

MIDWEST GROWN

It's summertime - the weather is warm, the sun is bright, and the crops are bountiful. Take advantage of the "homegrown" effect and offer shoppers produce grown locally; more than 60% of shoppers are looking for more locally-sourced items in their produce departments.



CANTALOUPE
#2855



**SEEDLESS
WATERMELON**
#5508



BI COLOR CORN
#2891



YELLOW SQUASH
#3229



ZUCCHINI
#3234

MERCHANDISING TIPS

- Display produce in the front of the department on tables or in cubes and place everything together like tomatoes, cucumbers, corn, cantaloupe, and watermelon.
- Use signage advertising locally grown product. Promote as "Midwest Grown." Get creative. Wording entices customers to select their produce on taste over looks: "Immerse yourself in the taste of local"
- Display produce in bulk to show your shoppers that they are getting fresh product. Pull leftover product the next day and replace it with new product. Offer leftovers as trimmed and tray-ed product.



Example of "Midwest Grown" signage from County Market stores.



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