



Key Vegetable & Fruit Commodities

Merchandising Ideas & Options



Key Vegetable Commodities

- Asparagus – **Green, White** – (Grilled, Salads).
- Cabbage – **Regionally Grown Green, Red** – (Salads, Slaws).
- Carrots – **1lb, 2lb Baby Peeled, 12oz Supreme's** – (Salads, Platters).
- Corn – **Regionally Grown Bicolor bulk** and packaged – (Grilled, Boiled, Salads, Salsa).
- Cucumbers – **Regionally Field Grown, European, Mini's** – (Salads, Platters).
- Beans Green - **Regionally Grown**, (Grilled, Salads).
- Broccoli – **Crowns, Bunched** – (Platters, Slaws).
- Brussel Sprouts – **Bulk, Bagged** – (Grilled, Salads).
- Cauliflower - **Whole Head, Florets** – (Grilled, Platters).
- Celery – **Regionally Grown Sleeved, Hearts** - (Salads, Platters).
- Herbs – **Basil, Cilantro, Dill, Marjoram, Thyme, Sage, Rosemary, Parsley** - (Guacamole, Salads, Salsa).
- Lettuce – **Iceberg, Romaine.** – (Salads, Condiments).
- Mushrooms – **8oz Whole** and Sliced, 6oz Portabella's – Whole, Sliced. Morels (If available) – (Grilled, Kabobs, Salads, Platters, Condiments).
- Onions – **Sweet (Vidalia), Red, White, 3lb Yellow, Green Onions (Bunched), Pearl and Boiler** – (Grilled, Guacamole, Salads, Salsa, Condiments).
- Peppers – **Regionally Grown Green, Orange, Red, Yellow, Stoplight,, Poblano, Hunky and Fresh Chiles** – (Grilled, Salads, Salsa, Pico Platters).
- Potatoes – **Bagged 10lb Idaho, 10lb Russets, 5lb Idaho, Russets, 5lb Idaho, 3lb Idaho, 3lb Yukon B's, Red B's** – (Grilled, Salads, Baked).
- Potatoes – Bulk – **A, B and C size Reds, Bakers, Yukon, Sweet and Garnet Potatoes** – (Grilled, Salads, Baked).
- Pre-Cut – Mann's Veg. SKU's – (Broccoli, Cauliflower, Medley, Broccoli. Slaw, Brussels) – (Grilled, Salads, Slaws, Platters).
- Radishes – **Regionally Grown Bagged, Fresh Bunched** – (Salads, Platters).
- Rhubarb - (Deserts, Salsa).
- Salads – **Dole Garden, Shredded Lettuce, Cole Slaw, 5oz Dole Baby Spinach, 5oz Spring Mix** – Organic. 5oz Baby Spinach – Organic – (Salads, Slaws, Condiments).
- Squash – Acorn, Butternut, Spaghetti, **Regionally Grown Zucchini and Yellow.** – (Grilled, Slaws, Platters, Condiments).
- Tomatoes – **Regionally Grown Vine Ripe, TOV's, Beefsteak, Roma's, Heirloom and Grape Tomatoes.** – (Grilled, Guacamole, Salads, Platters).

• **Note: Highlighted and Regionally Grown commodities will be key volume drivers.**



