Every once in a while, the opportunity presents itself to do well while also doing good. Such is the case with this, our 15th 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 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 2016 Masters of Merchandising 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.

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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 your 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 a year, which equates to 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, variety 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 your consumers curiosity to try something new. And don’t be afraid to sample new and old varieties. The more they 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, put a 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!)

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 “Mo”vember 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 the benefits from 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 into the body.

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 your apples: misting causes a white buildup, or Calcium (which is okay to eat, but doesn’t look that great). Misting also can make your apples dull.
- “One bad apple spoils the whole lot” — it can! Apples are ethylene producers, which can affect other fruits, vegetable and flowers. (This gives you an additional answer when consumers ask why their produce goes bad in their 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 over 7,500 types of apples grown worldwide, priority is a must when choosing what varieties to carry. For now, we are proud to be a grower of your staple items from Honeycrisp and Gala’s to Red Delicious to the next big thing. 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% 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

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Yakima, WA 98901
509.833.3135
www.yakimafresh.com

Yakima Fresh is here to educate.
Join us in the fight against cancer!

Cancer can affect anyone; young or old, rich or poor.

Yakima Fresh has partnered with the American Institute For Cancer Research to help educate men, women and children on ways we can stop cancer before it starts.

We want people to know that an apple a day can help keep the doctor away and can help in preventing certain cancers.

Visit www.AICR.org to find out more ways to join the fight against cancer!
CROP FORECAST

Ocean Mist Farms is the largest and only year-round grower of fresh artichokes. Three growing areas provide a 52-week harvest schedule. March through May is peak season for artichoke production overall, and the only time of year that Ocean Mist Farms Heirloom artichokes are available in some regions. Retailers can create in-store excitement around the artichoke category by highlighting the seasonality of these delicious vegetables.

MAXIMIZE SPRING

Artichoke sales exhibit sharp peaks of volume and dollars during holiday weeks, and sales are elevated from February through May — including these holidays: Valentine’s Day, Easter, Mother’s Day and Memorial Day.

ENGAGING SHOPPERS

With less than half of shoppers making a purchase decision in the grocery store, it increases the importance of reaching out to people when they are not in the retail environment with information about artichoke usage, nutrition and preparation. Ocean Mist Farms invested in our website to do that as well as social media tools such as YouTube, Facebook, Instagram and Twitter.

This spring we will leverage our existing social media tools and Artichoke Club to alert artichoke lovers about weekly specials in their area for fresh artichokes. These social media tools allow us to promote retailers’ specials to a very targeted, motivated audience who wants to know when and where artichokes are on sale.

ARTICHOKE MERCHANDISING 101

Artichokes have a rich, deep-green color that complements other items in the produce department and stack well when building large end-cap displays. If handled properly, artichokes will look and taste fresh for up to two weeks. It is important to keep them cool and moist. Tips to merchandise artichokes include:

- Refrigerate artichokes at 34° Fahrenheit or 1° Celsius.
- 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 purchase.
- Create side displays in other departments such as in the meat and fish department, to prompt an impulse purchase. Artichokes make the perfect side dish to any meat, poultry or fish entree.
- Cross-merchandise with dipping ingredients such as mayonnaise, balsamic vinegar and ready-to-eat sauces.
- Offer multiple sizes for increased sales. Shoppers use different sizes for different applications.
A Full Line of easy gourmet

Watch Your Category Sales Surge!

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 fun to eat.

And...they’re ready in 7 minutes or less!

OceanMist.com
Asparagus is now an expected year-round item yet still has great potential for increased sales. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources and offer quality product year-round.

**MAKE IT VISIBILE**

Make sure asparagus is displayed prominently. Many successful retailers set displays at the front of the produce department and utilize island displays and endcaps.

Attention-grabbing, quality displays will result in sales. Ensure asparagus display is well-maintained with only Peruvian product so shoppers won’t have to think twice about purchasing.

**ADD VARIETY**

Variety adds to sales by encouraging shoppers to purchase more colors, sizes or package options.

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

Display several different packaging options to increase convenience for customers. Large display tables of different product forms (whole spear bunches, microwave tray-packed trimmed spears, packaged green and/or white asparagus, packaged asparagus tips, white and purple asparagus) will increase sales and add profits to the produce department.

**Peruvian Asparagus Importers Association**

Contact: Priscilla Lleras-Bush

817.793.3133  
prestige@1scom.net
MAKE SUGGESTIONS

Give consumers ideas on usage by cross-promoting with other easily used items. Good cross-merchandising items include: salad, oils, dressings, deli, meat or seafood 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.

HIGHLIGHT HEALTH

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

- Asparagus is low in calories
- Naturally fat-and cholesterol-free
- 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.

HANDLE WELL

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 frequently. In the backroom, keep asparagus cold (34-36 degrees F) and moist (damp room) prior to display. Fresh asparagus is not ethylene-sensitive but is susceptible to absorbing strong odors.

CHECKLIST FOR SUCCESSFUL ASPARAGUS SALES

- Quality product, correctly handled
- Visible displays
- Usage suggestions and cross-merchandising
- Variety in color and packaging
- Communicate health benefits
INTEGRATED MARKETING PROGRAMS

In 2016, CAC will continue to support retailers with merchandising materials promoting California Avocados to drive customers to your stores.

The California Avocado Commission (CAC) connects consumers to premium California Avocados through integrated marketing programs including advertising, recipe booklets, social media channels, dietitian programs, merchandising and promotional support. Our knowledgeable marketing team and personalized programs help grow your sales. Trust the leaders to bring you a customized retail program developed just for you.

CALIFORNIA AVOCADOS ARE SOCIAL

Consumers want to know where and when California Avocados are available. We can help get the word out and let California Avocado lovers know they are available in your stores! Our team of experts is ready to get to work with your online marketing personnel to develop an integrated promotion that’s right for you!

INSIST ON CALIFORNIA AVOCADOS

Visit CaliforniaAvocado.com/Retail or contact your California Avocado Commission Retail Marketing Director for more information and to order your promotional material.
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.

© 2016 California Avocado Commission. All rights reserved.
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 your value-conscious customer.

Avocados are a growth category. Wider selection expands sales. After all, you don’t eat just one variety of apple, so why limit your sales to one variety of avocado?

New research says avocados keep the “bad” cholesterol at bay. Add that to research showing avocados containing 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.

SlimCados’ distinctive, light avocado taste can be added to:
- Green Salads
- Hot Soups
- Chunky Guacamole
- Sandwiches or Hamburgers

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

A spirited promotion 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.

RECOMMENDED DISPLAY IDEAS
Add SlimCados to your avocado section and give your customers a choice of great avocado tastes. But don’t stop there. Place SlimCados near other salad ingredients. These green-skinned avocados make delicious additions to salads.

