



Midwest Grown



VINE LINE
PRODUCE



Why CHOOSE MIDWEST?

“Locavores” are those who strongly prefer products sourced from their communities. This desire and preference is continuously growing more prevalent than in years past. Locally grown programs have a positive impact on local economies, with a majority of consumers saying they prefer to buy local to support their local farmers.

Many believe that local products taste better because they have more time to ripen under the sun and less time in a warehouse or in transit. Buying from local sources also allows suppliers to drastically reduce their carbon footprints.

As you give your display a farmer’s-market-feel with bushel baskets, burlap, and apple crates, take advantage of all the great variety locally grown produce presents. Large displays with great color breaks and signage will entice your shoppers you buy from your versus your competition.

Using point of sale and other marketing materials will help consumers connect to the source of their food. Properly highlight local products with large signs saying “local” or “homegrown.” Display product info cards with information from the farm it comes from.



HEALTH BENEFITS

- Local produce is more nutrient-dense because it is picked at its peak.
- Local produce typically needs less pesticides and herbicides.
- Eating local means eating seasonally and that means avoiding “artificial ripening.”
- Local food promotes food safety. Less distance from farm to table leaves less chance for contamination.

ESSENTIALS FROM THE FARM

APPLES
ASPARAGUS
BEETS
BELL PEPPERS
BLACKBERRIES
BLUEBERRIES
BRUSSELS
SPROUTS
CABBAGE



CANTALOUPE
CARROTS
CAULIFLOWER
CELERY
CUCUMBERS
EGGPLANT
GREEN BEANS
HONEYDEW
KALE



ONION
PEACHES
PEARS
POTATOES
PUMPKINS
RADISHES
RASPBERRIES
RHUBARB
ROMAINE



SPINACH
SQUASH
STRAWBERRIES
SWEET CORN
TOMATOES
TURNIPS
WATERMELON
ZUCCHINI

MEET THE GROWERS

Personalize our Locally Grown program to meet your store's needs. We provide everything from profile pages, info cards, maps and more!



MAKE YOUR STORE A destination

MARKETING YOUR PROGRAM

Use POS and other marketing tools to help consumers connect to the source of their food. Indy Fruit has all the tools you need to help educate your customers.

SOCIAL AND DIGITAL MEDIA

Promote available products through all social media channels. Create web ads, profile local farms, and share recipe ideas. Share a product story tied into a local farm or use a farmer profile right from Indy Fruit's website. Create email campaigns to entice consumers with tips, recipes, and digital coupons.

IN STORE SIGNAGE

Properly mark local products with keywords on large signs like "local" or "homegrown." Use marketing materials in your department to educate consumers about the food they're purchasing. Display product info cards along with farmer profile pages.

SAMPLING

Fresh food tastes better! Have your customers sample local product in the store. Promote the flavors of your produce by pairing local food with complimentary items. Sampling = Sales!

