Living” produce display contest with prizes exclusively for our retail partners!

*Contact your Dole representative to learn more about
how Dole and Disney are making healthy living fun.*

Visit Dole.com/Disney for more information.



DOLE AND RELATED MARKS ARE TRADEMARKS OF DOLE FOOD COMPANY, INC.

The “Dole” There’s Beauty in Healthy Living Display Contest” begins on 3/6/17 at 12:00 p.m. PT and ends 4/16/17 at 11:59 p.m. PT. Open only to legal U.S. residents who are currently employed by a supermarket retailer selling Dole produce in the U.S., 18+. NOT OPEN TO THE GENERAL PUBLIC. Void in Puerto Rico & where prohibited. See Terms & Conditions at Dole.com/disney. Sponsor: Dole Food Company, Inc.



BERRIES

Naturipe Farms



100 YEARS OF NATURIFE

Since 1917, Naturipe Farms has been dedicated to growing premium quality berries through its unique partnership of fresh berry growers. Cultivating with care and unwavering efforts of sustainable farming over the past 100 years is a milestone achieved by Naturipe's generations of family farmers across the globe, whose unyielding tenacity, passion and integrity goes into producing every delicious, vibrant berry the "Naturipe Way".

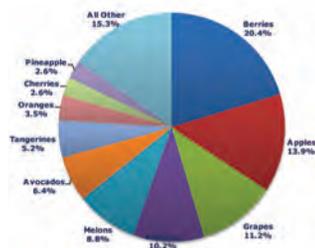
HEALTHY CONVENIENCE

Today's shopper is always on the go and looking for convenient, healthy snack and meal options. Retailers can encourage these purchases by creating a well-stocked, eye-catching berry display at the front of your produce department with Naturipe® strawberries, blueberries, raspberries and blackberries.

PROMOTIONS, DISPLAYS & ADVERTISING HELP INCREASE SALES

- Consumers place a huge emphasis on TASTE when purchasing fruit.¹ Prove to customers how delicious Naturipe berries are by offering in-store sampling.
- LOCALLY grown produce is highly desirable.² Naturipe's state-specific labels and grower-featured signage show your customers where and who our berries come from.
- 79% of shoppers are drawn to a SALE,² making price promotions a great way to increase purchase intent.
- EDUCATE customers on the HEALTH BENEFITS and VERSATILITY of berries. Cross-merchandise berries with other healthy, complimentary items such as yogurt or mixed greens. Encourage use by including recipes and cooking suggestions alongside the display.
- 1 in 3 produce purchases are unplanned,¹ which allows for great opportunity to UP-SELL by displaying all berry types together. Naturipe's 1-pound strawberry and 1-pound blueberry packs are the perfect mix and match pair.

Fruit - % of Dollar Sales



52 Weeks ending 1/22/2017 - IRI/FreshLook Marketing, Multi-Outlet.

Customers are continuing to increase their berry purchases, with berries accounting for over 20% of total fruit sales.

- Naturipe berries are available YEAR-ROUND. Take advantage of this and get creative with merchandising displays and usage suggestions, such as: *mango, blackberry and feta appetizer bites or strawberry, mozzarella and basil atop baked balsamic chicken.*³

GO DIGITAL

WEBSITE & SOCIAL MEDIA outlets are great tools to help consumers make informed decisions.⁴ Use these outlets to promote in-season berries via special offers, coupons, recipes and meal-prep tips.



BERRY CARE AND HANDLING

- Do not break the cold chain — even while on display (32 to 34 degrees is ideal) to prolong freshness
- Keep berries away from moisture
- Inspect berries before putting on display — remove bruised, damaged or decayed berries to keep from spreading
- Maximize selling opportunities by keeping display well stocked

¹ Source: USHBC Opportunities Assessment Study, 2016

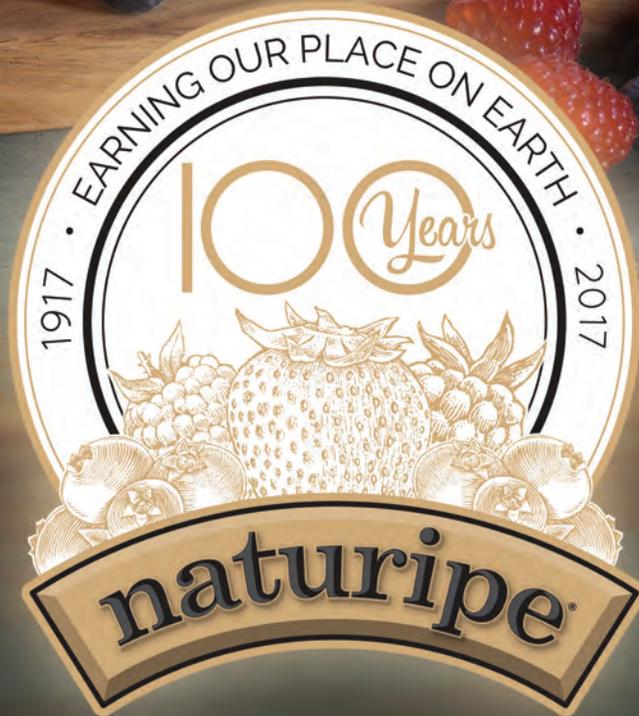
² Source: The Packers Fresh Trends 2016 Survey (a survey of more than 1,000 targeted respondents who are members of a nationwide panel)

³ pinterest.com/naturipe

⁴ Source: PMA, Takeaways From Fresh Connections: Retail Consumer Panel



 **Naturipe Farms**
 PO Box 4280, Salinas, CA 93912
 **831.443.2358**
 www.naturipefarms.com
sales@naturipefarms.com



Naturally *in* Good Taste

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 focus on innovation, we are perfectly suited to be your *total berry solution*.

naturipefarms.com



Kern Ridge Growers, LLC

Carrots are one of the most popular vegetables in the United States and per capita consumption of carrots in U.S. households continues to hold strong. Carrots are an easily promotable item due to their shelf-stability, wide appeal and versatility.



WHY CARROTS?

- Carrots are an easy and versatile produce item appealing to a wide range of customers.
- If handled correctly, carrots maintain shelf life with little shrink.
- Carrots are a staple and can be promoted as a key meal component.

MERCHANDISING TIPS

- Be sure to merchandise a variety of presentations for optimum appeal, including bagged whole carrots, baby carrots, mini carrots with tops and other fresh-cut carrot options, including organic.
- Promote value packs of large, whole carrots for juicing and cross-merchandise with other produce items (apples, pears, kale).
- Tout the health benefits of carrots, focusing especially on the fact that carrots have the largest content of vitamin A (beta-carotene). One hundred grams of carrot will provide 104 percent of the recommended daily dose.
- Provide meal suggestions, including usage in stir fry, stews or pot roast.
- Display signage introducing the grower so consumers love connecting with the farm.

DISPLAY CARE HANDLING

- Maintain carrot temperature between 33 to 35 degrees with a relative humidity of 98 to 100 percent.
- Carrots are ethylene sensitive and should not be stored or transported with ethylene-producing items.
- Whitening of carrots is caused from air within drying the outer cells, otherwise known as oxidation, of peeled carrots. Advise customers to soak peeled carrots in ice water to restore freshness and brilliance.
- Handle carrots properly through the cold chain to extend shelf life.

Fun Facts to Share

Just one medium carrot or a handful of baby carrots counts as one serving of your daily veggies.

Orange carrots are a great source of beta-carotene. Carrots contain a group of plant pigments called carotenoids, and beta-carotene is a member of this group. These plant pigments were first identified in carrots and therefore, their name was derived from the word "carrot."

Our bodies turn beta-carotene into vitamin A. Carrots are one of the best sources of vitamin A. Vitamin A is good for your eyes, bones, teeth, vision and skin.

Carrots are a good source of fiber, which is good for the health of your digestive system.

One glass of milk contains the same amount of calcium as in 9 carrots.

The carrot is one of the most sugary vegetables in the world — second only to beets.



Kern Ridge Growers, LLC
PO Box 455, Arvin CA 93203

661-854-3156

www.kernridge.com
sales@kernridge.com



Full Line:
From Conventional to "All Natural" Organic Label



We offer So Many Reasons To Call Us
(661) 854-3156
Andrew • Eric • Chris • Rob



CAULIFLOWER

Green Giant™ Fresh

GREEN GIANT FRESH: CAULIFLOWER

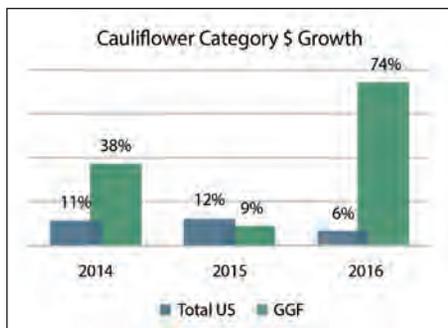


Green Giant™ Fresh (GGF) is an industry-leading produce supplier whose product line spans 30 commodity items and 200+ branded goods in the commodity and value-added categories.

Committed to giving back, GGF is the only fresh produce brand featuring Box Tops for Education clips — an important earnings program that benefits America's K-8 schools. Box Tops clips can be found on 100+ of their products and as of 2016, GGF's contributions to this worthy cause reached \$2 million.



CONTINUALLY INNOVATING



In 2015, Green Giant Fresh launched a category redefining item to the marketplace — Cauliflower Crumbles®, the original chopped cauliflower.

As a brand, GGF outpaced Total U.S. by nearly 15 percent, and comprised a whopping 44 percent of the dollar growth of the cauliflower category in 2016. This brand is the fastest growing in the cut-vegetable segment, seeing 37percent growth.

With its new Cauliflower Crumbles line extensions — and continued innovation going full steam ahead — the company is poised for continued growth in 2017.

- #1 Brand in cauliflower, in addition to other fresh vegetable categories
- GGF comprises 44 percent of dollar growth of the ENTIRE cauliflower category in 2016



Green Giant Fresh
Salinas, CA 93901

831.751.3800

www.greengiantfresh.com
lbigras@thegiant.com

RECOMMENDED DISPLAY IDEAS

From whole head and florets, to medleys and Crumbles, Green Giant Fresh cauliflower products should be merchandised in refrigerated cases in the fresh-cut, value-added section of the produce display.

Following the success of Cauliflower Crumbles, Green Giant Fresh added two new popular Crumbles blends that are showing early signs of similar popularity. We recommend this line of Cauliflower Crumbles items be displayed in prominent positions for consumers to easily see.



GROWING LOCATIONS & AVAILABILITY

Sourced from California's Salinas Valley from March-November, and Yuma, AZ, from December-February, all Green Giant Fresh premium fresh commodity vegetables, blends and unique value-added items are available nationwide year-round.