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

VARIETY AND AVAILABILITY
Available June through January, Florida avocados are generally pear-shaped and green-skinned.

Their weight can vary from 14 ounces to a hefty 34 ounces.

Avocados will vary in size.

They can be from 4 to 12 inches long and up to 6 inches wide.

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

SlimCado and the Brooks Tropicals logo are registered trademarks of Brooks Tropicals, llc.
FROM OUR AVOCADO FIELDS TO YOUR STORES

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

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

800.327.4833 • Fax: 305.246.5827
www.brookstopcals.com
BOOSTING SALES OF AMERICA'S FAVORITE FRUIT

Bananas remain as popular as ever. With their bright color, naturally sweet flavor, nutritional goodness and affordable price, bananas are an almost perfect food, and one of the top-selling items sold in grocery stores. In fact, over 90 percent of U.S. households buy bananas each week, yet the average retail banana transaction size remains at roughly 2.5 pounds.

To increase banana-purchase size and profits, Dole provides retailers with turnkey promotional programs as well as the customized components to ensure success, including: expanded usage ideas and recipes, point-of-sale materials, in-store posters, take-one educational materials, and digital and social channel support. We’re committed to making it easy for retailers to give their consumers more of what they love. Contact your Dole representative today to begin increasing your weekly banana sales!

RECOMMENDED BANANA DISPLAY IDEAS

- **First impressions are important.** Shoppers are looking for a full display of bright, clean, healthy bananas. Keeping your display fully-stocked with beautiful, ripe DOLE® Bananas is the key to attracting consumer’s attention.

- **Display placement matters.** A fully-stocked display of DOLE® Bananas prominently placed in the front-end of the produce department can draw shoppers into the section.

- **Offer choices and variety.** Some shoppers and consumers prefer bananas of a greener color — either for cooking or to enjoy later. Offering two-color stages appeals to broader shopper tastes and may increase the amount purchased. Additionally other exotic banana varieties displayed nearby also offer opportunities for a wider audience.

- **Secondary displays can also stimulate banana sales.** Secondary displays near check-out target bananas as a snack option or impulse purchase. A banana display can also boost sales when strategically placed as a complement next to breakfast cereals, peanut butter or dairy sections.
DOLE REFRESHES “GET UP AND GROW!” CAMPAIGN IN 2016

Back by popular demand, Dole’s Get Up and Grow! initiative returns for 2016 with an exciting teamwork approach to health and nutrition. Dole was educated in 2015 that adopting the healthy living attitude came easier when doing it together with friends or family as a collective, shared experience. The collaborative effort between Dole Fresh divisions and the Dole Nutrition Institute challenges consumers to enlist their family, friends, co-workers and other groups to help build, encourage and support an active lifestyle and diet rich in fresh fruits and vegetables.

Get Up and Grow! Campaign Elements
- Get Up and Grow! Summer Tour
- Interactive Healthy Living Pledge and Rewards Program
- Ongoing Interactive Emails to Participants
- Latest Research from the Dole Nutrition Institute
- Compelling New Fruit and Vegetable Recipes
- Trade Shows and Retailer Events

DOLE’S GET UP AND GROW! SUMMER TOUR

Dole is bringing back its Get Up and Grow! Summer Tour in 2016 with new cities, new event stops, new fantastic banana-included recipes and new hands-on experiences for families and kids. That means we’re giving your shoppers more reasons than ever to visit this summer! The 2016 Tour hits the road on National Eat More Fruits and Vegetables Day on May 26.

Get Up and Grow! Tour Details
- More Than 380 Stops at Supermarkets and Events Across the U.S.
- Hands-On Activities and Giveaways to Engage Shoppers
- Onsite Samplings of New Recipes
- Local PR, Social Media and Blogger Support
- At-Store Retailer Programs

As always, Dole will offer local PR, social media and blogger support in tour cities and partner with retailers to collaborate on in-store promotions, point-of-sale materials, local community events and other activities to create awareness, excitement and traffic to your store.

Come grow with us in 2016!
For more information, visit Dole.com/GetUpAndGrow.

DOLE AND RELATED MARKS ARE TRADEMARKS OF DOLE FOOD COMPANY, INC.
Are you getting the most from your banana program? As America’s favorite fruit, bananas are one of the most popular items in the store year-round and especially during the spring and summer months.

Since Dole is the nation’s number-one banana provider, we encourage you to keep a well-stocked display of DOLE® Bananas ready for your customers this season.

Contact your Dole representative to find out how we can help you make the most of your banana program this year. For more info on DOLE Bananas, please visit www.Dole.com
BOOST DOLE BANANA SALES WITH UNIQUE USAGE IDEAS!

One of the best ways to boost banana sales is by sharing unique recipes and usage ideas with your customers. And nobody knows more fun and delicious ways to prepare bananas than Dole. In fact, the culinary experts at Dole have developed dozens of exciting, nutritious banana recipes, including appetizers, entrees, side dishes, smoothies and more. Help your customers find new ways to enjoy their favorite yellow fruit at www.Dole.com

STUFFED BANANAS WITH CILANTRO SAUCE

PREP: 25 MIN  COOK: 20 MIN  MAKES: 6 SERVINGS

INGREDIENTS:
3 firm DOLE® Bananas, greenish-yellow peel
1/2 teaspoon chili powder
Salt to taste
3 tablespoons chopped fresh cilantro
1/2 cup grated fat-free mozzarella cheese
Cilantro Sauce (recipe below)

Preheat oven to 400°F or grill to high heat.

Cut a deep slit through each peel into the bananas, lengthwise. Open the slit and sprinkle inside with chili powder and salt. Stuff with cilantro and cheese. Wrap bananas in foil. Bake or grill for 20 minutes.

Unwrap bananas, peel and cut each fruit into four pieces and serve with Cilantro Sauce.

Cilantro Sauce: Combine 1/2 cup fresh cilantro leaves, 1/4 cup sliced DOLE Green Onions, 2 tablespoons lime juice, 1/2 teaspoon chopped jalapeño and 1 garlic clove in blender or food processor. Cover; blend until smooth.
Encourage more berry behavior and purchase intent by giving your customers every opportunity to include berries in their daily diet. Create “Peak of the Harvest” displays, cross-merchandise with complementary products, or offer recipe sampling and demonstrations. Customers continue to buy more berries and represent almost 20 percent of total fruit sales (see chart).

Naturipe® berries are available year-round! Take advantage of this fact, and get creative with holiday opportunities such as, long-stem strawberries for Mother’s Day or refreshing berry drinks for the summer months.

Create additional excitement and drive sales by featuring Naturipe Selections: the next generation of healthy and better-tasting berries through our international plant breeding programs. Highlight these great berry varieties with terms that draw consumers and stimulate impulse sales such as: “New,” “Proprietary Varieties,” “Best Tasting.”