Key Fruit Commodities

- Apples – 3lb Varieties – Gala, Fuji, Granny Smith, Honeycrisp, McIntosh – (Deserts, Grilled, Salads, Platters).
- Apples – Bulk – Gala, Granny Smith, Honeycrisp, Pink Lady – (Deserts, Grilled, Salads, Platters).
- Avocados – 48, 60/70ct – (Guacamole, Salads, Fresh Sliced).
- Bananas – Bunched – (Deserts, Salads).
- Berries – **Strawberries, Blueberries Pint, Blackberries, Kiwi, Raspberries** – (Deserts, Salads, Platters).
- Citrus – **Clementine 3lb, Lemon, Limes**, Oranges – Navels Bulk, 4lb – (Deserts, Salads, Platters).
- Grapes – **Red, Green, Specialty** - (Frozen Snack, Salads, Platters).
- Mango – Whole, Sliced – (Deserts, Salads, Salsa, Pico, Platters).
- Melons – **Homegrown, Regionally Grown Cantaloupe**, Honeydew, **Watermelon**, Specialty Variety Melons – (Grilled, Salads, Platters).
- Pineapple – **Gold 7ct**, Pink, Honey, Cored, Cubed – (Deserts, Grilled, Salads, Salsa, Pico, Platters).
- Stone Fruit –Apricots, **Cherries Red, Rainier (Wash.)**, Nectarines, Peaches (Ca., Southern), Plums, Pluots – (Grilled, Salads, Salsa, Platters).
 - **Note: Highlighted and Regionally Grown commodities will be key volume drivers.**



July 4th - Precut & Prepared

- Garden Cut – 12oz, 1lb Cut / Cubed Fruit – Cantaloupe, Honeydew, Mango, **Pineapple**, Watermelon.
- Garden Cut – **Cored Pineapple**
- Garden Cut – **12oz Pineapple Rings, Spears**
- Garden Cut – **6oz Diced (Celery, Celery Onion), Diced Onions (Sweet, Red), Diced Tri-Color Peppers, Fajita,**
- Garden Cut – **28oz Vegetable Trays**
- Garden Cut – Variety Grillers – 9z Brussels, 10z Fire Roast, 9z Asparagus, 10z Fajita, 14z Roast Red Potato, 14z Kabob
- Garden Cut – **32oz Fruit Trays**
- Garden Cut – 12oz Sliced Sweet and Tart Apples
- Garden Cut – **8oz / 1lb Pico, and Salsa**
- Garden Cut – **8oz Fajita.**
- Garden Cut – **10oz / 14oz Guacamole – Mild and Hot**
- Mann’s – Variety Cut Vegetables
- Dole – Variety Salad Kits. Shredded and Chopped.

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Category Growth Opportunities

- **Vegetables:**

- **Cucumber Category:**

- Seedless 12ct, Mini 6pk.

- **Tomato Category:**

- **Local, Regional Vine Ripe, Heirloom, Cherry and Grapes**, Naturesweet (Cherubs,, Yellow, etc.), Mixed Medley, Campari, Chocolate Toms, Bomb Varieties, Local, **Regionally grown Organic varieties.**

- **Potato Category:**

- Little Potato, Fingerling Varieties, C Potatoes, B Yukon, Klondike, Jumbo Bakers, Bakers (Foil Wrapped), Variety Yams.

- **Onion Category:**

- Leeks, Shallots, Boiler, Pearls, 3lb Vidalia, Bulk and Bagged Red Onions.

- **Mushrooms:**

- Bulk Portabella and Packaged 6oz Portabella, 8oz Steak Cut, Mushrooms 8oz – White and Baby Bella, Fresh Morels.

- **Peppers:**

- Mini Sweets, Long Sweets, Anaheim, Jalapeno, Habanero, Poblano.

- **Note: Excellent opportunity to market all locally, regionally grown vegetables. Organic and Conventional.**



Category Growth Opportunities

- **Fruit:**

- **Berry Category:**

- Club Pack 12oz – Blueberries, Blackberries, Raspberries, 2lb Strawberries, 1lb Stem Strawberries, Rose Strawberries, Goose Berries.

- **Citrus Category:**

- Blood Oranges, Cara Cara Oranges, Heirloom Oranges, Jumbo Mandarin's, Jumbo Lemons, Bulk and Bagged Limes.

- **Melon Category:**

- Cantaloupe (Western), Honeydew (Gold), Mini Watermelon, Tuscan Melons, Watermelon (Black Diamond, Red Seeded, Yellow).

- **Pear Category:**

- Asian – Jumbo, Abate Fetel. Anjou and Bosc Pears – Excellent for grilling!

- **Pineapple Category:**

- 5ct Gold Pineapple, Honey Glow, Pink Glow.

