



Network for a Healthy California—Retail Program

Retail Fruit & Vegetable Marketing Guide

June 2011



Appendix D: Produce Handling Grids

Fruits	Temp Group	ES	EP	Mist	Icing	Absorbs Odors From...	Other Display Tips
Apples	32-35°F		X			Onions	Use room temperature display
Avocados	32-35°F		X			Bell Peppers	Use room temperature display
Bananas*	55-64°F or Room with AC		X				Use room temperature display
Cantaloupe	32-35°F		X		X		Use room temperature display
Cherries	32-35°F						Use refrigerated display unless there is a fast turnover
Grapes	32-35°F						Use refrigerated display unless there is a fast turnover
Grapefruit	45-50°F	X					Use room temperature display
Kiwifruit	32-35°F	X					Keep dry. Use room temperature display
Lemons	45-50°F	X					Keep dry. Use room temperature display
Mangos*	45-50°F	X					Keep dry. Use room temperature display
Nectarines	32-35°F		X				Keep dry. Use room temperature display if unripe Use refrigerated display if ripe
Oranges	45-50°F	X					Keep dry. Use room temperature display
Papayas*	55-64°F or Room with AC		X				Use refrigerated display if ripe Use room temperature display if unripe
Peaches	32-35°F		X				Keep dry. Use room temperature display if unripe Use refrigerated display if ripe
Pears	32-35°F		X				Use room temperature display
Persimmons	32-35°F	X					Keep dry Use refrigerated display if ripe
Pineapples*	45-50°F						Keep dry. Use room temperature display
Plums	32-35°F		X				Keep dry. Use room temperature display if unripe Use refrigerated display if ripe
Strawberries	32-35°F						Use refrigerated display unless there is a fast turnover
Watermelon	55-64°F or Room with AC	X			X		Use room temperature display

ES= Ethylene Sensitive EP= Ethylene Producing

* Do not refrigerate these items.

Vegetables	Temp	ES	EP	Mist	Icing	Absorbs Odors From...	Other Display Tips
Acorn Squash	55-64°F or Room with AC						Keep dry
Artichokes	32-35°F		X	X			Use refrigerated display unless fast turnover
Asparagus	32-35°F	X			X		Display vertically with cut ends down Use refrigerated display unless fast turnover
Bell Peppers	45-50°F						Use room temperature display
Bok Choy	32-35°F		X				Use refrigerated display unless fast turnover
Broccoli	32-35°F	X		X	X		Keep dry Use refrigerated display unless fast turnover
Butternut Squash	55-64°F or Room with AC						
Cabbage	32-35°F	X		X		Apples, Pears	Keep outer leaves intact Use refrigerated display
Cactus Leaves (Nopales)	45-50°F						Use refrigerated display
Carrots	32-35°F		X	X	X	Apples, Pears	
Cauliflower	32-35°F	X		X	X		Use refrigerated display unless fast turnover
Celery	32-35°F	X		X	X	Apples, Carrots, Onions, Pears	Use refrigerated display unless fast turnover
Chayotes	45-50°F	X					Keep dry
Chili Peppers	45-50°F						Store away from drafts
Collard Greens	32-35°F	X		X	X		Use refrigerated display unless fast turnover
Corn	32-35°F			X	X	Onions	Use refrigerated display unless fast turnover
Eggplants	45-50°F						Use room temperature display
Green Beans	45-50°F	X					Use refrigerated display
Jicama*	55-64°F or Room with AC						Keep dry Use room temperature display
Kale	32-35°F	X		X	X		

