

Tips for Fresh Produce Displays

1. Choose cool locations out of the sun for produce displays.
2. Maintain consistent freshness, supply and quality: Sort on a regular basis, throw away rotting produce, pull off or throw away any limp looking leaves.
3. Take produce out of tubs and boxes and display fruit and veggies in cleanable containers.
4. Display all produce and food product at least 6 inches off the ground or floor.
5. Create the illusion of bounty: Tilt containers forward so that all produce is visible, use small containers if you have a small amount of an item, consolidate items as they are taken to give the appearance of abundance.
6. Attention grabbing: Display something eye-catching or unusual at the produce display.
7. Make items easily accessible to all people: items should be placed no higher than eye level.
8. Display names and variety of produce clearly.
9. Display items that visually go together and are commonly used together in recipes, i.e. tomatoes and basil.
10. Provide bags for items too small or fragile to pack with larger items such as cherry tomatoes, as etc.
11. Have recipes and tips on how to prepare and preserve produce items.
12. Explain how to store items to make them last longer.



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