- **Stone Fruit:**

- Apricots, Cherries (Red, Rainier), Grapes (all varieties), Nectarines, Peaches (Donut, White), Plums, Pluot varieties (All).

- **Fresh Grab-N-Go Prepared** – Salsa, Pico, Guacamole Garden Cut and Yucatan 16oz – Hot, Mild.

- **14z Tortilla Chips** – Regular and Chile

- **Non- Produce** – Glazes (Strawberry, Peach), Dips (Vegetable, Fruit), Dressings (Salad, Marinades, Vinaigrettes), Garlic (Chopped, Minced).



Merchandising Opportunities

- **Grilling:**

- **Largest holiday for outdoor family parties, picnics and grilling.**

- Large emphasis on promoting fresh vegetables, fruit options. Provide grilling recipes and suggestions, whenever possible.
- Highlight all local or region commodity options that might be available.
- Grab-N-Go or grill ready items will be a nice sales bump, if merchandised and marketed.
- Coordinate with fresh department managers on items that will help to drive additional sales in other departments (Meat, Deli, Fish, bakery as well as grocery).

- **Vegetable Commodities:** Asparagus, Beans Green, Broccoli, Brussel Sprouts, Carrots, Cauliflower, Corn Bi-Color, Eggplant, Herbs Fresh (all), Mushrooms, Onions (all), Peppers Bell and Chili (all), Potatoes (C Size varieties, Fingerling, Idaho and Yams), Squash (Acorn, Butternut, Spaghetti, Yellow and Zucchini), Tomatoes (Grape, Cherry, Campari, Vine Ripe and Heirloom).

- **Fruit Commodities :** Apples (all), Avocados, Bananas, Melons- Cantaloupe (Homegrown), Honeydew, Watermelon, Seedless and Seeded (Homegrown), Mini Seedless, Yellow Watermelon, Pears (all), Pineapple, Stone Fruit (Apricots, Cherries (Red, Rainier) Nectarines, Peaches, Plums and Pluots).



Merchandising Opportunities

- **Cut and Prepared:**

- **Remember to put plenty of labor and department display allocation into this profitable category.**

- Pre-cut and cubed fresh fruit and veggies. Increase platter options and displays.
- Cut Melons – Expand the display and variety as customers will be looking for fast and easy solutions.
 - Cantaloupe, Honeydew, Watermelon, – ¼'s ½'s and sliced.
 - Pineapple – Rings and Spears for grilling.
 - Add fresh berries and grapes to enhance variety options.
 - Important to calculate all your labor and material costs when pricing.
 - Sales and Profits will payoff if you plan and prepare effectively.

- **Diced and Sliced Vegetables:**

- **Take advantage of pre-cut and prepared options thru Garden Cut.**

- Chopped and Diced – Avocado, Beans, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Corn, Greens, Mushrooms, Onions, Peppers, Squash and Tomatoes.
- Sliced – Avocado, Eggplant, Mushrooms, Onions, Peppers, Squash and Tomatoes.



Merchandising Opportunities

- **Platters and Completes:**
 - **Labor can be challenging. Make sure you know all the options available.**
 - **Pre-cut Veggie and Fruit trays:**
 - Family platters are popular and are large volume purchases.
 - Garden Cut 28oz Vegetable tray and 32oz Fruit platters are excellent for large events.
 - Mann’s pre-cut vegetable selections are a “must have” option for the July 4th holiday.
 - Organic Option – Josie’s pre-cut vegetable category.
 - **Completes:**
 - **Provide customers with time saving options for their July 4th holiday events. Offer options for both conventional and organic shoppers.**
 - Complete salad kits from Dole, Taylor Farms, Organic Girl.
 - Garden Griller varieties from Garden Cut.
 - 6z Garden Cut Diced Veggies – Tomatoes, Onions (Sweet, Yellow, Red) , Peppers (Green, Red and Tri-color), Celery and Celery Blend.
- **Planning and communication with your store team on in-store or out of department and cross-merchandising opportunities will increase sales and profitability for the entire store.**