Berries should always be kept at: 32°F and stored/displayed with little break in the cold chain

Impact of in-store sampling +656%

avg. sales lift for one day of engagement

Source: Promoworks

Naturipe Farms
PO Box 4280, Salinas, CA 93912
831.443.2358
www.naturipefarms.com
sales@naturipefarms.com
Naturipe® Farms, is an industry leader in producing healthy and delicious fresh berries and value added berry products. With a commitment to great flavor and quality, our farms and state-of-the-art facilities provide you with the best tasting products with a focus on continued improvement, innovations and uncompromised quality and food safety standards.

We are perfectly suited to be your Total Berry Solution.

sales@naturipefarms.com | 831.443.2358
To learn more about Naturipe, visit naturipefarms.com
DIVERSITY OF CARROTS

- Carrots are the “go-to” fresh vegetable snack.
- Their crunch, color and sweet flavor are desirable across all age demographics.
- Immense fresh versatility — from your simple fresh snack, salad and sandwich topper, through your favorite dipper — carrots come in all ready to eat shapes and sizes.
- Carrots are the perfect complement to other cooking vegetables.

MERCHANDISING CARROTS

- Best-in-class merchandising starts with segregating the carrots into two occasion based groups — value-added carrots and whole carrots.
- Value-added carrots are best suited next to the pre-packaged salad and refrigerated dressing set:
  - Carrot cuts including baby carrots, shredded carrots and carrot chips are the perfect complement to items within this category.
  - Merchandising value-added carrots with other value-added items helps drive incremental sales.
- Whole carrots are primarily used as an ingredient for cooking and are best suited in the wet rack area adjacent to other cooking vegetables.

ASSORTMENT

- Baby carrots are the staple in every produce department and are key in driving usage and occasion.
- Whole carrots provide the key ingredient for most cooking applications.
- Maintain consistent assortment of value-added carrots to maximize year-round availability. These items are driving consistent year-over-year growth across the category serving time-starved consumers.
- Organic carrots, both baby carrots and whole carrots, are a must in the produce department as demand continues to increase ample supply driving overall sales:
  - Consumers are more educated about their food today and are looking for organic alternatives.
  - Organics continues to report strong double-digit growth.
  - An integrated merchandising approach is most effective.

POINT-OF-SALE MESSAGING

- Highlight the health benefits of carrots.
- Feature the trusted farm or farmer responsible for growing the carrot.
- Provide shelf-talkers promoting various recipes that direct consumers to your website or your supplier’s website.

PROMOTIONAL IDEAS

- Promote carrots regularly during the year.
- Work with your supplier to develop creative displays for key promotional carrot holidays: Thanksgiving, Christmas, New Year, Superbowl and Easter.
- Develop social media carrot campaigns that engage consumers.
- Integrate lifestyle and family messaging into the carrot set; for example, summer road trips, picnics, tailgates, New Year resolutions, and party appetizers.
- Cross-Promote with other produce items or grocery items:
  - Buy a 1-pound baby carrot bag and save $1 on a bottle of your favorite organic premium juice
  - Buy a 2-pound baby carrot bag and save $1 on your pre-packaged salad

DISPLAY CARE HANDLING

- Carrots should be maintained between 33 to 35 degrees F 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. Soak the peeled carrots in ice water to bring the freshness and color back to the carrots.
- Proper handling of the cold chain is crucial to extending the shelf life of the product.
Back in 1968 when Rod and Bob Grimm set up their first roadside produce stand, the brothers made a promise; always take care of the customer. Almost five decades later, that promise has never been broken.

Grimmway Farms proudly maintains the family owned and operated heritage of outstanding quality you’ve come to expect.
Green Giant™ Fresh is an industry-leading fresh produce supplier — and the only fresh produce brand featuring Box Tops for Education™ clips. They offer 300-plus branded fresh items, and offerings in the Top 25 vegetable categories. A leading category expert, the company is committed to upholding the high standards its customers and consumers have come to expect.

**INNOVATION DRIVER**

Cauliflower is a growing, on-trend and in-demand item. Chefs and consumers, alike, are finding delicious new ways to use this popular, versatile and nutritious vegetable. Recognizing this rising demand for Cauliflower — both in retail and foodservice — Green Giant Fresh brought innovation to the category by addressing consumers’ desire for healthy meal solutions in a convenient, ready-to-use form. Last summer Green Giant Fresh expanded the Cauliflower category — and their extensive line of fresh value-added products—which also includes head Cauliflower and florets. Their unique new Cauliflower Crumbles™ were developed and are produced with a patent-pending packing and packaging process, which keeps them fresher longer, and reduces shrink at the retail level.

**RECOMMENDED DISPLAY IDEAS**

- Cauliflower Florets and Crumbles can be displayed in the value-added section of the produce department

**POINTER OF PURCHASE/SIGNAGE**

- Green Giant Fresh smart packaging includes on-pack messaging that offers consumers preparation/cooking directions, usage ideas and nutrition facts
- Recipe cards, tear-off pads, IRCs and channel strips are also developed for retailers to help bring awareness to consumers in an effort to convert consumer interest to sales

**GROWING LOCATIONS & AVAILABILITY**

- Green Giant Fresh Cauliflower — heads, florets and Crumbles — are available year-round and sourced from California’s Salinas Valley during MAR-NOV and Yuma, AZ, from DEC-FEB

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**PROMOTIONAL & CROSS-MERCHANDISING IDEAS**

- There are plenty of opportunities throughout the year to promote cauliflower by challenging consumers to be creative by using it as a healthier alternative to mashed potatoes, rice or pasta dishes
- Create displays featuring unique usage ideas or recipes to pique consumer’s interest; encourage parents to use Cauliflower to create tasty and healthy meal options for kids like cauli mac ‘n cheese, tacos, pizza and even desserts
- Promoting Cauliflower in your produce department is a year-round opportunity — from a grilling item or crunchy, fresh salad topper in the summer months, to warm creamy soups and holiday side dishes in the fall and winter months

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**DISPLAY CARE & HANDLING**

- Cauliflower damages easily. To avoid bruising, store and merchandise stem side down to avoid moisture buildup on curds
- Cauliflower generally maintains a two to three week shelf life; remember to rotate product — first in/first out

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**BACKROOM RECEIVING & PREPARATION PROCEDURES**

- Never break the cold chain. Keep Cauliflower in a cool environment to prevent browning
- Cauliflowers’ freshness is optimal when stored or merchandised at around 34°F to 36°F
- Do not mist wrapped Cauliflower; mist naked Cauliflower lightly
Expand your Cauliflower Category with Cauliflower Crumbles™

Offer your consumers the next level in versatility and convenience!

