



# Locally Grown



**Indianapolis  
Fruit**

Distributors of Fruits  
Vegetables & Floral





# Program Execution

Having a strong locally grown program has never been more important. This guide has everything you need to successfully execute your program with Indy Fruit.



## Why LOCALLY GROWN?

More and more consumers are becoming “locavores” who strongly prefer products sourced from their communities. Locally grown programs have a positive impact on local economies, with 94% of consumers saying they buy local to support local farmers.

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

When you choose local produce, you choose the freshest product in your market. These products taste better because they have more time to ripen under the sun rather than in a warehouse or during transit. This is incredibly important as 77% of consumers prefer local because “it tastes better.” Buying from local sources also allows suppliers like us to drastically reduce our carbon footprint. Buying from local producers allows us to travel less miles, use less fuel, and reduce our CO2 emissions.

## HEALTH BENEFITS

*Locally grown food is great for your health!*



- Local produce is more nutrient dense because it is picked at it's peak state.
- Local produce typically needs less pesticides and herbicides.
- Eating local means eating seasonally, and that means you avoid “artificial ripening.”
- Local food promotes food safety. Less distance from farm to table leaves less chance for 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

Use POS and other marketing tools to help consumers connect to the source of their food. Indy Fruit has all the tools you need to help educate your customers.

## 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 into a local farm or use a farmer profile right from Indy Fruit's website. Create email campaigns to entice consumers with tips, recipes, and digital coupons.

## IN STORE SIGNAGE

Properly mark local products with keywords on large signs like "local" or "homegrown." Use marketing materials in your department to educate consumers about the food they're purchasing. Display product info cards along with farmer profile pages.

## 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.  
**Sampling = Sales!**

*Availability*



ASAPARGUS  
APRIL - MAY



BLUEBERRIES  
JULY - AUG



APPLES  
SEPT - JUNE



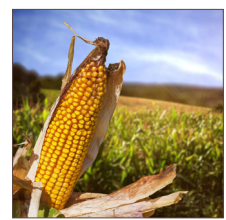
BELL PEPPERS  
SEPT - OCT



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. Take advantage of all the great color variety locally grown produce presents. Large displays with great color breaks will entice shoppers.

**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 promotional giveaway to entice consumers to come and try the product.







## MAP OF GROWERS

**Applewood Fresh Growers** - Sparta, MI  
**Bauman Orchards** - Rittman, OH  
**Belleharvest** - Belding, MI  
**Bolthouse Farms** - Grant, MI  
**Bushman's** - Rosholt, WI  
**Crystal Lake** - Warsaw, IN  
**Eckert's Farm** - Belleville, IL  
**Family Farm Fresh** - Rockville, IN  
**Fifth Season Co-Op** - Viroqua, WI  
**Flamm Orchards** - Cobden, IL  
**Frey Farms** - Poseyville, IN  
**Freyco** - Decker, IN  
**Garwood Orchards** - LaPorte, IN  
**Graber Organic Farms** - Harlan, 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

**Mol Produce** - Vincennes, IN  
**Mouzin Bros** - Vincennes, IN  
**Naturipe** - Demotte, IN  
**North Bay Produce** - Traverse City, MI  
**Organic Valley Coop** - LaFarge, WI  
**Peaper Brothers** - Indianapolis, IN  
**Ruhlig Farms** - Carlton, MI  
**Schilling Farms** - Darlington, WI  
**Sherwood Orchards** - Ionia, MI  
**Stuckwish Family Farms** - Vallonia, IN  
**Superior Sales** - Hudsonville, MI  
**Traders Point Creamery** - Zionsville, IN  
**Triple M Farms** - Hamburg, AR  
**Twin Gardens Inc.** - 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