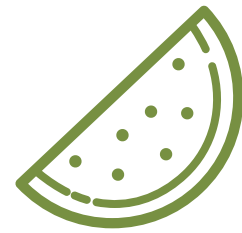


Ethylene in Fruits & Vegetables



What is Ethylene?

Ethylene is a gas released by some fruits and vegetables that causes produce to ripen faster. Some fruits and vegetables are more sensitive to ethylene than others and can spoil more quickly if stored or displayed incorrectly. To prevent waste and save you money, don't put fruits and vegetables that are **sensitive to ethylene** near ones that **produce** it.

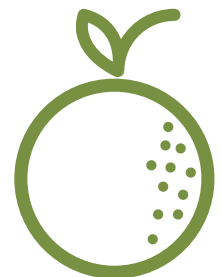


Ethylene Sensitive

Asparagus	Kiwi
Apple	Lemons
Avocados	Lettuce
Bananas	Limes
Broccoli	Mangos
Cantaloupe	Onions
Collard	Peaches
Greens	Pears
Cucumber	Peppers
Eggplant	Squash
Grapes	Sweet Potato
Honeydew	Watermelon

Ethylene Producers

Apples
Avocados
Bananas
Cantaloupe
Kiwi
Peaches
Pears
Peppers
Tomatoes



LIVE WELL
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PRODUCE DISPLAYS

Attractive Displays to Increase Sales

- Items that do not last long should be displayed just above eye level (middle shelf of display)
- Items that last longer (onions, potatoes) should be displayed closer to the bottom (bottom shelf of a display)
- Use baskets to organize and protect produce. Tip: to make a basket look fuller, make a false bottom using leftover cardboard, packing paper, wood, etc.
- Place produce closer to the front of the market and near the register to sell faster
- Label all items and clearly show prices
- Keep produce organized and well stocked
- Attract customers' attention by using vibrant color patterns





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TIPS OF THE TRADE: PRODUCE



Make it Visible

- ✓ Bring produce to the market entrance or make it first thing you see.

Color Coordinate

- ✓ Put colors next to each other that pop (e.g. red peppers next to fall squash).

Buy Less/Smaller Inventory/Dummy Up

- ✓ Better to put out 5 beautiful avocados than 20 rotten ones (use a false bottom on a basket to give the appearance of abundance).

Buy Seasonal

- ✓ Lower cost, higher margins, promotional pricing.
- ✓ Peaches, strawberries and other fruits can be very profitable; more affordable in summer.

Keep Consistent Products; Build with Season

- ✓ Maintain core products; add summer/fall/holiday products.
- ✓ Make sure customers know what items you usually stock.

Keep it Beautiful

- ✓ Create beauty; entice customer.
- ✓ Keep turning produce throughout day to avoid spoilage.

Shave/Cut/Crisp/Retain Moisture

- ✓ Soak greens like romaine lettuce or kale in lukewarm water.
- ✓ Block light, cover overnight with tarp.
- ✓ Store perishables in cooler overnight (e.g. tomatoes, grapes).

Keep Fruit Flies Away

- ✓ Keep market and drains clean so flies can't breed.

Know Your Selling Strategies

- ✓ Sell lower than competitor when you can.
- ✓ "Forwarding" when time to sell; reduce price to break even.
- ✓ Put on sale before product turns. Better some money, than no money.

Cut/Sell Produce in Half, Sample New Products

- ✓ Fresh, cut fruit for sampling (ask for samples from vendors).

Secondary Use

- ✓ Avocados make guacamole, fruit makes smoothies, and turned vegetables make soup.
- ✓ Cut fruit up before it's too late (if labor and permits allow).