PROMO & MERCHANDISING OPPORTUNITIES

There are plenty of opportunities throughout the year to promote cauliflower by challenging consumers to get creative by using it as a healthier alternative to mashed potatoes, rice or pasta dishes.

- Promoting cauliflower in the produce department is a year-round opportunity — great for grilling florets and cauliflower steaks (summer months), to tossing into salads as a fresh, crunchy topper (year-round), or using as an essential ingredient in warm creamy soups and holiday side dishes (fall and winter)
- Create displays featuring unique usage ideas or recipes to pique consumer interest; encourage parents to use cauliflower to create tasty and healthy meal options for kids, like cauli mac 'n cheese, tots, eggrolls and pizza — even desserts!
- Recipe cards, channel strips and wobblers/danglers are available to be customized for retailers to help bring about awareness to products and their unique attributes



Expand your Cauliflower Category with Cauliflower Crumbles™



Now available in 3 popular options—the original
Cauliflower Crumbles, Fried Rice Blend and
Sweet Potato & Cauliflower Crumbles

Green Giant *Fresh*

Try our
exciting new
blends!



Contact us today for more info: 831.751.3800 • GreenGiantFresh.com



CHERRIES

Chelan Fresh

FRESH CHERRY SOLUTIONS FOR EVERY SHOPPER, BUDGET AND HOUSEHOLD

Fresh cherries excite consumers. They're seasonal and limited. Retailers can benefit from the get-it-before-it's-gone mindset. When it's Northwest cherry season, consumers are ready to buy based on impulse. And in best-case scenarios, cherries can outsell some year-round produce.



GET THEM OUT

Get cherries out of delivery cartons quickly and into clear pouch bags. Build large displays at the front of the store or department, communicating fresh, seasonal fruit.



When showcasing, add something near the display to grab consumers' attention. From checkered tablecloths to pie tins, cherry season is also summer season, so get creative.

LET THEM BE THE EXPERTS

Studies have shown that eight out of 10 consumers who sample cherries prior to purchasing will buy them. Let them be the experts!



CONVENIENCE IS KING

Display this as an on-the-go convenience snack in fresh fruit or deli areas.

TIPPING IS ENCOURAGED

Be ready to engage with customers on how best to prepare and store cherries. If they know how to make them last longer, they'll buy more. Have tips on hand to share.



DELIGHT YOUR CUSTOMERS

Super-sweet Orondo Ruby cherries, a Chelan Fresh exclusive. Large fruit with an irresistible color.



Consumers want to know exactly what they are buying, so use signage that clearly names the product and variety. Ensure the price is clear and accurate.

Chelan Fresh distributes multiple varieties of fine Northwest cherries.

		Production Peak									
VARIETY	Package	6/14-20	6/21-27	6/28-7/4	7/5-11	7/12-18	7/19-25	7/26-8/1	8/2-8	8/9-15	8/16-22
Dark Sweet	2.25# Pouch	Every Day Offering - Price Leadership									
	½ Dry Pint Clam	Opening Price Point & Trial									
	Cup O'Cherries	On the Go Convenience									
	3-4# Clam	End of Season - Stock Up									
Rainier	1.25# Pouch	Premium Variety									

CHELAN FRESH

- Chelan Fresh
PO Box 878, Chelan, WA 98816
- 509.682.2539
- www.chelanfresh.com
comments@chelanfresh.com



CHELAN
FRESH

WASHINGTON'S FINEST
MOUNTAIN-GROWN FRUIT



Call us today to learn about our innovative products and popular varieties.
chelanfresh.com • 509.682.4252





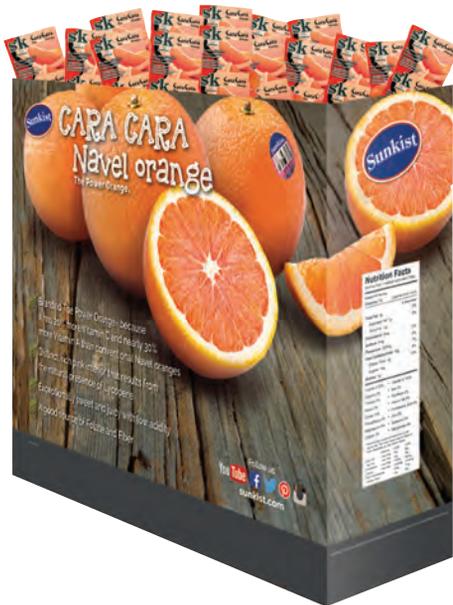
CITRUS

Sunkist

RECOMMENDED DISPLAY IDEAS

Winter is peak citrus season, and during these dark, cold months, citrus displays can brighten up stores to drive consumer excitement and sales.

At Sunkist, we believe the most successful displays are not only eye-catching, but also educational. This is because education in the produce department is critical to drive sales, particularly for specialty varieties such as Meyer lemons, Cara Cara navel oranges, Blood oranges, Minneola tangelos and Gold Nugget variety Mandarins.



POINT-OF-PURCHASE/SIGNAGE

One of Sunkist's most powerful retail marketing tools is its fully customizable display bins, which can be digitally printed directly on corrugated

board. These bins, available with varying footprints, are easily assembled and can stand alone or enhance existing displays. The bins address retailers' needs for flexibility, offering the ability to quickly and fully customize for various promotional opportunities in cost-effective quantities.



VARIETY AND AVAILABILITY GUIDE

Sunkist offers fresh, California- and Arizona-grown citrus year-round, but wintertime is peak citrus season. During the winter months, there are many specialty varieties available for a limited period, creating an opportunity to generate seasonal excitement among consumers. Sunkist's point-of-sale materials emphasize seasonality information to help bolster this peak season enthusiasm and drive sales.

PROMOTIONAL/ADVERTISING IDEAS

Families are looking for ways to snack healthier. Sunkist citrus offers an array of health benefits. Our promotional materials are aimed at emphasizing these benefits to consumers. For example, Sunkist has branded Cara Cara navel oranges as



“The Power Orange” because they contain 20 percent more vitamin C and nearly 30 percent more vitamin A than regular navel oranges.

Sunkist also offers materials promoting the cooperative's S'alternative program, which promotes sodium reduction by encouraging consumers to flavor food with freshly squeezed lemon juice and zest instead of high-sodium seasonings.

Consumers today also expect transparency when it comes to the food they feed their families. As a cooperative of multigenerational family farmers, Sunkist has powerful stories to tell consumers about the care, dedication and heritage behind its citrus. To help retailers tell these stories in the retail environment, we created point-of-sale materials featuring the multigenerational families who grow Sunkist citrus.

CROSS-MERCHANDISING OPPORTUNITIES

Citrus is such a versatile fruit, making it a great item to promote throughout the store. Sunkist's secondary display units give retailers the flexibility to showcase Sunkist products in the front lobbies, at the registers, or in the seafood, liquor/beer, water or pharmacy departments to drive incremental sales.

QUICK TIPS

Capitalize on creative seasonal opportunities to promote citrus. For example, in addition to being a wonderful ingredient, citrus makes fantastic décor for Easter entertaining. Also, as a guacamole staple, display lemons and limes along with avocados for game-day entertaining and Cinco de Mayo.

Leverage consumer health and lifestyle trends with the versatility of citrus. For example, display nutrient-rich Cara Cara navel oranges in the pharmacy section to capitalize on consumers looking for natural cold and flu prevention options, or market lemons in the household department to promote natural-cleaning solutions.



a cooperative of family farms since 1893™

Sunkist

sales@sunkistgrowers.com



MARKETED BY
Sunkist
GROWERS, INC.

Get ready for the Gold Rush,
with Sunkist® Gold Nugget
variety mandarins.

From Sunkist's family farms to tables everywhere.

Gold Nugget variety mandarins are deliciously sweet with a beautiful, bright bumpy rind. Strike gold by capitalizing on consumer excitement for this special, seasonal variety.

Like a cherished family recipe handed down through generations, our citrus is nurtured by more than 120 years of experience. At Sunkist, we're deeply committed to tradition but also to innovation and sustainability, both on the farm and in the marketplace – embracing fresh approaches for citrus lovers today and tomorrow.

To score this season's Gold Nugget variety mandarins, contact Sunkist sales: sales@sunkistgrowers.com.

To learn more about Sunkist,
visit www.sunkist.com

Sunkist is a trademark of Sunkist Growers Inc., USA. © 2016



a cooperative of family farms since 1893™



Truly Good Foods

Consumers are looking for healthy snacks — what better place to look than in the produce department? About 40 to 50 percent of U.S. retailers have dried fruit as a category in produce. Dried fruit often serves as an alternative to salty and sugary snacking. For Truly Good Foods, dried fruit category sales have shown consistent 10 percent-plus growth for the past three years.

RECOMMENDED DISPLAY IDEAS

We try to merchandise our dried fruits and nuts in the produce section whenever possible, since we believe that people who shop for produce are more interested in healthy eating. Dried fruit is always a great substitute for fresh fruit, especially when fresh fruit is not in season or people are looking for fruit with a longer shelf-life.

Trail mixes often are an impulse item, so placing them on their own rack in the front of the produce department lets the shopper see them immediately. Consider putting nuts, dried fruit and trail mixes together, since consumers will grab multiple items, adding to the ticket total.

Convenience is always an important factor for consumers when choosing packaging, so grab-n-go packaging is a must-have for snacks. Also, clean packaging that gives the product a fresh in-house packaged look is a proven winner.

Finally, take advantage of space near the checkout aisles. While consumers may look for trail mix in the produce department or with snacks in the grocery aisle, they may also grab a package of trail mix on their way out instead of a candy bar.

VARIETY AND AVAILABILITY

Many times the terms “trail mix” and “snack mix” are used interchangeably to describe a relatively small grouping of items. At Truly Good Foods, we sell more than 60 different mixes, each with its own unique taste and many potential applications. Here are some breakdowns of the different flavor profiles for trail mixes:



Nut and Fruit Mix: This category ranges from a smaller ingredient mix which might consist of peanuts and raisins to a more complex mix like our California Mix, which contains 14 different nuts and dried fruits. Generally, the application for this type of snack mix is a quick, well-rounded snack, with an extra focus on an energy snack for outdoor enthusiasts. In many cases, this type of mix may also contain seeds, such as pumpkin and sunflower.

Bar Mix: Though this mix will be found in many places other than a bar, it is a general term used to describe crunchy, sometimes salty, starch-based mixes. The application for this type of mix is often on a bar, to increase beverage consumption, but can also be used in many retail settings. This category of mix may also contain a slightly sweet component, such as honey-roasted peanuts, to offset the savory crunch.

