



Indianapolis
Fruit[®]

2019

LOCALLY GROWN

Guide



Program Execution

Locally grown produce is currently one of the hottest trends in the industry. This resource helps to guide you through executing a successful locally grown produce program.



Why **LOCALLY GROWN?**

The demand for locally grown product continues to rise. But why? Selling locally grown product benefits everyone from the grower to the consumer. Not only does it promote healthier eating habits, it has a positive impact on the environment and local economy.

When consumers are informed about where their food is coming from, they feel more confident and develop a connection with the grower who produced it. Indy Fruit has a long and rich history of partnering with small and unique family farms. These relationships allow us provide you with the best tasting and highest quality product available.

When you choose local produce, you choose the freshest product within your market. These products taste better because they have more time to ripen on the vine and under the sun rather than in a warehouse or during transit. Buying from local sources also allows us to drastically reduce our fuel consumption, CO2 emissions, and pollution by reducing transit miles and thus, our carbon footprint.

HEALTH BENEFITS

Locally grown food is great for your health.



- Fresh means more nutrition because you are getting product at its peak state.
- You reduce the amount of pesticides and herbicides used in growing food.
- Eating local means eating seasonally, and that means you avoid “artificial ripening.”
- Local foods promote food safety. Less distance between your food’s source and your kitchen table leaves less of a chance of contamination.

MUST-HAVE ITEMS



Apples



Asparagus

Beets



Bell Peppers

Blueberries

Brussels Sprouts



Carrots

Cauliflower



Cucumbers



Eggplant

Green Beans

Leafy Greens



Melons

Onion



Peaches

Potatoes



Pumpkins



Radishes

Spinach

Squash



Sweet Corn



Tomatoes

Turnips

Zucchini

MEET THE GROWERS

Merchandise our Meet the Grower profile pages in your produce department to educate shoppers, provide a niche category and increase sales.



MAKE YOUR STORE A *destination*

MARKETING YOUR PROGRAM

Using POS and other marketing tools help consumers connect the source of their food to the table it's served on. From farm to fork, Indianapolis Fruit is there every step of the way.

SOCIAL AND DIGITAL MEDIA

Promote available products through all social media channels. Create web ads, profile local farms, and share recipe ideas. Share a product story tied in to a local farm or use a farmer profile right from Indy Fruit's blog. Create email campaigns to entice consumers with tips, recipes, and digital coupons.

IN STORE SIGNAGE

Use marketing materials in your designated departments to educate consumers about the food they're purchasing. Hang or display custom product info cards along with farmer profile pages around your local products.

SAMPLING

Fresh food tastes better! Have your customers sample local product in the store. Promote the flavors of your produce by pairing local food with complimentary items. Try recipes like **Midwest caprese skewers** or **Midwest cantaloupe wrapped in prosciutto**.

Produce Availability



ASAPARGUS
APRIL - MAY



BLUEBERRIES
JULY - AUG



APPLES
SEPT - JUNE



BELL PEPPERS
SEPT - OCT



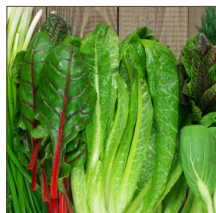
CUCUMBERS
SEPT - NOV



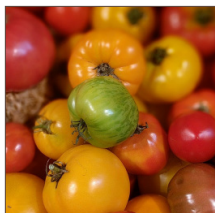
SQUASH + GOURDS
SEPT - NOV



CORN
JUNE - AUG



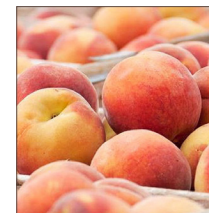
LEAFY GREENS
JUNE - AUG



TOMATOES
JUNE - AUG



ZUCCHINI & YELLOW SQUASH
JUNE - SEPT



PEACHES
AUG - SEPT



TURNIPS
DEC - FEB



MERCHANDISING LOCALLY GROWN PRODUCE

Give your display a farmer's-market-feel by using bushel baskets, burlap, and apple crates. Use color blocking methods and techniques with the fruits and vegetables to take advantage of their vibrant color.

CROSS MERCHANDISE WITH ARTISAN GROCERIES - Incorporate locally crafted breads, cheeses, fruit preserves, cured meats, olives, oils, and vinegars into your local produce display. Focus on high-traffic areas and end caps of your store.



EVENT SELLING - Host an outdoor sidewalk sale or farmer's-market-style tent sale in front of your store. Create some excitement by offering fresh produce before your customers even step inside. Get the community involved in your sale by contacting local charities or organizations that would like to participate.



STORE-WIDE THEME - Coordinate with other department leaders in your store to have tie-ins between departments and maximize the cross-merchandising possibilities. Focus on grocery, dairy, and protein products. Offer a local lunch day or promotional giveaway to entice consumers to come and try the product at an unbeatable price.



MAP OF GROWERS

Applewood Fresh Growers - Comstock Park, MI
Bauman Orchards - Rittman, OH
Belleharvest - Belding, MI
Bolthouse Farms - Grant, MI
Bushman's - Rosholt, WI
Country Lane Produce - Shabonier, IL
Crystal Lake - Atwood, IN
Eckert Brothers Orchards - Belleville, IL
Falling Waters - Indianapolis, IN
Family Farm Fresh - Rockville, IN
Flamm Orchards - Cobden, IL
Foster Orchards - Greenville, MI
Garwood Farms - LaPorte, IN
Giumarra - Indiana
Graber Farms - New Haven, IN
Green Field Farms - Wooster, OH
J.R. Kelly Company - Collinsville, IL
Melon Acres - Oaktown, IN
Michael Farms - Urbana, OH
Miedema Produce - Hudsonville, MI
Mike Pirrone Produce - Capac, MI

Missouri Fruit Sales - Waverly, MO
Mol Produce - Grand Rapids, MI
Naturipe - Southern Indiana
North Bay Produce - Michigan
Organic Valley Coop - LaFarge, WI
Peaper Brothers - Indianapolis, IN
Ruhlig Farms - Carlton, MI
Schilling Farms - Eau Claire, WI
Sherwood Orchards - Greenville, MI
Spiech Farms - Paw Paw, MI
Stuckwish Family Farms - Vallonia, IN
Superior Fresh - Northfield, WI
Superior Sales - Hudsonville, MI
Traders Point Creamery - Zionsville, IN
Triple M Farms - Hamburg, AR
Twin Garden Farms - Harvard, IL
VanDyk Farms - Imlay City, MI
Wick's Pies - Winchester, IN
Wisconsin Food Hub - Madison, WI
Wonning Melon Farms - Vincennes, IN
Zimmerman Produce - Vandalia, IL