SEASONAL AVAILABILITY



ASPARAGUS
APRIL - MAY



BLUEBERRIES
JULY - AUG



APPLES
SEPT - JUNE



BELL PEPPERS
SEPT - OCT



CUCUMBERS
SEPT - NOV



GOURDS
SEPT - NOV



CORN
JUNE - AUG



LEAFY GREENS
JUNE - AUG



TOMATOES
JUNE - AUG



**ZUCCHINI+
YELLOW SQUASH**
JUNE - SEPT



PEACHES
AUG - SEPT



TURNIPS
DEC - FEB

MERCHANDISING LOCALLY GROWN PRODUCE

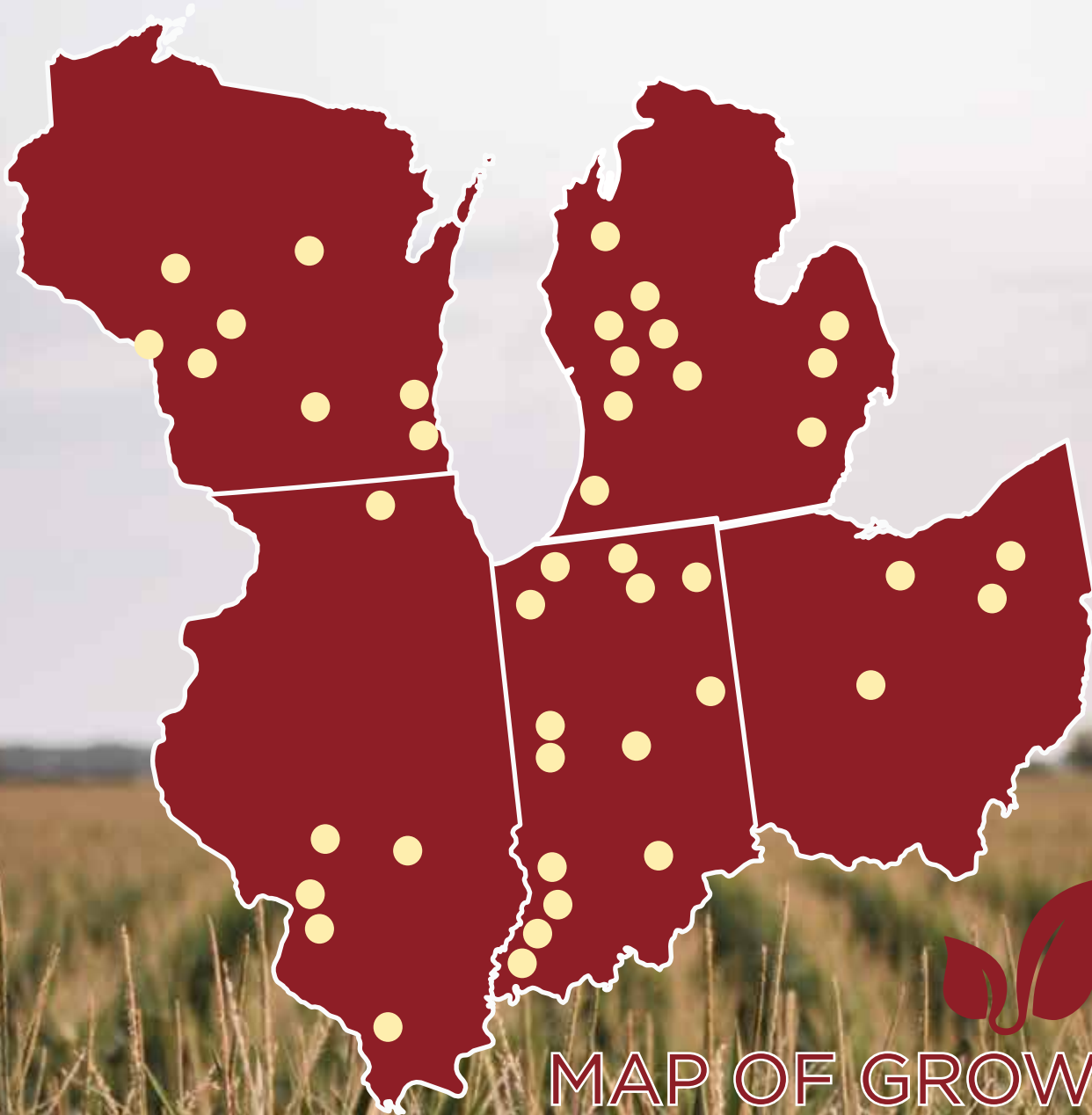
Give your display a farmer's-market-feel by using bushel baskets, burlap, and apple crates. Take advantage of all the great color variety locally grown produce presents. Large displays with great color breaks entice shoppers.

CROSS MERCHANDISE WITH ARTISAN GROCERIES - Incorporate locally crafted breads, cheeses, fruit preserves, cured meats, olives, oils, and vinegars into your local produce display. Focus on high-traffic areas and end caps of your store.

EVENT SELLING - Host an outdoor sidewalk sale or farmer's-market-style tent sale in front of your store. Create some excitement by offering fresh produce before your customers even step inside. Get the community involved in your sale by contacting local charities or organizations that would like to participate.

STORE-WIDE THEME - Coordinate with other department leaders in your store to have tie-ins between departments and maximize the cross-merchandising possibilities. Focus on grocery, dairy, and protein products. Offer a promotional giveaway to entice consumers to come and try your product.





MAP OF GROWERS

Applewood Fresh Growers - Sparta, MI
 Bauman Orchards - Rittman, OH
 BelleHarvest - Belding, MI
 Bolthouse Farms - Grant, MI
 Borzynski's Farm - Mt. Pleasant, WI
 Bushman's - Rosholt, WI
 Crystal Lake - Warsaw, IN
 Eckert's Orchards - Belleville, IL
 Family Farm Fresh - Rockville, IN
 Fifth Season Co-Op - Viroqua, WI
 Fisher Family Produce - Waveland, IN
 Flamm Orchards - Cobden, IL
 Frey Farms - Poseyville, IN
 Freyco - Decker, IN
 Garwood Orchards - LaPorte, IN
 Graber Organic Farms - Harlan, IN
 Green Field Farms - Wooster, OH
 Holthouse Farms - Willard, OH
 J.R. Kelly Company - Collinsville, IL
 Juiced! Cold Pressed Juicery - Milwaukee, WI
 Kercher's Sunrise Orchards - Goshen, IN
 Melon Acres - Oaktown, IN
 Michael Farms - Urbana, OH

Miedema Produce - Hudsonville, MI
 Mike Pirrone Produce - Capac, MI
 Mol Produce - Vincennes, IN
 Mouzin Bros - Vincennes, IN
 Naturipe - Demotte, IN
 North Bay Produce - Traverse City, MI
 Organic Valley Coop - LaFarge, WI
 Peaper Brothers - Indianapolis, IN
 Ruhlig Farms - Carlton, MI
 Schilling Farms - St. Joseph, MI
 Sherwood Orchards - Ionia, MI
 Stuckwish Family Farms - Vallonia, IN
 Superior Fresh - Northfield, WI
 Superior Sales - Hudsonville, MI
 Triple M Farms - Hamburg, AR
 Twin Gardens Inc. - Harvard, IL
 VanDyk Farms - Imlay City, MI
 Wick's Pies - Winchester, IN
 Wiebké Trading Co. - La Crosse, WI
 Wisconsin Food Hub - Madison, WI
 Wunning Melon Farms - Vincennes, IN
 Zimmerman Produce - Vandalia, IL