Sweet Snack Mix: This category of snack mix is generally used to describe mixes with a sweet taste. Truly Good Foods blends a number of sweet snack mixes with very unique tastes, such as Banana Split and PB&J Mix. Components in this category of mixes may vary greatly between blends, but it always comes back to an overall

sweet taste. Sweet snack mixes are perfect for a party and make a great snack or dessert topping.

Nut and Fruit Mix PLUS: While this group of mixes is based on a traditional nut and fruit mix, Truly Good Foods adds one key ingredient to enhance the taste and texture of the mix. Cinnamon Splendor, a nut and fruit mix that adds a natural cinnamon yogurt raisin to give it a smooth cinnamon finish. A chocolate-covered blueberry is added to Blueberry Thrill to give it the chocolaty blueberry flavor. This category of mixes is the perfect indulgent snack. While customers get to snack on healthy nuts and dried fruit, they also cure their sweet craving and feel like they are indulging.

Sweet & Savory Snack Mix: Truly Good Foods has been a pioneer in this class of snack mix for 40 years. It started with one of our original snack mixes, Sunburst, which combines peanuts, almonds, raisins and chocolate gems. The unique taste making this blend so popular is the slightly salty taste that comes off the peanuts and on to the sweet raisins. This category of mixes is versatile and can be used anywhere. It continues to grow as food trends continue to point to bold and unique flavor profiles.

OUT-OF-THE-BOX PROMOTIONAL *ideas*

Always have a couple of items in the set on TPR to attract customers to the section.

Make products available in many different areas of the store — checkout, beer aisle, clip strips, grocery aisle and produce.

Provide recipes.

QUICK TIPS

If you carry trail mixes in bulk, keep displays clean and free of spilled food — you will sell more with a clean display.

Store product in a dry cooler if it is not on display.

Take advantage of stand-alone displays rather than only using crates at knee level.



Truly Good Foods
1100 Continental Blvd.,
Charlotte, NC 28273
704.588.0400
www.trulygoodfoods.com
chartman@trulygoodfoods.com

TGF
Truly Good Foods
Who could say no to Truly Good?

York's Harvest Garden Chips



94% of Americans snack daily.
60% of consumers wish there were
healthier snack options. -Mintel

Give your customers
the all natural snacks
they are craving.

To request a sample, go to
www.trulygoodfoods.com/GC

**WOMENTM
OWNED**



Crunchies Natural Food Company



TRACEABILITY IS ADDING A WHOLE NEW LEVEL TO PACKAGED FOODS CONVERSATIONS

Farm-to-table persists as a hot topic among natural food consumers. It is no longer a trend, but an idea taking root as the norm. Traceability has followed as a distinguishing attribute of quality natural foods. Cognizance of growing origins and manufacture are vital factors driving consumer purchases. Packaged food compa-

nies are creating brand transparency by giving consumers an inside look at their sourcing practices. For instance, Crunchies Natural Food Company, maker of freeze-dried snacks, has cultivated methods of sourcing that follow the sun around the globe. This ensures that Crunchies secures a year-round supply of the finest quality,

best-tasting produce from regions with ideal growing conditions. Crunchies is the only freeze-dried company doing so. To remain competitive among today's health-oriented consumers, consumer packaged goods companies should seriously appraise the benefits of joining the traceability movement.

VIRTUES OF FREEZE-DRIED

Health-conscious consumers pursue whole foods with clean labels and ingredients they can pronounce. Simplicity is essential. Despite the demand, single ingredient snacks remain limited, even in the natural food realm. Many consumers turn to raw fruits and veggies in their quest for clean nutrition. Unfortunately, fresh fruits and veggies typically have a limited shelf life, creating substantial waste for consumers and retailers alike. The USDA estimates that 30 to 40 percent of all U.S. food from farm-to-fork was wasted in 2010. That's 133 billion pounds of food worth \$161 billion¹. Freeze-drying is a viable solution to preventing spoilage and rapid nutrient loss. In fact, freeze-drying immediately after harvest retains about 95 percent² of nutrients and antioxidants without adding preservatives, sugar or other additives. Freeze-dried snacks also offer ultimate convenience, eliminating the hassle and mess of fresh produce.

CATEGORY PERFORMANCE

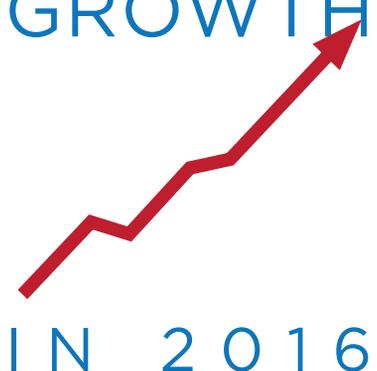
Performance of the freeze-dried category is on the rise. In 2016, the category grew more than 26 percent in the United States.³ In fact, data shows that when freeze-dried snacks are properly merchandised, they outsell raisins, dried cranberries and prunes. There is a budding opportunity for augmented business at retail, and as household penetration surges, the freeze-dried category will steadily advance.

MERCHANDISING = SUCCESS

Freeze-dried consumers share characteristics with fresh fruit consumers. Both are perimeter shoppers with larger basket sizes, and both seek nutrient-rich whole foods typically sold at higher prices. Therefore, it is logical to merchandise freeze-dried snacks in the produce department where the health-conscious consumer explores better-for-you options. Cross-merchandising is an optimal way to capitalize on sales and reduce shrink. Display shippers and case stacks are both convenient, easy methods to create eye-catching displays. They are also an attractive means to capture incremental sales by merchandising freeze-dried fruits within the healthy snack set.

26%

CATEGORY GROWTH



*Crunchies Natural Food is a producer of freeze-dried fruit snacks and can be reached at 888.997.1866 or at crunchiesfood.com. ¹Source: <https://www.usda.gov/oce/foodwaste/faqs.html> ²According to a study conducted by Chaucer in conjunction with Newcastle University. ³According to IRI data.



trace
our fruit's
roots

Crunchies® is the only vertically integrated, freeze-dried snack brand in the US. Our category-leading innovation, quality, and incredible taste can add a significant sales lift to your produce snack set. Let's discuss your freeze-dried business and grow together.

CRUNCHIES
PURE FRUIT IN EVERY CRUNCH™

Contact us at 888-997-1866 to learn more or visit crunchiesfood.com



FRESH-CUT VEGETABLES

Apio Inc.

THE LEADER IN FRESH-CUT VEGETABLES

Apio, Inc. is the innovative category leader in high-quality fresh produce, offering consumers easy and delicious ways to eat healthy all year-round. Apio's full range of food service and retail Eat Smart bagged vegetables, vegetable salads, and vegetable trays have become one of the strongest brands in fresh-cut vegetables. The Eat Smart brand leads in sales of fresh-cut green beans and is the leader in fresh-cut branded bag and tray sales within the United States. Apio products account for 20 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 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. 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 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	Easter, Memorial Day, Fourth of July, Labor Day
Broccoli	Easter, Christmas
Cauliflower	Thanksgiving
Trays	Super Bowl, Thanksgiving, Christmas, New Year's

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

67.1%

In the past year, 67.167% of U.S. households purchased fresh-cut vegetables

AVERAGE FRESH-CUT VEGETABLE BASKET SIZE

\$96.81

Compared to the average basket size with any produce item: \$81.23

Source: Nielsen Answers Data. Total Fresh Vegetables and Herbs. Latest 52 weeks ending 12/31/16.



Apio Inc.
 PO Box 727, Guadalupe, CA 93434
 800.454.1355
 www.apioinc.com
 info@apioinc.com



Innovations that inspire.

Contact us today to learn more | www.eatsmart.net | 800.454.1355





Maurice A. Auerbach Inc.

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. Garlic's use as both a seasoning and an ingredient in food means year-round promotion yields sales.

PROFITABLE VARIETY

The garlic 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.

Garlic options can even 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.

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

DISPLAY IDEAS

Effectively displaying garlic means avoiding the "specialty jinx" of displaying in a small area set aside like a tiny row or a little basket. Showcase garlic in a large, visible display to encourage sales.

Justify generous space with a full range of products displayed — since garlic is never



consumed alone. 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 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.

A festive arrangement of garlic braids functions as great signage to bring attention to the display.

Secondary displays also increase sales. Put 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.

PROMOTION AND CROSS-MERCHANDISING OPPORTUNITIES

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

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

Super Bowl or other major sporting events provide opportunity to focus promotions on

QUICK FACTS

Display and promote a full range of garlic items

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

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

the use of fresh garlic to make salsa with a kick.

Salad dressing is another great application. Have a salad dressing of the month under promotion and always using garlic.

Suggest ways 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.

For 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 trends toward ethnic food, healthful eating and variety to tie in garlic.

Garlic is a cross-merchandiser's dream because it is always used with other products.

- Cross-promote in the produce department with salad items since garlic is frequently added to salads and 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.

DISPLAY CARE AND HANDLING

Garlic should not be misted, and rotation is important since fresh garlic sitting out for long periods tends 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.

In the backroom, garlic should be stored in a cool, well-ventilated place and kept dry.



- 📍 Maurice A. Auerbach Inc. 117 Seaview Dr., Secaucus, NJ 07094
- ☎ 201.807.9292
- 🌐 www.auerpak.com

OUT-OF-THE-BOX PROMOTIONAL ideas

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

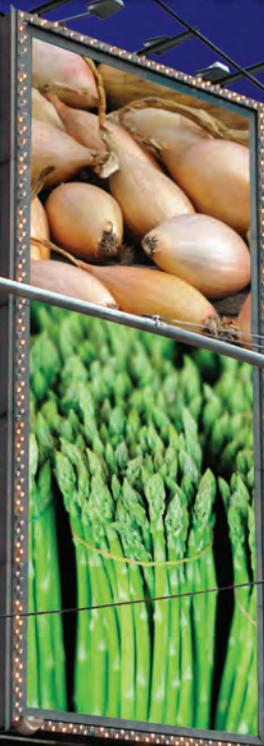
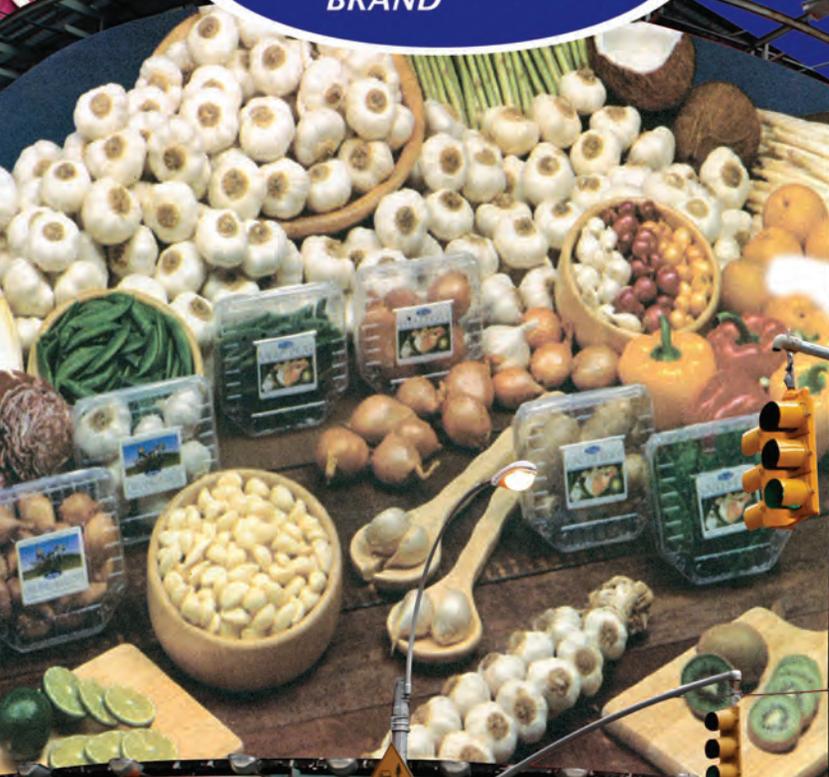
Educate customers about the taste benefits of rubbing the outside of their Easter lamb with cracked garlic prior to roasting.