Merchandising Opportunities

- **Creative Merchandising and Impact:**

- **Excellent opportunity to merchandise outside or out of department display options.**

- **Outside Merchandising (If and when available).**

- **Outside display commodities:**

- Fruit – Apples, Citrus, Mango, Melons (Cantaloupe, Honeydew, Watermelon), Pineapple, Stone Fruit (Apricots, Cherries, Nectarines, Peaches, Plums).
- Vegetables – Corn, Cucumbers, Onions (Bulk and bagged), Peppers (Bell, Chili), Potatoes (all) Squash (Hard shell, Zucchini, Yellow), Tomatoes (All varieties).
- Melons – Homegrown Watermelon (Seedless, Seeded, Mini Seedless), Homegrown Cantaloupe, Honeydew, Tuscan

Note: Create that local and regional merchandising flair with signage and grower profiles.

- **Cross-Merchandising (In-store):**

- **Meat, Fish** – Asparagus, Onions, Lemons, Limes, Mushrooms (all), Tomato category (Rounds, Roma, Cherubs, Campari, Heirloom), Garden Cut Pre-cut veggies, Griller varieties. Grilling - Fresh Pineapple and melon.
- **Bakery, Deli** – Berries (all), Stone Fruit (All), Mango, Pineapple.
- **Grocery** – Onions, Potatoes, Apples, Berries (Strawberries), Citrus (Clementines), Mango, Pineapple, Tortilla Chips and Guacamole.

- Work with your store management team for display locations and product tie-in opportunities.
- Remember to put a signage and educational emphasis on locally and regionally grown commodities.



Merchandising Opportunities

Category – Impact Holiday Merchandising:

- **“Must Have” Impact displays for sales and Profitability.**
 - **Berries – All**
 - Strawberries – 1lb, 2lb (If available), 1lb Stem and Specialty varieties
 - Blueberries – Pints
 - Blackberries, Raspberries – 6oz, 12oz
 - Kiwi – Bulk and Packaged
 - Club or family packs, if available
 - **Melons – Whole (In-store or Outside displays)**
 - Watermelon – Seedless, Seeded, Mini’s, Yellow Seedless
 - Cantaloupe – Homegrown, Western
 - Honeydew
 - Tuscan – If Available
 - **Melons – Cut (Refrigerated)**
 - Watermelon (All) – Half, Quarters, Sliced, Hearts, Mixed sliced varieties
 - Cantaloupe – Half, Quarters, Sliced.
 - Honeydew – Half, Quarters, Sliced
 - **Note: Add in cut berries, grapes and pineapple to increase varieties whenever possible.**
- **Stone Fruit (In-store or Outside displays):**
 - Apricots
 - Cherries – Red, Rainier
 - Grapes – Green Red, Specialty
 - Nectarines– Yellow and White varieties
 - Peaches – Yellow, White, Southern and Locally Grown
 - Plums, Pluots – Red Black, Green, Yellow, Prune

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 - **Peaches – Yellow, White, Southern and Locally Grown**
 - **Plums, Pluots – Red Black, Green, Yellow, Prune**
 - **Pineapple, Tropical:**
 - **Gold 6’s or 7’s**
 - **Honey Glow, Pink Glow**
 - **Add in ice display with Cored, Rings, Spears whenever possible**
 - **Mango**
 - **Papaya – Maradol (Whole and Sliced)**
- **Locally and Regionally Grown Vegetables:**
 - **Asparagus - (Green, White)**
 - **Beans (All)**
 - **Celery - (Sleeved)**
 - **Corn - (Bulk, Packaged)**
 - **Cucumbers – (Field Grown 24ct, Bushel)**
 - **Onions – (Green, Yellow, Vidalia)**
 - **Peppers – (Green, Chiles)**
 - **Squash – (Calabacita, Yellow, Zucchini)**
 - **Tomatoes – (Cherry, Grape, Heirloom, TOV’s, Vine-Ripe, Yellow)**