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Vegetables	Temp	ES	EP	Mist	Icing	Absorbs Odors From...	Other Display Tips
Lettuce	32-35°F	X		X			Keep outer leaves intact Use refrigerated display
Mushrooms	32-35°F	X				Onions	Use refrigerated display unless fast turnover
Okra	45-50°F	X					
Onions*	55-64°F or Room with AC					Apples, Pears	Use room temperature display
Parsnips	32-35°F			X	X		
Potatoes*	55-64°F or Room with AC	X				Apples, Pears	Use room temperature display
Spinach	32-35°F	X		X	X		Use refrigerated display unless fast turnover
Sweet Potatoes*	55-64°F or Room with AC						Keep dry Use room temperature display
Swiss Chard	32-35°F			X			
Tomatoes*	55-64°F or Room with AC		X				Display stem side up Use room temperature display
Yellow Squash	45-50°F	X					
Zucchini	45-50°F						

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Appendix E: Produce Receiving Tips

RECEIVING TIPS	
	
FRUIT	HANDLING TIPS
Apples	<ul style="list-style-type: none"> Ethylene producing Absorb onion smell
Avocados	<ul style="list-style-type: none"> Ethylene producing Absorb bell pepper smell Store unripe avocados at 45-50°F
Cantaloupe	<ul style="list-style-type: none"> Ethylene producing Tolerates icing
Cherries	<ul style="list-style-type: none"> Keep away from strong smelling foods
Grapes	<ul style="list-style-type: none"> Absorb onion smell
Kiwifruit	<ul style="list-style-type: none"> Ethylene sensitive Keep dry
Nectarines	<ul style="list-style-type: none"> Ethylene producing Keep dry
Peaches	<ul style="list-style-type: none"> Ethylene producing Keep dry
Pears	<ul style="list-style-type: none"> Ethylene producing Absorb onion smell
Persimmons	<ul style="list-style-type: none"> Ethylene sensitive Keep dry
Plums	<ul style="list-style-type: none"> Ethylene producing Keep dry
Strawberries	<ul style="list-style-type: none"> Cover to maintain moisture

RECEIVING TIPS	
	
VEGETABLE	HANDLING TIPS
Artichokes	<ul style="list-style-type: none"> Tolerate top ice
Asparagus	<ul style="list-style-type: none"> Ethylene sensitive Tolerates ice
Broccoli	<ul style="list-style-type: none"> Ethylene sensitive Tolerates bottom ice
Bok Choy	
Cabbage	<ul style="list-style-type: none"> Ethylene sensitive Absorbs apple and pear smells Keep outer leaves intact
Carrots	<ul style="list-style-type: none"> Tolerate ice Absorb apple and pear smells
Cauliflower	<ul style="list-style-type: none"> Ethylene sensitive Tolerates bottom ice
Celery	<ul style="list-style-type: none"> Ethylene sensitive Absorbs apple, pear, carrot, and onion smells
Collard Greens	<ul style="list-style-type: none"> Ethylene sensitive Tolerate bottom ice
Corn	<ul style="list-style-type: none"> Tolerates ice Absorbs onion smell
Kale	<ul style="list-style-type: none"> Ethylene sensitive Tolerates bottom ice
Lettuce	<ul style="list-style-type: none"> Ethylene sensitive Keep outer leaves intact
Mushrooms	<ul style="list-style-type: none"> Ethylene sensitive Absorb onion smell
Parsnips	<ul style="list-style-type: none"> Tolerate top ice
Spinach	<ul style="list-style-type: none"> Ethylene sensitive Tolerates bottom ice
Swiss Chard	

Funded by the USDA Supplemental Nutrition Assistance Program. California Department of Public Health, June 2010

NEWSLETTERS

The *Retail Program* offers over 30, one-page *Harvest of the Month* community newsletters about seasonal produce items in both English and Spanish. These attractive and informative newsletters can be downloaded, copied, and distributed to your customers for free. They work best for highlighting a specific produce item that is on sale because it is in season or because it is ripe and ready to eat.



CROSS MERCHANDISING WOBLERS

The *Retail Program* offers bright and colorful signs for use outside of your produce section. These signs (available in English and Spanish) remind shoppers how foods like oatmeal, bread, spaghetti, milk, and chicken can taste even better with fruits and vegetables.