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 the local newspaper to judge it and have the winning sauce recipes be part of a "Saucy Special."



A Symbol of New York!



AUERPAK



GARLIC GARLIC GARLIC



Specializing in

- GARLIC
- SHALLOTS
- GINGER ROOT
- KIWI FRUIT
- ASPARAGUS
- SNOW PEAS

Fresh For You

BULK AND PACKAGED PRODUCE



Maurice A. Auerbach, Inc.

Call 888-Auerpak

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

www.auerpak.com





North Shore

For 30 years, North Shore has worked with retail partners to drive category growth and innovation in the produce department. North Shore Living Herbs®, the original living herbs, were the first full line of packaged clamshell herbs living on the produce shelf. Today, North Shore Organic Living® is the first line of packaged clamshell-living organic herbs to revolutionize freshness in the herb category. With the roots still intact, our products last up to three times longer than fresh-cut herbs. Also, check out our potted herbs and microgreens.

BEST-IN-CLASS MERCHANDISING DISPLAYS CLAMSHELL HERBS LINE

Our displays offer clear, impactful messaging with a fresh look for nearly 20 living herb varieties merchandised in refrigeration inside the wet rack. Basil, ideally stored between 50 to 55 degrees, does best outside the wet rack. Our acrylic trays make it ideal to place the basil for cross-promotion on or next to the tomato table.



POTTED HERB LINE

Whether you utilize our single or double waterfall racks for ease and flexibility in the produce department, or place the trays at the store entrance to create a farmers market look and feel, our self-watering 9-pack trays are uniquely designed to maximize shelf life. Notice the tray has a channel at one end, and when watered, will send the flow of water to each plant without the need to move around any products.



BEST-IN-CLASS POS SIGNAGE

The recipe tags on our potted promotional items showcase an enticing finished recipe shot on the front with instructions on the back to give consumers the confidence to trade up to cooking with fresh herbs. This type of merchandising lends itself to impulse purchases.



Custom POS signage should be used to engage shoppers looking for locally produced produce, support the small farmer or help educate the consumer on a new item.



MERCHANDISING BENEFITS

- Non-GMO
- Sustainably Grown Certified
- Certified Organic Available
- Consistent Supply Year-round
- Premium Quality and Unmatched Freshness

OUT-OF-THE-BOX PROMOTIONAL ideas

Create a hydroponically, greenhouse-grown living produce section to create a destination with other complementary produce, such as tomatoes, lettuce and cucumbers.

Cross-promote North Shore Living Herbs with liquor — Mint Mojitos (rum), Whiskey Smash (rum) or Grapefruit Basil Martini's (vodka) — for a boost in sales. Make a bigger impact with our Kentucky Derby shipper, available in May.



- 📍 North Shore Thermal, CA
- 📞 760.397.0400
- 🌐 www.livingherbs.com
- 🌐 www.organicliving.farm



North Shore
Living Herbs[®]

fresh. live. flavor.[™]

NORTH SHORE.

livingherbs.com



sales@livingherbs.com



760-397-0400



Pete's Living Greens

HOLLANDIA PRODUCE, L.P.: AN EMPLOYEE-OWNED COMPANY

The Living Greens category continues to see growth and opportunity. Organics drove increased sales the past few years. This year, Hollandia Produce will drive category advancement with the spring launch of Living Strips. In addition, an exciting consumer brand, Pete's Living Greens, will replace flagship brands Live Gourmet and Grower Pete's Organic. With these changes Hollandia Produce offers a wider selection, including the Living Strips, to satisfy the appetite of consumers across demographics.

Pete's Living Greens will provide a fresh, natural and modern look that drives home the importance of hydroponic growing and its sustainability impact on the environment.

MERCHANDISING ADVANTAGES

- Stays Fresh Longer with Roots Attached
- Sustainably Grown
- Alive with Flavor
- Organic Availability
- Non-GMO
- Hydroponically Greenhouse-grown
- Available Year-round
- Unrivaled Uniformity and Quality

OUT-OF-THE-BOX PROMOTIONAL *ideas*

Create a "Living Greens" destination set — utilizing packaged or loose offerings, provide consumers a more sustainable option using the wide variety of Living Greens available.

Create a billboard effect — try stacking multiple SKUs of Pete's Living Greens to create an eye-catching display.



MERCHANDISING IDEAS

- Merchandise next to the other leafy greens and/or whole head lettuce within the wet rack. Close mist system nozzles to avoid clamshell wet spots.
- Create secondary display within salad section to provide an offering with a different selling proposition (stays fresher longer).
- Place Pete's Living Greens Organic next to the leafy greens in the produce department's organic section.
- Create a refrigerated end-cap or free-standing island for high-velocity impact.
- Display an opened clamshell among the facings to highlight freshness, color, density and head size.

PROMOTIONAL IDEAS

- Create a sensory meal experience and generate increased sales across categories by combining living butter lettuce with other salad toppers, dressings and vegetables.
- Create signage to highlight the unique selling points of the category: stays fresher longer.
- Use on-package recipes to help cross-sell with additional produce and non-category ingredients.
- Use coupon promotional displays for complementary recipe items.
- Cross-promote with other departments,

such as the meat department, for a recipe promotion like lettuce wraps.

- Use shelf-strips, talkers or wobblers to draw attention to key benefits, such as certified organic.
- Offer LTOs, BOGOs and discounts for purchases across Pete's Living Greens to increase trial and repeat usage.

HANDLING & STORAGE TIPS

- Comply with cold chain and storage temperature recommendations to maintain freshness.
- Adhere to printed package code dates and product rotation standards.

SUSTAINABILITY FACTS

- Saves up to 85 percent in water usage
- Uses 70 percent less land to grow
- Packaging is 100 percent recyclable
- Packaging designed to get more items per square foot, resulting in reduced truck carbon emissions per year
- Local trucks on CNG



Hollandia Produce, L.P.
PO Box 1327, Carpinteria, CA 93014

805.684.9363

www.peteslivinggreens.com
sales@hollandiaproduce.com

Fresh New Look Same Great Taste!

ROOTED IN FRESHNESS, ALIVE WITH FLAVOR

- ✓ STAYS FRESHER LONGER WITH ROOTS ATTACHED
- ✓ SUSTAINABLY GROWN
- ✓ ALIVE WITH FLAVOR



Call us today for samples of our top sellers!

Butter Lettuce

Red Butter Lettuce

Bouquet Lettuce
(formerly 3 in 1)

Upland Cress

Organic Butter Lettuce

Organic Watercress

Watch for more fresh & innovative products soon.



Hollandia Produce LP • For Sales, Please Call 866-LETTUCE (538-8823)
peteslivinggreens.com



NEW ZESPRI SUNGOLD™ KIWIFRUIT

- Kiwifruit is on-trend with sales, outpacing total fruit sales by more than five points.
- Leading the growth is Zespri SunGold Kiwifruit, a deliciously sweet fruit.
- A nutritional powerhouse, SunGold Kiwifruit is non-GMO and exclusive to Zespri.
- This amazing new variety is revolutionizing the kiwifruit category.

MERCHANDISING KIWIFRUIT 101

The #1 reason consumers say they do not eat kiwifruit is that it is not always available. We know you carry it, so simply put, they cannot find kiwifruit!

Help consumers find kiwifruit in the produce section:

- 1) **Display kiwifruit next to other popular summer fruit**, such as stone fruit, berries and melons.
- 2) **Position kiwifruit near fruit with similar pricing strategies** to showcase better value for the consumer.
- 3) Size matters. **Build large displays of kiwifruit** to help make this nutritious fruit more visible to consumers. We can help! We have branded display bins and support for display contests. Healthy competition is good for the soul.
- 4) **Fixed weight is leading sales in the kiwifruit category.** We provide different packaging options to suit your needs.
- 5) **Use POS with colorful kiwifruit imagery** so consumers don't mistake kiwifruit for a potato.
- 6) **Cross-promotion is a win-win.**

Berries: SunGold Kiwifruit's bright gold color is a great complement to many varieties of berries, especially strawberries and raspberries. Display cut kiwifruit next to the berries with a delicious fruit salad recipe.

Greek Yogurt: Display SunGold Kiwifruit near the yogurt section. With the popularization of many low-carb diets, consumers are choosing a protein-filled breakfast over traditional cereals. Greek yogurt is a favorite and pairs perfectly with kiwifruit.

Chips & Kiwi Salsa: Display chips and ingredients for SunGold Kiwifruit salsa together, accompanied by our kiwifruit salsa recipe.

- 7) **In-store demos are a natural draw for consumers.** Experience shows once consumers try SunGold Kiwifruit, they come back for more.



QUICK TIPS

Go to the source, we can help! Zespri can provide the tools to help support and customize your promotional calendar. Contact us today!



PICKING THE PERFECT KIWI

HOLD IN HAND AND SQUEEZE GENTLY. WHEN RIPE, KIWI GIVES TO SLIGHT PRESSURE, SIMILAR TO AN AVOCADO.

- 1 CUT**
SIMPLY SLICE THE KIWI IN HALF
- 2 SCOOP**
USING A SPOON, SCOOP OUT THE TASTY INSIDES OF THE KIWI
- 3 ENJOY!**
ENJOY A DELICIOUS, HEALTHY SNACK THAT IS EASY TO EAT

OUT-OF-THE-BOX PROMOTIONAL ideas

Use SunGold Kiwi in fresh-cut operations to help bring awareness to its deliciously sweet, yellow inside



Zespri®
567 San Nicolas Dr., Suite 400
Newport Beach, CA 92660

zesprikiwi.com
info@zesprikiwi.com





TASTE THE DIFFERENCE



Contact Us To Plan Your ZESPRI® Program Today!

info@zesprikiwi.com

@ZespriKiwifruit     



Vision Import Group

All consumers use limes; they cannot be overlooked. Limes cross over all cultures and cuisines. Although limes in the United States have been displayed as a tropical/ethnic item in the past, they are now mainstream. Aggressively promoting limes will yield increased sales.

