



Locally Grown

Shopping Habits & Demographics

- Today's retail and foodservice consumers are looking for local grown produce which they believe is fresher, more flavorful, and supports the local economy.
- Local grown produce also tends to create a better carbon footprint by reducing the distance between farm to fork, which is of increasing importance to a growing number of your customers.

Merchandising Tips

- Locate local grown either within a separate or designated area within your produce department, or if displayed next to non-local grown use adequate signage to draw the consumer in. Also tell the grower story by using grower profiles, images, and describing quality and taste benefits.
- Be certain to advertise your local grown produce in your weekly circulars and in any special media you might be using.

KEY CATEGORY ITEMS

Berries	Corn	Eggplant	Apples
Bell Peppers	Potatoes	Peaches	Squash
Lettuce	Melons	Cucumbers	Leaf Lettuce
Tomatoes	Cabbage	Green Beans	Watermelon



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Call for your complete seasonal availability calendar and ad schedule