- Retailers that carry Crumbles experience total category growth, up +35% ($) and +31% (units)
- Crumbles outsell Florets 1.5:1 with current everyday sales exceeding Florets at rate of 48% (units)

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

SWEETEN UP CHERRY SALES
Fresh cherries excite consumers. They’re seasonal, limited, and 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.

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

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.

LET THEM BE THE EXPERTS
Studies have shown that 8 out of 10 consumers who sample cherries prior to purchasing will buy them. Let them be the experts!

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.

AVAILABILITY
Northwest cherries are available from early June to late August, with peak sales in July. Package types include slider bags, clamshells and cups of stem-free cherries.
WASHINGTON’S FINEST
MOUNTAIN GROWN FRUIT.

Chelan Fresh fruit is picked from the fertile slopes of the Cascade Mountains and delivered fresh from the grower to you. Touching sky and earth, our orchards are cooled by crisp air lifted from the Columbia River.

CHELAN FRESH
THE BEST TASTING FRUIT COMES FROM THE BEST GROWING PLACE.

chelanfresh.com
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, Minneola tangelos and Gold Nugget variety mandarins — all currently in season.

POINT OF PURCHASE/SIGNAGE

One of Sunkist’s new retail marketing tools is a fully customizable display bin, which can be digitally printed directly on corrugate. These new quarter bins are easily assembled and can stand alone or enhance existing displays. The new bins address retailers’ needs for flexibility, offering the ability to quickly and fully customize for various promotional opportunities in cost effective quantities.

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.

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

Consumers today also expect a greater degree of 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 our citrus. To help retailers tell these stories in the retail environment, we created point-of-sale materials featuring our growers.

CROSS-MERCHANDISING OPPORTUNITIES

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

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.

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
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

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THE LEADER IN FRESH-CUT VEGETABLES

Apio, Inc. is the innovative category leader in high-quality fresh produce by offering consumers easy and delicious ways to eat healthy. Apio’s full range of Greenline® and Eat Smart® bagged vegetables, vegetable salads and vegetable trays provide two of the strongest brands in fresh-cut vegetables. The GreenLine® brand leads sales of fresh-cut green beans within the U.S., and Eat Smart® is the leader in fresh-cut branded bag and tray sales. Apio products account for 14 percent of fresh-cut vegetable sales. Contact us to learn more.

QUALITY ASSURANCE — FROM FIELD TO FORK

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

RECEIVING AND PREPARATION PROCEDURES

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

CAPITALIZING ON FRESH-CUT VEGETABLES’ HOLIDAY POPULARITY

Fresh-cut vegetable sales peak at various times throughout the year. Carrying adequate supply is essential during these weeks. Cross-merchandising value-added vegetables with 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 Years |

HOW DOES ITEM COUNT STACK UP?

Nationally, an average of 44 unique fresh-cut vegetable items are carried per store, per week.

- Side Dish: 24
- Snacking: 7
- Meal Prep: 9
- Trays: 4

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

FRESH-CUT VEGETABLE HOUSEHOLD PENETRATION

- **53%**

  In the past year, 53% of U.S. households purchased fresh-cut vegetables

AVERAGE FRESH-CUT VEGETABLE BASKET SIZE

- **$87.89**

  Compared to the average basket size with any produce item: $59.74

AVERAGE VOLUME % LIFT ON PROMOTION

- **76%**

  When promoted, fresh-cut vegetables’ volume sales increase on average 76 percent. Promoting during their holiday peaks can help attract incremental sales.

THE FRESH-CUT VEGETABLE CONSUMER

Fresh-cut vegetables appeal most to premium, healthyliving 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.

Sourcing Consumer Data Source: Nielsen Perishables Group FreshFacts® Shopper Insights Powered by Spire Performance Data Source: Nielsen Perishables Group FreshFacts® Total Produce Database 52 weeks ending 11/28/15; *Not including packaged salads

Apio, Inc.

PO Box 727, Guadalupe, CA 93434

800.454.1355

www.apioinc.com

info@apioinc.com
Offering Delicious Superfood Salads.

From our Superfood packed Sweet Kale Salad to our Beets & Greens, Wild Greens & Quinoa and our Southwest Salad Kit, you’re bound to find a delicious flavor that makes your taste buds happy.

Contact us today to learn more | www.eatsmart.net | 800.454.1355
Since 1996, Hollandia Produce has been helping retail produce merchandisers drive category innovation and year over-year growth with its Live Gourmet® and Grower Pete’s® brands of living butter lettuce. Packaged in its award-winning, protective clamshell with the roots still intact, our butter lettuce delivers longer lasting freshness, reduced shrink and increased margins.

**MERCHANDISING ADVANTAGES**
- Non-GMO
- Hydroponically greenhouse-grown
- Living Lettuce/"Roots-on" freshness
- Certified Organic
- Available year-round
- Unrivaled uniformity and quality

**CREATE COMPELLING MERCHANDISING DISPLAYS**
Our value-added lettuce is ideal for cross-promotions and multi-location merchandising.

For highest velocity, merchandise directly next to the other leafy greens and/or whole head lettuce with the wet-rack mist system nozzles closed to avoid clamshell wet spots. Also, try these ideas to grab shoppers’ attention:

- Place Grower Pete’s 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 showcase its freshness, color, density and head size.

**CROSS MERCHANDISING IDEAS**
Create a sensory meal experience and generate increased sales across categories by combining living butter lettuce with other salad toppers, dressings and vegetables. Or, try these promotional options:

- Use on-package recipe and use-case promo tags to help cross-sell non-category ingredients.
- Use cents-off coupon promotional displays for complementary recipe items located in other store department such as meat or dairy.
- Use shelf-strips, talkers or wobblers to draw attention to key benefits like Certified Organic, Non-GMO, and Roots Matter!
- Offer LTOS, BOGOs and discounts for multi-brand purchases to increase trial and repeat usage.

**HANDLING & STORAGE TIPS**
- Comply with cold chain & storage temperature recommendations to maintain freshness.
- Adhere to printed package code dates and cooler and shelf product rotation standards.
- Avoid merchandising in the bagged salad showcase, where shoppers seek tear and pour convenience.

**OUT-OF-THE-BOX PROMOTIONAL ideas**
Create a “Living Produce” Destination Set – Pair living butter lettuce with other complementary living produce like tomatoes, cucumbers and fresh herbs.

Create a Billboard Effect – Try stacking multiple SKUs of the Live Gourmet brand of living lettuces to create an eye-catching display.
Give Shoppers What They Deserve: A “Better” Butter Lettuce Choice!

Hollandia’s Live Gourmet® and Grower Pete’s butter lettuce is available year-round, offers organic and conventional choices, unmatched quality and uniformity, “Face & Place” convenience – and even better – less shrink and more profit. Make it your choice.

w hollandiaproduce.com  p 805.684.4146  e info@hollandiaproduce.com
LIMES

Vision Import Group

All consumers use limes; they cannot be overlooked. Limes cross over all cultures and cuisines. Although limes in the U.S. 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.