Direct grower relationships make the Vision Companies unique and allow us to deliver the highest quality produce and service 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

- Make displays prominent, and be aggressive.
- Utilize the shipping boxes, and show off the labels to increase consumer confidence in your quality.
- Display limes with recipes. Ideas include marinades, zesting for desserts, a squeeze of lime as a condiment.

PROMOTIONAL/ADVERTISING IDEAS

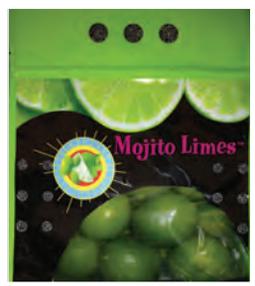
- Limes are extremely versatile — incremental sales and positioning will bring limes to a top-grossing produce item.
- Place in the butcher section and/or seafood department with recipe recommendations.
- Place in a basket in the beverage aisle with a reminder: "Don't forget the limes!"

OUT-OF-THE-BOX PROMOTIONAL ideas

Host a "Going Green" day at your store to increase environmental awareness while selling product and having fun. Promote locally sourced foods along with lime displays. The Vision Companies are very conscience of environmental impacts as our livelihood comes from the land.

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

Promote limes in a "Refreshing Drink Display" with other citrus and various drink components — from sparkling water to drink mixes. This not only increases lime sales, but adds ring from higher-end components.



- Keep limes at 48 degrees; 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 to 50 degrees.

QUICK TIPS

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

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.

- Promote using fresh lime juice to enhance beverages from Lime-aid to Mojitos.
- Special occasions are an opportunity to sell limes. Any occasion for home entertaining (Super Bowl, Thanksgiving, Christmas, New Year's Eve, Cinco de Mayo) is a great excuse to promote limes.
- Promote during summer months for bartenders, family picnics and social gathering. With a little direction, your customers can use limes every day of the week! For printable recipes, email us at info@visionimportgroup.com.

DISPLAY CARE AND HANDLING

Remember: Good Limes Sell More!

- 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 year-round.

VARIETY AND AVAILABILITY GUIDE

Seedless lime varieties include Persian and Bearss. Persian limes grown in Mexico have set the highest standard and are the most desirable.

Seeded varieties include West Indian, Mexican, and Key.

Availability: Historically, there is lighter volume out of Mexico from 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 year-round 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

For more information on how foodservice and retail companies can start or increase lime sales, simply send an email to info@visionimportgroup.com.



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 213.622.4435
Phoenix 602.256.7783
Nogales 520.223.8920

www.visionproduceco.com

Delicious



Vision Produce Company

Los Angeles • 213.622.4435

Nogales • 520.223.8920

Phoenix • 602.256.7783

www.visionproduceco.com



Vision Import Group

New Jersey • 201.968.1190

Texas • 956.843.6600

Florida • 863.583.4970

www.visionimportgroup.com



“Your Direct Link to the Grower”



Ciruli Brothers

5 WAYS TO BOOST MANGO CATEGORY SALES

Mango availability has reached new heights, with an import volume record of more than 100 million cases in 2016 (up from 62 million in 2005). With rising popularity of this delicious, nutritious and versatile fruit, make sure you're doing the right things to help grow sales.

Know your market. Conventional or organic? Large or small? Customize SKUs so that product and packaging are aligned with your values and those of your local community. Know what drives your customers to purchase — demographics such as age, ethnicity and income. Adjust SKUs and prices accordingly, whether it is advertising in bulk with more frequent promotions, or displaying multiple SKUs at different price points.

Location is important, but so is presentation. How much shelf space you allocate and the placement of your displays will help determine the efficacy of your promotions. How you stage your displays also plays a key role in driving sales. Displays should be creative, visually appealing and enticing.

Convenience sells. Don't underestimate the power of value-added packs. Increasingly, more retailers carry made-in-store mango salsas and fresh mango spears and chunks in plastic cups. According to the National Mango Board, fresh-cut sales rose 29 percent in 2015 from 2014 to \$59.2 million — a jump of 47 percent from 2013. Convenience aside, offering fresh-cut options allows consumers to try ripe and ready mangos, giving them a true picture of their flavor and versatility.

There are benefits in carrying packed goods: they are convenient for those on the go or those who buy in bulk. Packaging offers a layer of protection, and if done correctly, should manage



to showcase the fruit while including POS information, such as recipes or nutritional data. There are many packs available, from different count clamshells to smaller, display-ready cases.

Make mangos easy. Take the guesswork out of selecting mangos and ensure quality and flavor are consistent to ensure repeat buys. You won't grow the category if you repeatedly display hard, immature fruit.

Educate. Work with suppliers or the National Mango Board to develop consumer education messages. Highlight traits that are important to your customers with POS signage. Information should be readily available and easy to spot.

Sample. Offer ripe fruit and sample it in-store. Pre-conditioned mango programs are gaining momentum; they guarantee customers have consistently ripe and great-tasting fruit. Be sure to pair with a supplier who has tested pre-ripening and understands the role of logistics in replenishment to keep displays fresh and minimize shrink.

Really know your commodity. Gain a better understanding of the mango supply chain and the steps you can take to ensure adequate handling.

Mangos are available year-round. Variety and supplies vary throughout the year.

Color is not an indicator of quality or ripeness. Like avocados and other stone fruit, a better ripeness indicator is how firm/soft the fruit is.

Never display mangos chilled. Keep displays at room temperature, away from misters and ethylene sensitive items.

Exercise firm control over holding temperatures to ensure better quality and shelf life.

Hold between 56 and 65 degrees to ripen and add color.

Hold between 52 and 55 degrees to hold ripeness and color.

Holding at lower temperatures ≤ 50 degrees for extended periods may lead to chill injury, which damages the fruit from the inside, offsetting pulp color, texture and flavor.

Minimize the risk of chill damage by communicating temperature requirements to transportation providers and by incorporating temperature checks on arrival. It is worth noting that temperature affects mangos differently, depending on factors such as maturity and variety.

LOCATION	PRESENTATION
<ul style="list-style-type: none"> • Go big! Present mangos mainstream and don't limit shelf space to small, back-end displays. • Be bold when promoting. Allocate space in visible, higher-traffic areas. Add signage, make mangos easy to find. • Cross-merchandise next to stone fruit or items with higher market penetration. • When promoting, spot opportunities for smaller, secondary displays. 	<ul style="list-style-type: none"> • Always keep ripe fruit on hand and display multiple varieties for seamless, year-round supplies. • Rotate displays often. Keep firmer fruit on bottom and softer, riper fruit on top. • Get creative! Use bins or shipping containers to dress up displays. • Choose suitable fixtures that will display mangos well without damaging them.

CIRULI BROTHERS

Ciruli Brothers, LLC
PO Box 1476 - Tubac, AZ 85646

520.281.9696

www.cirulibrothers.com
www.champagnemango.com



THE ONE. THE ONLY.

The Champagne® mango. The one and only. 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. There are no finer mangos at any price.

And you can only get them at Ciruli Brothers.*

* Champagne® is a registered trademark of Ciruli Brothers.

**CIRULI
BROTHERS**

Champagne®
mango

WWW.CHAMPAGNEMANGO.COM

WWW.CIRULIBROTHERS.COM



Giorgio Fresh Company

RECOMMENDED DISPLAY IDEAS

Color is critical. Use signs or packaging to add color to your display to help the mushrooms stand out in produce departments that are filled with vibrant colors and other eye-catchers. As a produce destination category, mushrooms warrant a prominent location in the produce department.

KEY VARIETIES

- Whites
- Portabella
- Baby bella/crimini
- Shiitake
- Enoki
- Oyster

SECONDARY VARIETIES

- Royal Trumpet
- Maitake
- Beech

THE BLEND

Engage the shopper with helpful ideas and information. Utilize The Mushroom Council's "Trend to Blend" campaign promotions and point-of-sale materials to encourage shoppers to blend mushrooms into popular recipes, including meatballs, tacos, burgers, lasagna and pasta sauces for healthy, economic meal options.



Mushroom and Beef Tacos with Salsa and Cotija Cheese

DISPLAY RECOMMENDATIONS

Keep shelves stocked with fresh, high-quality product. A clean, organized and visually appealing display of fresh mushrooms will entice shoppers to purchase. Mushrooms left on shelves for too long will deter purchases.



DISPLAY CARE AND HANDLING

Using Giorgio's CARE Program will maintain the best mushroom quality:

- Cool the product to 34 degrees to provide maximum shelf life.
- Avoid spray misters and over stacking (3 high maximum).
- Rotate the product to keep the display case fresh.
- Entice your customers by keeping the product attractive.

CROSS-MERCHANDISING OPPORTUNITIES

As the warmer weather approaches, retailers should cross-merchandise mushrooms with other grillable items to help inspire recipe ideas in shoppers' minds. Ideal pairing items include steaks, burgers and grilling vegetables.



Mushroom and Beef Blend Lasagna Roll Ups



America's Favorite Mushroom

QUICK TIPS

Find these and other recipes at GiorgioFresh.com. To develop a signature fresh mushroom category, contact your Giorgio Fresh sales representative for additional information.

- Giorgio Fresh Co. 347 June Ave., Blandon, PA 19510
- 610.926.2800 or 800.330.5711
- www.giorgiofresh.com
- www.facebook.com/GiorgioFreshCo
- www.pinterest.com/freshandfoods/



AMERICA'S FAVORITE MUSHROOM BRAND WITH THE SERVICE TO MATCH.

Giorgio is the most asked-for mushroom brand because we build long-term relationships with supermarkets and food service distributors. At Giorgio we work closely with produce category managers and food service customers to manage a plan that improves turns, efficiencies and sales. It's why Giorgio is always at your service.

YOU CAN'T PICK A
BETTER PARTNER THAN

Giorgio
America's Favorite Mushroom

f in p

Giorgio Fresh Co.

