



CLIFFORD PRODUCE SALES



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Adding additional displays of the following will also boost incremental sales:

- Bagged baby cucumbers
- ECO trays (flow wrapped value added trays) which include beef tomatoes, eggplant, cherry on the vine tomatoes, stop light or multi variety sweet bell peppers.
- Tear drop tomatoes in red, yellow
- Super Cherry tomatoes in red, yellow, and brown
- Mystic peppers

The greenhouse vegetable category is increasing steadily in popularity with consumers. The wide variety of products and their consistent quality have made the greenhouse category successful in the retail environment. Retailers can increase greenhouse item sales even more by following these suggested merchandising tips.

RECOMMENDED DISPLAY IDEAS

Attract customers to the wide variety and quality of greenhouse products by displaying new or slow-moving items front and center using easy Superseller display units. These free standing displays utilize just two cases of product but attract customer interest with their high graphic design. Utilize the Superseller Merchandiser displays, available from Clifford, to help introduce new items without the need to do a full category reset. They boost sales on items that don't have high visibility and help educate the consumer on the use and nutritional value. Once the item proves its viability on this secondary display then working it into the permanent inline category will make more sense.

Using the variety of colors in different greenhouse products is an excellent way to build an eye-catching display. Not only do these items offer colorful presentation but have compatibility in most food preparation. Most greenhouse items blend together in salads or on the grill. Build displays showcasing various greenhouse products together to encourage consumers to buy more than one product. Including recipe pads or "recipons" gives the consumer added value and ideas for meal preparation.

POINT OF PURCHASE/SIGNAGE

A variety of useful Point-of-Sale (POS) material available to interested retailers from the Ontario Greenhouse Vegetable Growers Association (OGVG), which can be contacted via their website: www.ontariogreenhouse.com.

Beautifully colored cardboard Eco Trays are a great addition to any store display. They feature full color graphics and handy recipes on the bottom and are 100% recyclable. Overwrapped, these trays offer a tamper proof option for every category.

Offer integrated meal solutions ideas for the consumer by using Clifford's eco friendly attractive packaging. Product can be offered with a coupon or linked back to a full bank of recipes on Clifford's website www.cliffordproduce.com.

VARIETY AND AVAILABILITY GUIDE

Retailers should be sure to maintain the following basic greenhouse items year-round:

- Beef tomatoes in larger sizes
- Cluster on the vine tomatoes
- Sweet red bell peppers
- Sweet yellow bell peppers
- Sweet green bell peppers
- Seedless cucumbers



QUICK TIPS

- Use color breaks in displays
- Combine recipes or cross-promotional items
- Do not chill
- Remember aroma draws shoppers

OUT-OF-THE-BOX PROMOTIONAL IDEAS

- Many greenhouse items are great for children because of their smaller size
- Use Superseller displays to allow for front and center focus to the consumer. Off-refrigeration displays optimize quality, integrity, and shelf life, and taste will be enhanced over chilled product

PROMOTIONAL/ADVERTISING IDEAS

Capitalize on the maturity level of most greenhouse produce by promoting the taste factor to consumers.

Promote snack-ready packages to parents and children as an easy healthy snack for during or after school. Clifford's resealable, breathable bags offer a convenient snack option.

Demo's of baby greenhouse vegetables will encourage impulse buys.

Use Superseller Merchandiser displays to cross-merchandise products at any place in the store.

Cross-merchandise greenhouse vegetables in the produce department by the bagged salad display.

Cross-merchandise greenhouse vegetables in the seafood or meat departments to offer a meal-solution side to whatever protein the customer is buying.

Make sure to provide customers with beautiful and informative POS materials from the OGVG.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

The number one rule of thumb in care and handling is to NEVER CHILL THE PRODUCT. When cucumbers drop below 52 degrees, peppers below 45 degree, and tomatoes below 60 degrees, it negatively affects the texture and flavor. Tomatoes, peppers, and cucumbers are better off without refrigeration than being chilled.

Over half of consumers report that flavor is the number one reason they chose to buy fresh tomatoes. An additional 40% chose tomatoes for their nutrition and health benefits.

Recipes for Success



A Great Addition to your Store Lineup

Our consumer friendly eco trays feature unique, flavorful recipe ideas in convenient package sizes.

Size, convenience and earth friendly, our eco trays are the recipe for success.



CONSUMER FOCUSED, RESULTS DRIVEN

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