**QUICK TIPS**

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

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

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

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

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

- Place in a basket in beverage aisle with a reminder: “Don’t forget the limes!”
- 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 barbecues, family picnics and social gatherings.
- With a little direction, your customers can use limes every day of the week! For printable recipes, email us at info@visionimportgroup.com

**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 MojitoTM 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.

**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 all year.

- Keep limes at 48°F; fresh limes can be held for up to four weeks after picking — as long as they are picked and stored at optimal conditions.

- To maintain optimal quality for an extended period, be conscious of the storage temperature in your warehouse and back rooms in addition to retail displays. Optimum is 48°F to 50°F.

**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 in January through March — creating higher pricing than the rest of the year. Through the Vision Companies positive grower relationships, we are able to carry limes 52 weeks of the year from Mexico. When needed, we utilize our offshore relationships for additional sourcing.

**The Vision Companies Sizing/Packs:**

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

For more information on how foodservice and retail companies can start or increase their 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

**Vision Produce Company**

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Phoenix 602.256.7783
Nogales 520.223.8920
www.visionproduceco.com
Perfection

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“Your Direct Link to the Grower”
MANGO IMPORT VOLUME AND AVAILABILITY HAS INCREASED IN RECENT YEARS, AND OPPORTUNITIES TO INCREASE MANGO CATEGORY SALES ABOUND. THEREFORE, STRATEGIZING WITH ACCURATE INFORMATION IS CRITICAL FOR RETAILERS TO DEVELOP AND EXECUTE SUCCESSFUL PROMOTION CAMPAIGNS.

**PLAN.** Promotional messages will be better tailored to boost sales if you have a solid understanding of your market, consumer demographics and the decisions that influence spending.

- A typical mango buyer spends more money per trip compared to an average shopper who does not buy mangos. Build plans that aim to retain your power buyers and attract new mango buyers to build product awareness and increase sales.
- Think about how you can impact sales by addressing buying barriers such as lack of knowledge about mangos. Engage your supplier or the National Mango Board (NMB) to identify the best approach.

**SOURCE.** Good information will help you pre-plan, adapt to a changing market, and adjust promotions as needed.

- Good suppliers will give you consistent and reliable crop data and will help you develop replenishment schedules to ensure your stores get fresh and suitable deliveries.
- They will also keep you apprised of opportunities to promote in volume or cut back in the event of adverse weather.

**PROMOTE.** Mangos are available year-round. Promote frequently! Consider not just the breadth and availability of SKUs but the messaging you are putting out as well. Promotions will be more successful if paired with comprehensive consumer education campaigns.

- Partner with suppliers or NMB to develop POS material that informs customers about mangos to make them more appealing. Messaging should include selection and ripening tips, cutting instructions and nutritional information.
- Offer in-store sampling and cutting demos to build awareness and generate impulse demand.
- Ensure quality is consistent to guarantee a good eating experience.
- Cross-merchandise next to fresh items with higher market penetration. Mango customers are more likely to have fresh products such as avocados, pears and stone fruit in their basket compared to an average shopper (Source: NMB).
- Offer selection. Flavor, texture, appearance and size vary by variety. Promoting in different packs also lets you test SKUs.

**DISPLAY.** Don’t limit shelf-space to the tropics section and keep displays looking fresh with the following tips:

- Feature mangos in larger displays and in higher-traffic areas.
- Showcase different varieties to get customers to try new flavors.
- Organize displays so mangos are staged by variety and level of ripeness.
- Always have ripe fruit on hand. Ideally, fruit that is ready to eat should also be labeled as such. (Your supplier or the NMB can provide tools to help you develop the right message.)
- Keep fruit on smooth surfaces and don’t stack too high or you’ll risk bruising and damaging the mangos as they mature.
- Rotate displays frequently to keep mangos looking great; discard damaged fruit and preventing the mangos from damaging the mangos as they mature.
- Always display mangos at ambient temperature.

**APPRAISE.** Are you analyzing data? Think back on your promotions and consider what worked well and where you can improve. Your mango supplier and NMB representative are good sources when reviewing performance and identifying benchmarks for future growth.

**EDUCATE.** Engage and develop produce staff to ensure the best back-room practices are enforced to help reduce shrink and safeguard product integrity.

1. **Temperature.** Holding mangos at the correct temperature is probably the most critical thing you can do to preserve quality and flavor post-harvest. Temperature affects mangos differently, depending on variety and maturity. Keep mangos at the following temperature ranges depending on need:

   - **56 – 65°F** to ripen and add color
   - **52 – 55°F** to hold ripeness and color
   - **≤ 50°F** Avoid prolonged holding at low temperatures or risk chill injury

Move mangos directly into cold storage when they arrive as to not break the cold chain, and discuss adequate reefer temperature with suppliers to minimize chill damage.

2. **Handling.** Never display mangos on a cold rack. Mangos also do not require misting. Keep them at ambient temperature and away from ethylene-sensitive items.

3. **Ripeness.** Know which sensory signs shoppers can rely on to gauge how ripe a mango is. Skin color is not the best indicator because some mangos stay green when ripe. To determine ripeness, squeeze gently. Soft fruit is ripe and firm fruit is not. Buyers should be informed that they can speed up ripening by placing two or more mangos in a sealed paper or plastic bag on the kitchen counter for a few days.

**INSIGHTS FOR CATEGORY GROWTH**

Mango import volume and availability has increased in recent years, and opportunities to increase mango category sales abound. Therefore, strategizing with accurate information is critical for retailers to develop and execute successful promotion campaigns.

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THE ONE AND ONLY.

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

* Champagne® is a registered trademark of Ciruli Brothers.

CIRULI BROTHERS
Growers and Shippers Since 1940

Champagne mango

WWW.CHAMPAGNEMANGO.COM
WWW.CIRULIBROTHERS.COM
HANDLING & STORING MUSHROOMS

Mushrooms are an integral part of your fruit and vegetable program. Proper receiving and handling will extend shelf life and increase the vegetable’s popularity on your shelves.

Follow these guidelines to get the best return on your mushrooms:

COLD CHAIN

Upon receipt, immediately move mushrooms from refrigerated truck to refrigerated storage between 34 - 38°F.

MOISTURE

Fresh mushrooms must never come in direct contact with water. Moisture will cause breakdown and discoloration.

HUMIDITY

Humidity should be in the range of 85% - 95%. Too little humidity can cause drying and shriveling. Too much humidity can cause mushrooms to become tacky and slimy.

ROTATION

Rotate inventory, referencing code date printed on each till/box. Remember: first in, first out.

VENTILATION

Ensure adequate cold-air circulation around the mushrooms.