347 June Avenue, Blandon, PA 19510

800.330.5711 | www.giorgiofresh.com



Equal Opportunity Employer



Idaho-Eastern Oregon Onion Committee

RECOMMENDED DISPLAY IDEAS

USA Onions (homegrown in Idaho-Eastern Oregon) are versatile onions that can 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. “From the heart of Onion Country, buy 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/ ADVERTISING IDEAS

Make quick idea recipes available near the onion section to encourage impulse purchases. Retailers should also take advantage of consumers’ increasing desire to engage in social media. USA Onions has an active following on Facebook, Twitter and YouTube. Simply displaying the words: “Follow USA Onions” with the Facebook, Twitter and YouTube icons will engage consumers and spark their interest to learn more about the product. Prompting consumers to use their smartphones in-store will provide them with recipe ideas and useful onion information in real time, and may increase sales. The Idaho-Eastern Oregon Onion Committee also has an all new “Farm to Table” video that can be viewed on any of the social media platforms and is available for displaying on in-store TV monitors.



VARIETY AND AVAILABILITY GUIDE

USA Onions, homegrown in Idaho-Eastern Oregon, are available in yellow, red and white varieties. Harvest begins in August; availability is August through May. During the growing season, the Idaho and Eastern Oregon Onion region provides approximately 30 percent of the bulb onions consumed in the USA. A complete sizing guide can be downloaded at USAOnions.com.

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.
- 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.

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

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

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

TAKE ADVANTAGE OF SOCIAL MEDIA

This year, USA Onions has ramped up its social media presence on Facebook, Twitter, Pinterest, YouTube and Instagram.

With new recipe videos, tips and a multitude of fun posts, the goal is to assist our foodservice and retail partners in increasing awareness and demand for onions from Idaho and Eastern Oregon.

Retailers should utilize our social sites to share them with their customers. The USA Onions signature hashtag says it all, #BigOnionLove. Search for these new and engaging posts on the social media sites and “share the love!”



Idaho-E Oregon

Onion Committee
PO Box 909, Parma, ID 83660



208.772.5111



www.USAOnions.com



You Want `em? We Got `em! Onions on Demand!

Idaho-E. Oregon
Spanish Sweet Onions



Your Reliable Onion Source
from the U.S.A.

Idaho-E. Oregon Onion Committee
Parma, ID
208-722-5111
www.USAONIONS.com





INSIGHTS

- Demand for organic produce is expanding.
- Shoppers who prefer organics visit stores more frequently and spend almost 10 percent more than conventional shoppers.
- Sales of value-added vegetables grew by 54 percent last year — include these products in your organic set to capitalize on convenience.
- Health and environmental benefits are leading factors driving the decision to purchase organics.
- Consumers are interested in traceability — they want to know where their produce comes from and who farms it.

ASSORTMENT

- Base your organic set with volume-driving items such as kale, chards, beets, bunch carrots, green onions, radishes, leeks and leafy greens.
- Expanded set can include more unique, seasonal items to encourage product discovery and trial.
- Keep displays well-stocked and rotate product to keep the freshest items arranged front and center.
- Recognize culinary trends by highlighting new items and popular uses (e.g., riced cauliflower and fried Brussels sprouts).
- Build assortment with trusted brands that demonstrate the high quality your loyal shoppers expect.

MERCHANDISING

- Segregate organic vegetables at the front of the produce department.
- Clearly label the organic section and include the USDA seal — channel strips with unifying colors and logos help identify organics and drive shoppers in the right direction.
- Arrange in a visually compelling way — create contrast using vegetable color and texture.
- Merchandise complementary items such as dressings, croutons and herbs adjacent to the organic wet rack.

MESSAGING

- Use bold header and banner graphics to educate consumers on health benefits and sustainable practices.
- Use powerful visuals featuring trusted farms and farmers to develop a connection between the shopper and the grower.
- Provide shelf talkers with inspiring recipes and cross-promotional offers.
- Train employees on organic farming facts, product seasonality and growing regions.
- Tell the story behind your produce by highlighting where it's grown — shoppers resonate with messages about products grown locally and within the USA.

HANDLING & CARE

- Preserve freshness by limiting exposure to UV light and ethylene-producing fruits and vegetables.
- Sort through product; discard portions that are dry, wilted or damaged.
- Maintain temperature between 33 and 38 degrees and mist items throughout the day.

“Beautiful, colorful, high-quality produce will pique consumer interest and make the organic set the top destination within your produce department.” — Bob Borda, VP of Organic Sales



A family of Growing companies.™

Cal-Organic Farms
 PO Box 81498, Bakersfield, CA 93308
 661.845.9435
www.calorganicfarms.com



Premium variety that's always in season.

Proud to supply more than 65 organic vegetables year-round, all grown here in the USA.



www.calorganicfarms.com





Brooks Tropicals

Caribbean Red® papayas are the maradol-like papayas, encompassing both a sweet taste and floral aroma. For cost-conscious consumers, these papayas yield a lot of great-tasting fruit for the cost. For retailers and wholesalers, it's the papaya known for great shelf life.

Cut in half, this fruit can be enjoyed with every spoonful. It is a team player, huddling with other melons or berries in great-tasting fruit salads. To drive added sales, look beyond fruit salads. Any salad — be it coleslaw, kale or even seafood salad — will sparkle with chopped Caribbean Red papaya.

Caribbean Reds are so large that you'll almost always have some leftover. You'll gain an added benefit when opening up the refrigerated container the next day and finding a glorious glaze on your Caribbean Reds. This fruit-made glaze adds just a little more sweetness to the fruit when topping yogurt, salads or ice cream.

RECOMMENDED DISPLAY IDEAS

Display the papayas whole, cut in half and shrink-wrapped. Use both methods simultaneously for increased sales. Display them stacked with ends out for easy consumer selection and

OUT-OF-THE-BOX PROMOTIONAL ideas

Caribbean Reds remind your customers of melons, so increase sales by forming gorgeous skirts of Reds 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 customers' bargain hunting delight.

Don't let your customer be overwhelmed by the fruit's size. Make sure they have smartphone access to recipes and tips.

A bucket of limes by the Caribbean Reds makes a great combination.

Display a cut-in-half papaya with lime wedges, starfruit and a plastic spoon, both in the produce section and the meals-to-go section.

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

maximum show of color.

Generate excitement by displaying a large number of papayas — 15 or more pieces. Caribbean Reds won't disappoint when displayed by the melons. Keep an eye on your papaya display. Be quick to sort out any fruit that is less than cosmetically appealing; you can use it to add a tropical taste to prepared fruit salads or blend into smoothies.

Remember, papayas need protection if displayed in wicket baskets.



POINT-OF-PURCHASE SIGNAGE

Your customers may not realize they can start enjoying the fruit at about 50 percent color. Ask your Brooks Tropicals sales representative for copies of ripening chart artwork to use in your produce aisles.

Ask Brooks for smartphone accessible tips on selecting, ripening and preparing Caribbean Red papayas. These mobile websites can be branded for your stores.

Brooks grows, packs and ships these papayas year-round with food-safety audited fields, harvesting crews and facilities in Central America.

NUTRITION

Papayas are at the top of the list for nutrition. They're a good source of lycopene, which can reduce the risk of several types of cancers. Papayas are also a terrific source of vitamin C, folate, potassium and the digestive enzyme papain, making them a popular choice for dieters.

KEY CARIBBEAN RED POINTS:

- Taste: Similar to a melon in flavor; juicy and sweet. It has a fragrant aroma.
- Selection: Papayas yield to gentle pressure when ripe. Their skin should be smooth and unblemished.
- Ripening: Keep fruit between 70 and 80 degrees until it reaches at least 50 percent color.
- Ethylene Production & Sensitivity: High



- Shelf Life: Once 100 percent yellow, the papaya should be eaten within two to three days.
- Brooks Availability: Year-round
- Brooks Origin: Dominican Republic
- Storage: 50 to 55 degrees
- Humidity: 85 to 95 percent
- Display: Do not mist papayas. Keep them at room temperature.



Brooks Tropicals
 PO Box 900160, Homestead, FL 33090
 305.247.3544
 www.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.





Brooks Tropicals

The sweetest of the papayas, Solos are pear-shaped with a bright orange flesh. Weighing about one pound, this fruit can be eaten starting at 50 percent yellow, when it gives to a gentle squeeze. Grown in Brazil, These Solos are non-GMO.

This fruit is a great treat for breakfast, lunch or dinner. For breakfast, Solos become the bowl to hold yogurt or cereal. No need to top that breakfast with fruit because the fruit is the delicious bowl. Or fill the Solo with berries for a fruity breakfast treat with every spoonful.

Fitting perfectly in the hand, this fruit is ideal for work lunches. Eat the whole thing or save half in the refrigerator for a snack.

OUT-OF-THE-BOX PROMOTIONAL *ideas*

Make sure your signage says non-GMO for these Solo papayas.

A Solo papaya cut in half (seeds discarded) and wrapped with a slice of lime, a slice of starfruit and a spoon makes for a quick breakfast or treat on-the-go.

Make Solo papayas the edible dish for almost any item in the ready-to-eat section. Whether acting as a delicious dish for berries, honeydew or coleslaw, the Solo is an eye-catcher that heats up ready-to-eat sales and follow-on sales in the produce department. Use one-half of the papaya as the dish, and chop up the other half to toss into the salad.

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. Slice from top to bottom, or get a star effect with a slice across the width. The demonstration gains rave reviews if the papaya acts as the demo's dish.

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



Solos are known for their dinner flare, whether chopped in salsa or showing up as a bowl for a seafood salad. Ice cream is made extra special when you serve it in a Solo or chop the fruit on top. The fruit also fits well in the kitchen fruit bowl, ready to grab.

Ask Brooks about smartphone accessible tips for selecting, ripening and preparing Solo papayas. These mobile websites can be branded for your stores.

DISPLAY

● Melon or tropical? Why choose? The increasing demand for Solo papayas deserves a spot in both displays. A basket of this beautiful golden fruit (with protection between the basket and the soft-skinned fruit) in the midst of your cantaloupe display will grab attention that'll motivate impulse buys.

● Anything you would fill a Solo with is a great cross-merchandising display idea. Make room next to the berries or yogurt. Add a photo of Solos filled with fruit for add-on sales.

● Have sliced Solos wrapped with berries in the seed cavity, along with a spoon and a slice of lime.

● If you have bananas in your cereal department, add Solo papayas to the display. They make a delicious edible bowl for any cereal.

● Solos and salads go perfectly together. Any salad, from Caesar to chopped fruit to veggie mix, can sparkle with a Solo chopped into it. Chop half and use the other half as the bowl. Any salad ingredient display is enhanced by adding Solo papayas, including seafood salads — crab, tuna or shrimp.

● Display Solos with a fruit ripening chart and smartphone accessible recipes and tips.

● Condiments rev up their party appeal when Solos make an appearance. In salsa, the Solo papaya nicely complements the tomato's acidic flavor. Make sure this fruit is a part of any salsa or relish display.



