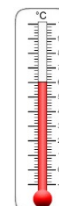




Produce Handling

Produce is more delicate than other grocery items. The way it is stored and displayed affects how long it will last. If stored improperly, fruits and vegetables will spoil faster. Proper handling techniques can help your produce stay fresher, longer, helping you gain greater profits and fewer losses.

Handle produce gently Produce is very sensitive to touch. Stacking, dropping or rough handling can lead to bruising or scarring.



Store and display produce at optimal temperature* Produce lasts longer if it is displayed at a temperature that is close to its storage temperature. Be aware of which items do and do not benefit from refrigeration.

Store produce properly overnight Cover refrigerator section with a wet cloth overnight to keep these items crisp and fresh for the next day.

Avoid direct sunlight Sunlight and warm temperatures reduce produce shelf life. Try not to put produce next to windows or in warm areas of the store.



Trim and mist produce to keep it looking fresh. Cut off browning edges and remove wilting outer leaves of lettuce and cabbage to keep it looking fresh. Many refrigerated items also benefit from periodic misting to keep them crisp and enticing.



First in, first out Produce you get first should be sold first, and placed on the top of your display. Save newer products until you sell the older ones.

Rotate produce throughout the day to maintain freshness. Use this opportunity to check produce bins to make sure displays are full and there are no bad apples, and keep them full.



Rehydrate wilting produce Soaking greens, carrots, and beets in fresh water will help refresh them if they start wilting or getting soft.



Display ethylene producing products away from ethylene sensitive ones* Most produce releases varying amounts of ethylene, a gas causing fruits to ripen. They also vary in their sensitivity – when exposed, some ripen too quickly, making them easier to spoil. To prevent early spoiling of your produce, be careful not to place the more sensitive items next to those that produce high or medium levels of this gas.

*See Fruit and Vegetable Storage charts for optimal temperatures and ethylene sensitivity



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