STORAGE

Always store mushrooms in a refrigerated case away from odorous items (e.g., onions and garlic.) Mushrooms absorb the odors around them. Do not stack tills - mushrooms bruise easily.

HELPFUL TIPS FOR RETAILERS

Display various pack styles side-by-side to give the consumer a wide selection.

Always rework mushroom packs each morning, and spot check throughout the day.

Be prepared for peak shopping hours between 3 p.m. - 7 p.m.

Evaluate often for maturity, quantity, packaging, weight, and grade. Report any issues to your Monterey Mushrooms sales manager immediately.

The Blend

Use point-of-sale materials to give consumers the idea of blending mushrooms into some of their favorite meals such as burgers, meatloaf, tacos, burritos, sloppy joes, chili, meat sauces, spaghetti, lasagna, pot pies, casseroles and more!

Monterey Mushrooms, Inc.

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www.twitter.com/MontereyShrooms
www.instagram.com/montereymushrooms/
www.pinterest.com/montereymush/
Mushrooms are always in season! We have 9 farms around the country so you can offer your customers fresh, locally-grown mushrooms year round. Only Monterey offers a full line of white and brown mushrooms high in vitamin D and includes certified organic varieties.

A piece of the sun in every bite

Fresh Retail, Fresh Foodservice, Value-Added, Vitamin D Powder
Monterey Mushrooms, Inc. | 800-333-MUSH | www.montereymushrooms.com
RECOMMENDED DISPLAY IDEAS

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

When it comes to displaying Idaho-Eastern Oregon Onions, we say, “The bigger, the better.” The bigger and more dramatic you can make your displays, the better your sales will be. “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’ ever-increasing desire to engage in social media. USA Onions has an active following on its 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 which can be viewed at any of the social media outlets 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 with onion availability lasting from 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 containing details about colors and sizing 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 for onions.
- Keep product rotated and remove separated and loose skins from the display bin.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

When onions are received, they should be placed 1 foot away from the wall for proper air circulation. Air circulation is crucial for long-term storage of onions.

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

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

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

CROSS-MERCHANDISING OPPORTUNITIES

USA Onions have long been cross-merchandised with potatoes, which is a natural fit. Onions and potatoes go well together and are prepared together in a variety of dishes. Today’s consumer is experimenting with a variety of ethnic cuisines. Onions can be successfully merchandised with tomatoes, avocados, and chili peppers with Latin-themed promotion. Fresh salsa recipes and guacamole recipes displayed as tear-offs or on TV monitors will interest consumers and drive sales.

Grilling is another consumer favorite. USA Onions are the perfect size for topping hamburgers, and king-size onion rings will naturally have your customers thinking steak for dinner. For summer, try merchandising onions along with barbecue sauces to suggest a perfect outdoor grilling accompaniment.

Idaho-E Oregon Onion Committee
PO Box 909, Parma, ID 83660
208.772.5111
208.772.6582
www.USAOOnions.com
Go Big!

GO with Idaho and Eastern Oregon Shipping this season until May 2016

BIG Growing Region
BIG in Flavor
BIG in Size
BIG in Quality
BIG in Variety
BIG on Consistency
BIG on Customer Service
BIG on Food Safety

Big, Beautiful, and HEALTHY yellow, red, and white USA Onions.
From the Heart of Onion Country, USA

GO BIG TODAY and GO to: www.USAONIONS.com for a complete Shippers List

Idaho-Eastern Oregon Onion Committee
Parma, ID
208-722-5111
Caribbean Red® papayas are the maradol-like papayas that have 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. This fruit is a team player, huddling with other melons or berries in great-tasting fruit salads. Go beyond fruit salads. Any salad — be it coleslaw, kale, and even seafood salad — will sparkle with chopped Caribbean Red papaya. 

Weighing between 2 and 5 pounds, this fruit delivers a lot of bang for the buck. It’s a lot of fruit to enjoy, but enjoy you can in appetizers, salads, toppings for veggies and meats and desserts. Caribbean Red papayas are non-GMO. 

**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.

**RECOMMENDED DISPLAY IDEAS**

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

Generate excitement by displaying a large number of papayas — 15 or more pieces of Caribbean Red. Caribbean Reds won’t disappoint when displayed by the melons.

Keep an eye on your papaya display. Be quick to sort out any fruit that is less than cosmetically appealing. This fruit is still great tasting, so be sure to use it in store to add a tropical taste to prepared fruit salads or blend into fabulous smoothies (or as Hispanics call them, batidos).

**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.

**RIPENESS RECOMMENDATIONS**

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

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

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The sweetest of the papayas, Solos are pear-shaped with bright orange flesh. Weighing about 1 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 and dinner. For breakfast, Solos become the bowls 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 perfect for work lunches. Eat whole or save the other half in the refrigerator for a snack.

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 served in a Solo or served with chopped Solo papaya on top.

This 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.

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.

Do the dishes! 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 your produce department. Use one half of the Solo 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 Solo papaya acts as the demo’s dish.

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

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

DISPLAY

- Melon or tropical? Why choose? Solos’ increasing demand 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 displays will grab attention that’ll motivate impulse buys.
- Anything you’ll fill a Solo with is a great cross-merchandising display idea. Make some room next to the berries, yogurt, limes, and cereal, to name a few. Adding a photo of Solos filled with the fruit being cross-merchandised will close the add-on sale.
- Show how this fruit can deliciously contain some breakfast, lunch and dinner favorites by having sliced Solos wrapped with a couple of berries in the seed cavity, along with a spoon and a slice of lime.
- If you display bananas in your cereal department, add Solo papayas to the display. These papayas 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 in it. Chop half and use the other half as the bowl. Any salad ingredient display is enhanced by adding Solo papayas, including seafood salads whether crab, tuna or shrimp.
- Display Solos with a fruit ripening chart and smartphone accessible recipes and tips.

KEY POINTS

- Taste: Similar to a melon in flavor, it is juicy and sweet, and provides a fragrant aroma.
- Selection: Solo papayas yield to gentle pressure when ripe. Their skin should be smooth and free of decay.
- Ripening: Keep fruit between 70°F and 80°F until it reaches at least 50 percent color.
- Ethylene Production & Sensitivity: High
- Shelf Life: Once 100 percent yellow, the papaya should be used within two to three days.
- Brooks Availability: Year-round
- Brooks Origin: Brazil
- Storage Temperature: 50°F to 55°F. Solo papayas won’t ripen if kept too cold.
- Storage Humidity: 85 percent to 95 percent

Brooks Tropicals
PO Box 900160, Homestead, FL 33090
305.247.3544
305.242.7393
www.brookstropicals.com
info@brookstropicals.com

Grown in Brazil, these Solos are non-GMO.