KEY SOLO 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 free of decay.
- Ripening: Keep fruit between 70 and 80 degrees until it reaches at least 50 percent color.
- Ethylene Production & Sensitivity: High
- Shelf Life: Once 100 percent yellow, the papaya should be eaten within two to three days.
- Brooks Availability: Year-round
- Origin: Brazil
- Storage Temperature: 50 to 55 degrees. Solo papayas won't ripen if kept too cold.
- Storage Humidity: 85 to 95 percent



Brooks Tropicals
 PO Box 900160, Homestead, FL 33090

305.247.3544

www.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.





SPECIALTY-CUT VEGETABLES

Mann Packing Company

Since 1939, Mann Packing has been a leading provider of innovative, washed and ready-to-eat fresh vegetables. Mann's award-winning Nourish Bowls have created a new category in produce with its warm, single-serve veggie-based bowls, ready in 3 to 4 minutes.



QUICK FACTS

51 percent of Millennials definitely would buy Nourish Bowls

71 percent expect to find Nourish Bowls in produce

68 percent overall high interest in Nourish Bowls

DISPLAY

Display in the produce section between core and premium-cut vegetable items.

BACKROOM AND HANDLING TIPS

- Shelf Life: 16 to 17 days, depending on temperature and humidity

KEY POINTS

- A delicious single-serve warm meal with fresh veggies, grain and sauce ready in 3 to 4 minutes
- Five unique and flavorful Nourish Bowls available
- Healthy, low caloric single-serve warm meal or side dish
- Developed by professional chefs
- Product of USA & Canada

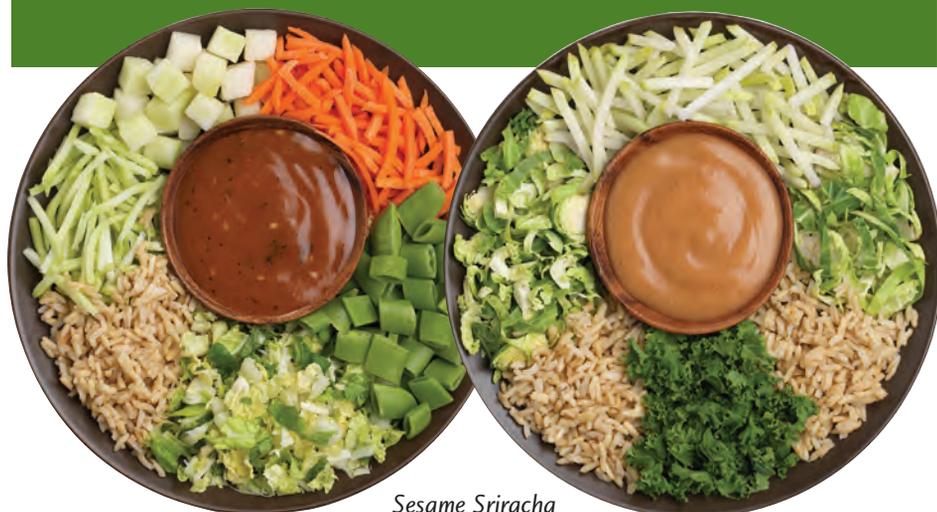
OUT-OF-THE-BOWL PROMOTIONAL *ideas*

Mann's Nourish Bowls are a ready single-serve meal or a great side dish

Mann's promotes its web page — nourishbowls.com — with full product listings, nutritional, instructions, consumer offers and beyond the bowl recipe ideas

Position Mann's Nourish Bowls as a healthy and flavorful on-the-go meal that is ready in 3 to 4 minutes

Cross-promote suggestions with animal protein, wraps and other side dish ideas



*Sesame Sriracha
and Smokehouse Brussels*



Mann Packing Company
PO Box 690, Salinas, CA 93902

800.285.1002

www.veggiesmadeeasy.com

jacob.shafer@mannpacking.com

@VeggiesMadeEasy



A NEW CATEGORY EMERGES! NOURISH BOWLS

A delicious, single-serve warm meal in 3-4 minutes

Great addition to the cut-veg set!



Fastest selling new veggie meals currently at leading national retailers

Higher ring, additional margin dollars, expanded reach to SUPERFOOD & VEG KITS consumers





Brooks Tropicals

Starfruit (or carambola) is a sweet and tangy fruit that varies in size from 3 to 6 inches in length. It's a good source of vitamins A and C. Starfruit turns from green to yellow during ripening. During this process, the tips of the fruit's ribs will naturally turn brown.

Although starfruit can be enjoyed as a nutritious snack, eaten bite-by-bite like an apple, it's often sliced into star shapes for topping salads or garnishing an entree or cocktail. Chopped, it's also enjoyed in dishes adapted from its native cuisines of Southeast Asia, such as relishes and curries. Starfruit finds its way into salsas, pastas, pies and veggie toppings. No matter the recipe, the cook always saves some star-shaped slices for the top.

Brooks' starfruit are now available on the West Coast, including California, Texas and Arizona. As the largest grower and shipper of domestic starfruit, Brooks grows this fruit in food-safety audited fields, picks it with audited crews, and packs it with and distributes it in audited facilities. Brooks' starfruit is also non-GMO.

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



DISPLAY

Showing how starfruit slices into stars drives impulse buying, stimulates snack and meal ideas, and closes the sale.

These stars deserve multiple appearances in the produce aisle.

Pack them in wicker baskets with star-shaped ends



pointed out to accentuate the star shape. Add a small basket of thought-provoking displays for on-the-go lunches, fruit salads and salsas.

Break up the greens of different avocado varieties with these bright fruits.

Give in-house, chopped-fruit salads the star treatment with starfruit slices strategically placed on top and around the container's sides. 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 melon and papayas look even more appetizing with starfruit slices. Star appeal can be added to almost any ready-to-eat and "ready-to-heat" dish.

Help the impulse buy with easy access to tips on selecting, ripening and preparing. Ask Brooks about smartphone access — scan and text — for tips and recipes. These mobile websites can be branded for your markets.

POINT-OF-PURCHASE SIGNAGE

Show how starfruit gets its name with an image of the fruit sliced to highlight the star shape.

Point out that the fruit can be enjoyed bite-by-bite or slice by star-shaped slice. Also, starfruit is a perfect topping for a fruit salad or a drink garnish.

Note that starfruit sweetens as it yellows — brown tips are a sign of ripening.

KEY STARFRUIT POINTS

- Taste: Similar to that of a tart apple when green, starfruit sweetens as it turns 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 & 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 to 55 degrees
- Storage Humidity: 88 to 90 percent

Starfruit is also available in clamshells called StarPac, which prevents bruising during transport and customer handling. It stacks easily, reduces shrinkage by controlling humidity, tracks and scans more easily with UPC coding, and enhances ripening.

OUT-OF-THE-BOX PROMOTIONAL *ideas*

On-the-go lunch displays sparkle with some star appeal. It's easy to add a starfruit to the brown bag or add slices to most sandwiches tucked inside a lunch-box.

Include tips and ideas for side dishes in barbecuing, grilling and tailgating displays. Starfruit can play starring roles in salsas, relishes and creamy salads, and as potato toppers and more. In a supporting role, starfruit can top 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 and also many drinks. Starfruit can be squeezed just like a lime for a great citrus flavor to add to tea, carbonated drinks and 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.



Brooks Tropicals
 PO Box 900160, Homestead, FL 33090
 305.247.3544
 www.brookstropicals.com
 info@brookstropicals.com

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



Primus Labs

Groves
Harvesting Crews
Packinghouse
Storage Facility



Keystone Fruit Marketing

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. Endcaps, stand-alones, value-added product offerings, multisize strategies and consumer bagged displays offer consumers multiple buying options and ensure incremental sales lift.

Establish secondary display areas, especially during promotional periods, to increase sales and consumer awareness. Effective point-of-purchase materials and signage also help to showcase the nutritional benefits and outstanding flavor of high-quality sweet onions to consumers.

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 year-round.

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 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 Kitchen's 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.

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.

Demos add both excitement and an educational component. A good demo not only spurs sales that day, but builds 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 Super Bowl, 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 flavor makes them fantastic on a hamburger or in a fresh salad. 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 steak.

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.



Keystone Fruit Marketing
11 N. Carlisle St., Suite 102,
Greencastle, PA 17225



717.597.2112



www.keystonefruit.com

SPRING

SUMMER

SWEET ONIONS

AUTUMN

WINTER

STAY SWEET ALL YEAR LONG.



800-498-1577

800-900-0757



Village Farms

SNACKING IS OUR SPECIALTY

Snacking is evolving into a cultural norm in America, with 91 percent of consumers saying that snacking is essential to daily eating, and 50 percent of all eating occasions being a snack. Furthermore, one in five consumers indicates that their snacking behavior has changed in the past five years and they are now snacking more often.* Our exclusive specialty varieties are poised to delight consumers.

ESSENTIAL EXCLUSIVES

Our tomatoes deliver on exceptional flavor and quality. We offer an entire line of grab-and-go snack bags featuring our exclusive varieties like Heavenly Villagio Marzano®, Cherry No. 9 Fall in Love Again®, Cabernet Estate Reserve® and True Rebel Mix®. Their portability provides the snacking experience consumers crave with a one-of-a-kind flavor that will bring them back again and again.



MERCHANDISING & CROSS-PROMOTIONAL OPPORTUNITIES

Capitalize on the fact that Millennials and Gen Z choose the grocery store most often when buying a snack that they plan on immediately consuming.* Placing our snacking tomatoes at the front of stores will encourage spontaneous purchase behavior. Consider placement in the deli's specialty cheese section as well. The different flavor profiles of our exclusive tomato varieties pair nicely with a variety of different cheeses.