1 pound, this fruit can be eaten starting at 50 percent yellow, when it gives to a gentle squeeze.
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

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For three generations the Taylor Farms family has delivered quality fresh salads and vegetables. We are strategically located in 12 regional processing facilities across the country including Mexico. Our efficient logistic program increases days of shelf life, reduces warehouse inventory and shrink. Smarter innovation, organic and conventional products, robust sustainability programs and integrated teams of people are just a few reasons why our produce tastes better, looks amazing and appeals to more consumers.

Our family and your business can grow a healthier bottom line.

As the “clean and healthy” eating trends increase, Salad Kits are perfect for enabling consumers to feel confident in serving fresh healthy meals.

- Restaurant meals are declining as consumers are eating more meals at home.
- Restaurants’ modern menu’s shift their focus from meat to fresh vegetables and salads to meet consumers’ “healthy aspirations”.
- Consumers today are engaged with their food more than ever. Many sites having less time for planning and preparation.
- Expanding regional profiles is on the rise as consumers broaden their taste and exploration of different foods.
- Health and Wellness consumers look to produce for solutions to meal preparation.
- Increasing the need for “easy assembly” or “fast” opportunities to prepare.

The Evolution of the Millennial Generation*

- Oldest is now 35 years old
- Largest group in the workforce
- 9 out of ten report preparing dinner at home 3+ times per week
  Only 56% feel confident in the kitchen
- 72% say they want to be a better cook
- Shoppers of all generations are willing to pay more for premium distinctions

* NGA SupermarketGuru 2015 Survey

Complete Salad Kits Are the Primary Drivers of Salad Category Growth

Complete Salad Kits Represent 23% of all Salad Category Dollar Sales

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Source: AC Nielsen Scanscan All Channels ending 1/2/2016

The Chopped Salad Kit introduction stimulated Kits and the entire salad category growth

The produce department can leverage the salad kit consumer through:

- Effective cross-merchandising with meat and dairy departments
- In-store events and or sampling
- Signage at point of sale for “meal in minutes” suggestions
- Social Media campaigns

Celebrate Delicious Savings at TACO TUESDAY

CELEBRATE DELICIOUS SAVINGS AT

TACO TUESDAY
TAYLOR FARMS CREATED A $400 MILLION DOLLAR SEGMENT AND RECHARGED THE ENTIRE SALAD CATEGORY.

INTRODUCING OUR TWO NEWEST INSPIRATIONS

Our family of chopped salads are inspired by our consumers who crave the unique blends we offer in each and every chopped salad variety.

1-866-675-6120

www.taylorfarms.com
Since 1939, Mann Packing has been a leading provider of innovative, washed and ready-to-eat fresh vegetables. Mann’s Culinary Cuts® are a line of fresh vegetables cut into distinctive shapes — including Sweet Potato Ribbons, Butternut Squash Zig Zags, Finely Chopped Cauliflower, Shaved Brussels Sprouts, and Sliced Broccoli Clovers.

Mann’s Culinary Cuts® come with on-shelf recipe cards to engage consumers

Mann’s promotes CulinaryCutsClub.com for sharing consumer recipes and photos

Feature a Mann’s Culinary Cuts® display for holidays as convenient products that pair perfectly with pasta and stir-fry sauces

Position Mann’s Culinary Cuts® veggies as healthy and nutritious ingredients for consumers to make their own baked good and pasta-swap dishes

Encourage consumers to leverage the versatility of Mann’s fresh-cut veggies by using them in “any” meal and as “healthy” substitutes in their favorite recipes

Display with other specialty-cut vegetables in the produce department and in the value-added section.

Shelf Life: 16 days, depending on temperature and humidity

KEY POINTS

- Fresh vegetables cut into unique shapes that inspire creativity for everyday meals
- Vegetables are washed and ready-to-use
- Versatile enough for multiple uses and carb swaps
- Ideal for a pasta swap, these fresh vegetables are all natural, low in carbohydrates, preservative-free and gluten-free

Mann Packing Company
PO Box 690, Salinas, CA 93902
831.422.7405
831.422.5171
www.veggiesmadeeasy.com
kim.stgeorge@mannpacking.com
@veggiesmadeeasy
CUTTING EDGE MEETS CUT VEG

Mann Packing Co., Inc., Salinas, CA • 800.884.6266 • VeggiesMadeEasy.com
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 this fruit’s ribs will naturally turn brown.

Brooks’ starfruit are now available on the West Coast including California, Texas and Arizona. Although starfruit can be enjoyed as a nutritious snack, 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 Asian like relishes and curries. Of course, starfruit in the Western Hemisphere 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.

As the largest grower and shipper of domestic starfruit, Brooks grows this fruit in food safety-audited fields, picked by audited crews, and packed and distributed in audited facilities. Brooks’ starfruit is also non-GMO.

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

**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 lunchbox.

Include tips and ideas for side dishes in barbecuing, grilling and tailgating displays. Starfruit can play starring roles in salsas, potato toppings, relishes, creamy salads 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. This includes many drinks. Starfruit can be squeezed just like a lime for a great citrus flavor to add to tea, carbonated drinks, even fine wines.

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

**DISPLAY**

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

These stars deserve multiple appearances in your produce aisle. Pack them in wicker baskets with star-shaped ends pointed out to accentuate star-shapes. 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 would add a couple of berries as garnish to cut fruit, go for some diversity and add stars to the mix. Slices of melons and papayas look even more appetizing with starfruit slices. 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 — to tips and recipes. These mobile websites can be branded for your markets.

**KEY 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 And Sensitivity:** Low
- **Shelf Life:** One week, depending on temperature and humidity. Once fully ripe, it should be eaten within two to three days.
- **Brooks Availability:** July to April
- **Brooks Origin:** Florida
- **Storage Temperature:** 48°F to 55°F
- **Storage Humidity:** 88 percent to 90 percent

Starfruit is also available in a clamshell 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.

**BACKROOM AND HANDLING TIPS**

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

When adding to fruit salads, take a vegetable peeler and remove the brown tips of the starfruit. Slice the fruit, punch out the seeds, and it’s ready to go. As starfruit turns yellow, it becomes sweeter. Display starfruit with varying degrees of ripeness.
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 Tropics’ high-scoring starfruit audits join the roster of other successful audits for Caribbean Red papayas, SlimCado avocados and more.
Sweet onions present an opportunity for incremental produce sales. The health and flavor benefits are an easy sell for consumers looking to cook tasty 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, multi-size strategies and consumer bagged displays offer consumers multiple buying options and ensure incremental sales lift!

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

**FLAVOR AND NUTRITION DIFFERENTIATION**

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

**AVAILABILITY: YEAR-ROUND OPPORTUNITY**

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

Consistently purchasing the highest quality sweet onion brands from only reputable industry leaders is the easiest way for retailers to provide consumers with confidence that they are buying the highest quality, safest, freshest and most flavorful sweet onions all year long. Forming a win-win relationship between vendors and retailers provides long-term, sustainable and uninterrupted supply. Use regional freshness as an educational vehicle to educate consumers on uniqueness of recognized sweet onion growing districts.

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

Authentic Sweet Onions Include:
- Sugar Sweets® available spring and summer
- Walla Walla River® available summer and fall
- Mayan Sweets® available fall, winter and early spring

Authentic Sweet Onions are fat- and cholesterol-free, and contain very little sodium. They are fat- and cholesterol-free, and contain very little sodium. Sweet 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.

**RECOMMENDED DISPLAY IDEAS**

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

**CROSS-MERCHANDISING OPPORTUNITIES**

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

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

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

**QUICK TIPS**

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

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

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

Keystone Fruit Marketing
11 N. Carlisle St., Suite 102,
Greencastle, PA 17225
717.597.2112
717.597.4096
www.keystonefruit.com
STAY SWEET ALL YEAR LONG.

800-498-1577 800-900-0757
SPECIALTY TOMATOES
THE PROOF IN IS THE PULL

Greenhouse Grown specialty tomatoes have driven significant growth within the category for more than a year. Specialty tomatoes are the largest growth segment according to Nielsen data due to flavor and color. Proven at retail, Village Farms specialties like Heavenly Villagio Marzano, True Rebel Mix, Cabernet Estate Reserve, and Cherry no. 9 out sold current category leaders on a weekly basis. During a 90-day trial, Heavenly Villagio Marzano out sold the No.1 category leader in three major chains.

VARIETY AND AVAILABILITY

Greenhouse Grown tomatoes have the luxury of being available 365 days a year — providing consistent supply for your customers.

Greenhouse Grown tomatoes are vine ripened for consistent garden-fresh flavor with every purchase.

Greenhouse Grown tomatoes use sustainable growing methods that require no pesticides or herbicides — making them healthier for people and the planet.

MERCHANDISING AND DISPLAY

Because tomatoes should be stored at room temperature, this makes them ideal for display in areas outside of the produce section. Try a display of grab-and-go bags in the snacking aisle of the store or near the register to promote healthy eating.

Village Farms can work with you to create a unique POP display for your store’s format. RPC wraps, pallet wraps, banners, and shelf talkers all add value for consumers in the tomato category.

Village farms’ Heavenly Villagio Marzano tomatoes are the ultimate snacking tomato loved by all! Kids love to snack on the tender juicy little bites, and adults go ga-ga for their well balanced garden-fresh flavor.

OUT-OF-THE-BOX PROMOTIONAL ideas

For a healthy snack display, showcase grab-n-go bags of Heavenly Villagio Marzano in the snack aisle or near check-out.

QUICK TIPS

Locally grown is hot! Promote locally grown fruits and vegetables with POS signage. Village Farms’ new packaging features Texas Grown and BC Grown on every product. Did you know we are GMO Free? Look for seals on pack.
the proof is in the pull

Greenhouse grown specialty tomatoes have driven significant category growth for more than a year. And due to flavor and color, they’re the largest growing segment based on Nielsen data. **During a 90-day trial, Heavenly Villagio Marzano outsold the category leader in 3 major chains.** Village Farms... a brand that moves.

www.villagefarms.com | sales@villagefarms.com | 877.777.7718
Access Untapped Shoppers Ripe In Your Area
Buying power for Hispanics and Asians are expected to reach 2.5 trillion in 2015 and 5.3 trillion by 2020. They spend 41% more than any other customer, make 2.3 store visits per week, and choose stores based on high quality fresh produce. Turbana will help you identify ethnic shoppers in your market and make your store a destination!

Boost Tropical Sales With Current Customers
It’s not just Hispanic and Asian shoppers that are looking for more variety in their tropicals. Thanks to the foodie boom, fusion ingredients are hot! Food shows and blogging have risen greatly. Over 50% of millennials refer to themselves as foodies. Mainstream shoppers are venturing out; feed their cravings and introduce them to new tropical flavors.

Tailor Displays to Your Shoppers
For ethnic shoppers, create bilingual displays and add staff knowledgeable in tropicals. For mainstream shoppers, education is key. Showcase food samples for inspiration and instructions on storing and choosing the right tropicals. Turbana provides tailored collateral materials, signage, promotions, and cross-merchandising opportunities to keep your store fresh for shoppers!
Go High Tech
Access to demographic data, specific to your local market area, will help tailor produce orders and better cater to each of your stores’ consumers. Thanks to Turbana’s proprietary app, retail partners gain real-time key insights that enable a store to understand eating habits of shoppers and learn more about tropicals. The result: customized assortments and growth of the category.

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

Partner With a Tropicals Expert & 360° Turnkey Solution Provider
Turbana 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.
Mann's Snacking Favorites Trays are a great way for consumers to get their daily dose of vegetables. They are washed and ready to eat, featuring favorites like carrots, broccoli, celery, and sugar snap peas and delicious dips. All trays are convenient for both snacking and entertaining year-round.

**OUT-OF-THE-TRAY PROMOTIONAL ideas**

Feature trays during back-to-school time, summertime snacking and quick on-the-go meal solutions

Position protein packed trays as meal replacements

Develop engaging social media contests/sweepstakes that drive consumer sales and interest

Build secondary displays for the weekends for shoppers looking for a quick in-and-out trip to the store

DISPLAY

Display with other fresh snacking products in the produce department or in the value-added section. The trays are suitable for multiple displays — including vegetable trays, designated snacking sections, and an on-the-go section.

BACKROOM AND HANDLING TIPS

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

**KEY POINTS**

- Great for moms on-the-go
- Lunchbox-friendly and make for a convenient addition to any meal or as a stand-alone snack
- Healthy and fun after-school, at-work, and on-the-go snack
- Vegetable combos go great with a variety of drinks and even fine wines
- Perfect for Millennials who are both super snackers (4-plus times/daily) and average snackers (2-3 times/daily)
SNACK ATTACK!

Mann Packing Co., Inc., Salinas, CA • 800.884.6266 • VeggiesMadeEasy.com
# FIFTEEN YEARS OF “MASTERS” SPONSORSHIP

## MASTERS OF MERCHANDISING CATEGORIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Category</th>
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</thead>
<tbody>
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<td>Kiwi</td>
</tr>
<tr>
<td>Artichokes</td>
<td>Kosher Fruit</td>
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<tr>
<td>Asian Pears, Pluots &amp; White Flesh Fruit</td>
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<tr>
<td>Asparagus</td>
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<tr>
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<tr>
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<td>Cucumbers</td>
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<td>Veggie Snacks</td>
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<tr>
<td>Hydroponic Lettuce</td>
<td>Whole Leaf Lettuce</td>
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## REPRINTS AVAILABLE

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Reaching the Consumer Through a Variety of Channels to Say

More Matters for Better Health