Greenhouse Grown

Village Farms
195 International Parkway
Heathrow, FL 32746
407.936.1190
www.villagefarms.com



*HARTMAN GROUP 2016

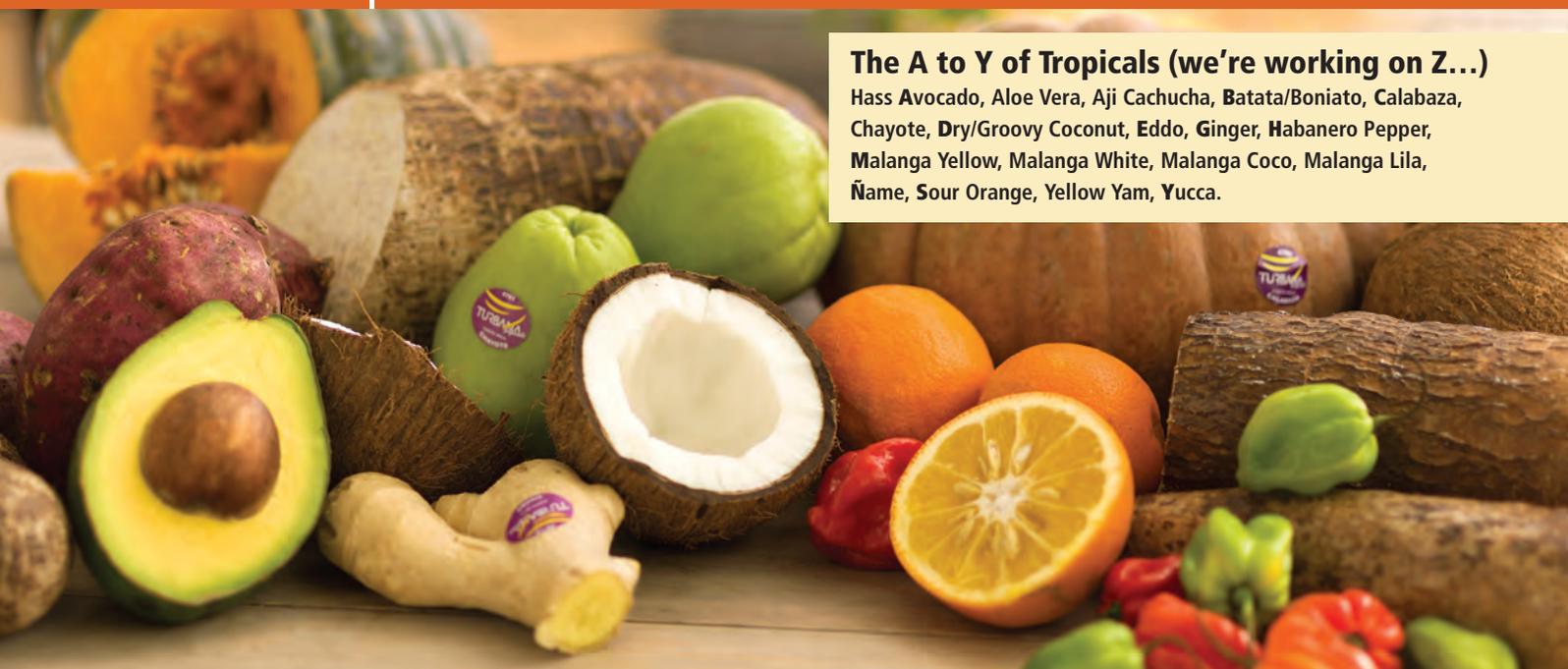
A PERFECT PAIRING

to please your palate





Fyffes Inc.



The A to Y of Tropicals (we're working on Z...)

Hass Avocado, Aloe Vera, Aji Cachucha, Batata/Boniato, Calabaza, Chayote, Dry/Groovy Coconut, Eddo, Ginger, Habanero Pepper, Malanga Yellow, Malanga White, Malanga Coco, Malanga Lila, Ñame, Sour Orange, Yellow Yam, Yucca.

DISCOVER 6 WAYS TO MAKE YOUR STORE A DESTINATION

1. Discover Untapped Shoppers in Your Area

Buying power for Hispanics and Asians is expected to reach 5.3 trillion by 2020. They spend 41 percent more than any other customer, make two to three store visits per week and choose stores based on high-quality, fresh produce.

Fyffes will help you identify multicultural shoppers in your market and make your store a destination.

2. Boost Tropical Sales with Current Customers

Thanks to the foodie boom, fusion ingredients are hot. Food shows and blogging are driving culinary exploration, and 50 percent of Millennials refer to themselves as foodies. Mainstream shoppers are keen to try new things, so invite them to discover new tropical flavors.

3. Tailor Displays to Your Shoppers

For multicultural shoppers, create bilingual displays and add staff knowledgeable in tropicals. For mainstream shoppers, education is key. Showcase samples for inspiration and instructions on storing and choosing the right tropicals. Fyffes provides tailored collateral material, signage, promotions and cross-merchandising opportunities to keep your store fresh for shoppers.

4. Go High-Tech

Access to demographic data specific to your local market area will help tailor produce orders and better cater to your consumers. Fyffes' proprietary app gives retail partners real-time key insights that enable a store to understand the eating habits of shoppers and learn more about tropicals. The result: customized assortments and growth of the category.

5. Supply Tailored to Your Business

Flexibility to mix different tropicals is essential to provide a customized assortment. Fyffes offers the ability to mix a shipment of any of its tropicals with its bananas. This enables retailers to customize orders for each store while reducing costs and ensuring the highest quality produce.

6. Partner With a Tropicals Expert & 360° Turnkey Solution Provider

Fyffes provides a 360-degree turnkey solution to your store's tropical needs. We work hand-in-hand with retail partners to deliver expertise, marketing intelligence, staff training and tools to help stores build a successful tropicals program that increases overall sales.



Fyffes Inc.
999 Ponce de Leon Blvd., Suite 900, Coral Gables, FL 33134
305.445.1542
www.fyffes.com
sales@fyffes-na.com

**We're experts
in tropicals
from A to Y**



(We just need to start growing Zucchini)

From **Avocado** to **Yuca** and everything in between, Fyffes expertise in ethnic tropicals helps our retailers offer tailored assortments, attract new customers and boost overall sales.

To discover more, call 1-855-4-FYFFES

Fyffes.com





VEGETABLE SLAW BLENDS

Mann Packing Company



DISPLAY

Display in the value-added vegetable section of the produce department. Mann's Vegetable Slaw Blends are sized specifically to maximize shelf space usage and have premium graphics that stand out in the produce section.

Mann's Vegetable Slaw Blends are a great way to add health and variety to your value-added veggie section. From "The Original" Broccoli Cole Slaw to the "Fresh Fusion" of on-trend superfoods in Kale Beet Blend, Mann's Vegetable Slaw Blends deliver outstanding versatility, value and growth to the category.

BACKROOM AND HANDLING TIPS

Shelf Life: 17 days, depending on temperature and humidity.

KEY POINTS

- All natural, non-GMO, gluten free
- Washed and ready to eat for quick meal prep
- Convenient, healthy enhancer for entrees or as a stand-alone side dish
- Wide range of vegetables gives each product a unique proposition
- Premium graphics boost consumer appeal
- Kale Beet Blend — newest on-trend superfood slaw in category

STATISTICS

- 48 percent total dollar share veggie slaw category is Mann's
- 30 percent increase in velocity of Power Blend vs. YA
- 62 percent increase in growth rate of category since Power Blend launched
- \$101 M category experiencing 6 percent growth



Harvest Slaw

OUT-OF-THE-BAG PROMOTIONAL *ideas*

In-store demonstrations of the many ways to use a Mann's Vegetable Slaw

Merchandise next to the chopped salad section to show consumers value and variety

Position the entire Mann's Vegetable Slaw range as a set for all types of meal occasions

Leverage social media campaigns featuring "The Original" Broccoli Slaw #brocslaw25

Showcase a variety of recipes and usage occasions for any meal, any time

Feature with recipes, sauces and toppings so consumers can create their own meal solutions



Mann Packing Company
PO Box 690, Salinas, CA 93902

800.285.1002

www.veggiesmadeeasy.com
jacob.shafer@mannpacking.com

@VeggiesMadeEasy



DON'T MISS OUT ON THIS GROWING CATEGORY!



Power Blend driving category growth

Versatile on-trend superfoods

Celebrating 25 Years!
BROCCOLI COLE SLAW
A MANN'S ORIGINAL



Mann Packing Co., Inc., Salinas, CA • 800.884.6266 • VeggiesMadeEasy.com



VEGETABLE SNACKING TRAYS

Mann Packing Company

Mann's Vegetable Trays are the perfect addition to meals and everyday snacking. They feature on-trend snacking vegetables, including carrots, broccoli, celery and sugar snap peas that are washed and ready to eat and paired with specialty dips. All trays are sized specifically for everyday snacking and year-round entertaining.



DISPLAY

Display with other fresh snacking products in the produce department or in the value-added section. Mann's vegetable trays are also suitable for displays in designated snacking sections, on-the-go sections or deli sections.

BACKROOM AND HANDLING TIPS

Shelf Life: 16 days, depending on temperature and humidity.

KEY POINTS

- Washed and ready to eat with great vegetable and snack combos
- Lunchbox friendly — perfect for moms on-the-go
- Convenient addition to any meal or as a stand-alone snack
- Healthy, shareable option for snacking at work or schools
- Perfect for Millennials who snack to eat healthier or replace meals

STATISTICS

- 94 percent of adults snack at least one time a day
- 33 percent of consumers snacking healthier than last year
- 60 percent of consumers wish there were more healthy snack options
- 30 percent of parents serving healthier snacks to children
- 77 percent of snackers prefer ready-to-eat snacks
- \$374B spent on snack foods in 2014

OUT-OF-THE-TRAY PROMOTIONAL *ideas*

Drive incremental sales by promoting trays as a great way to create a shareable moment anytime, not just for special occasions

Merchandise trays in secondary locations like deli's or on-the-go sections to promote trial

Feature trays during back-to-school time as quick preparation for lunchboxes, after school snacks and sporting events

Position trays as the convenient snacking solution for entertaining, family gatherings and healthy eating

Promote targeted pricepoints and vegetable combinations for different occasions — \$4.99, \$5.99, \$6.99. Ask your Regional Manager for promotional details



 Mann Packing Company
PO Box 690, Salinas, CA 93902

 800.285.1002

 www.veggiesmadeeasy.com
jacob.shafer@mannpacking.com

 @VeggiesMadeEasy



MAKE EVERY DAY A HEALTHY SNACKING DAY

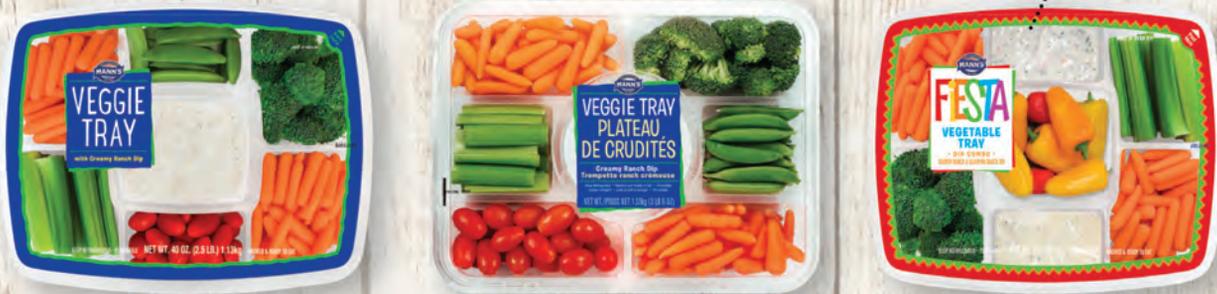
Great for lunches & at work

Mini Meal on the go



Perfect after school snack

Healthy options for parties and events



Mann Packing Co., Inc., Salinas, CA • 800.884.6266 • VeggiesMadeEasy.com