

# RETAIL PRODUCE TRAINING 101

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What every new clerk needs to know



# The 3 Major Keys To Success in Produce:

1)

*Freshness*

2)

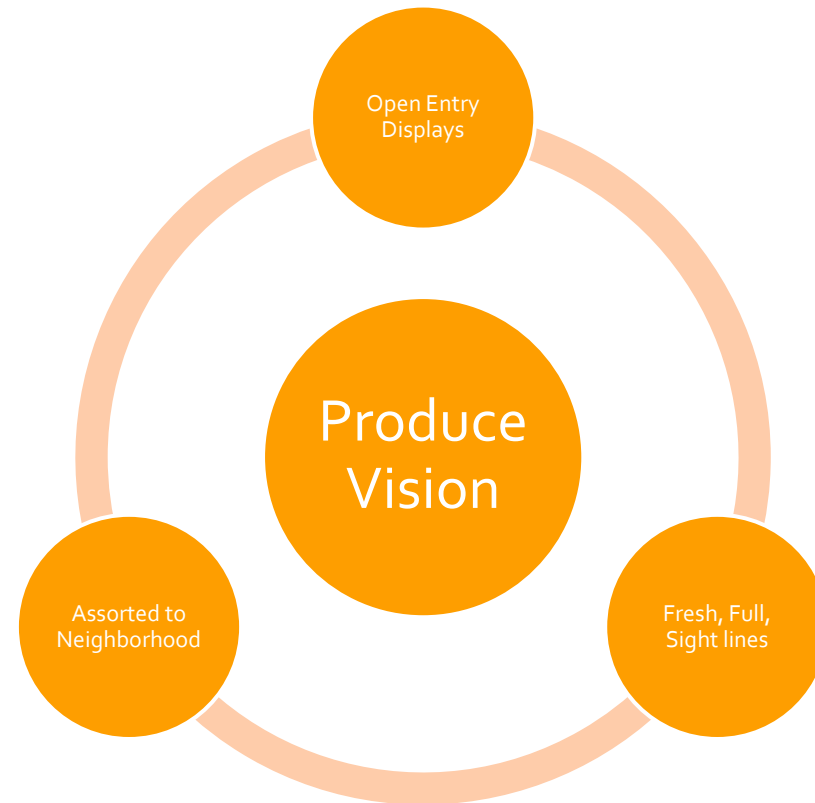
*Variety*

3)

*Full or Proper  
Product Levels*

# The Produce Team Operating At Their Best:

- Open Entry Displays
- Fresh, Full, Sightlines
- Assorted to Neighborhood



# A GREAT PRODUCE DEPARTMENT IS:

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What every clerk needs to know but is afraid to ask

# Keys to operational excellence:

Fresh

Culled &  
Conditioned

Seasonal

Appropriate  
Product Levels

Demographics

Signed with  
Current Retails

Good in Stock  
Position

Backroom &  
Cooler Clean  
and Organized

Hospitable and  
Knowledgeable  
Teammates

# FRESHNESS

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Culling, Conditioning, and Rotating

# Culling

Removing bad product from the display area

If you wouldn't buy it, don't sell it to your customers

# Conditioning

- Straightening a display to make it presentable for customers. This should be done during the culling process to eliminate extra touches.
- It is important to also condition all nonperishable items afterwards in order to maximize sales and profits.



# Rotation

The practice of utilizing the FIFO (first in first out) method of selling fresh or dated items.

- Remember: Produce customers shop at arms length. All fresh product needs to go on the bottom with the older product on top from front to back. The oldest product should be displayed at arms length to maximize sell through and minimize shrink.

# VARIETY

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In Stock Position

# Variety ( In Stock Position)

- Once the department has been culled and conditioned, it is time to start the filling process. We obviously do not want our guests to see holes in our department, so we fill them first. By doing this, you will show your customers your full variety potential while maximizing sales and profits.



**EYE APPEAL IS BUY APPEAL!**

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**STRAIGHT,  
NEAT,  
SIGHT LINES IS  
THE KEY!**

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# FULL AND READY FOR BUSINESS

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The last step in setting your fresh produce department

# The Final Step in the Daily Setup Process:

Filling the department is just that! It is important to realize that what the customer sees is what should get filled first. Start at the front and work your way to the back. Always in that order!



# Preparing Greens For The Sales Floor:

- The Proper Preparation of Crisping.
  - Fill the sink with lukewarm water (70 degrees).
  - Trim the stem end of the leafy items.
  - If applicable attach twist tie or ID bands to the product.
  - Soak product in the lukewarm water for about 5 minutes.
  - Remove product from water and place in crisping lugs or trays.
  - Place product into holding cooler for a minimum of 4 hours.



## 5 Easy steps to proper rotation:

- Remove all product presently on display.
- Clean and wipe down empty display area.
- Replenish the display with fresh product.
- Replace previously pulled product back on display on top of fresh product.
- The only exceptions would be items that ripen on display such a peaches, avocadoes, and bananas. Ripe on top!

## Quick tips to building a merchandising plan:

Study shopping patterns to determine placement of power items.

Use color breaks and attractive signage for eye appeal.

Consider the current season for impact and holiday prep.

Consider ad pricing and promotional retails.

Do not underestimate the power of cross merchandising.

Understand your demographics.

# Signage

A successful sign program has the following:

- Clean and appealing signage
- Correct spelling
- Legible signs that are easy to read
- Accurate pricing that is checked against the ad, price guide
- Signs that are placed as close to the item as possible



# Customer Care:

Always Greet, Teach, and Thank your customers.



Department customer care essentials



Freshness, quality, and variety



Value, consistency, and convenience



Well built, clean, neat, and well signed displays



Overall cleanliness, courtesy, outstanding service

# Back Of The House:

## Keys to success with Back Room Operations

**Organization** Back rooms and coolers should be neatly stacked and always organized. Always prepare the back room, cooler, and sales area prior to taking a delivery.

**Climate** Work areas, coolers, back rooms should be set to the proper temperatures and confirmed daily.

**Sanitation** Cleaning supplies should be readily available.

**Scales, Wrappers, Sinks, Carts, and Clothing** Follow all food safety guidelines as set by store policy.

**Product Preparation** Utilize proper prepping standards.

# Sanitation

**The Back Room and Cooler:** Maintain clean conditions throughout the day. Periodically clean and sanitize all coolers. Keep floors, prep areas, tables, sinks, and work trucks clean and free of debris.

**The Sales Floor:** Cleaning is a daily ongoing task. It is recommended to clean every time you replenish a display. Deep cleaning should be done on a regularly scheduled basis or as necessary. All major deep cleaning projects should be logged to ensure that the cleaning program stays on task so that proper sanitation does not suffer.

# Closing Procedures:



Prioritize all work lists.



Communicate product levels clearly to the closing team.



Condition all displays both fresh and non fresh.



Remove any samples from sales floor.



Cover potatoes and onions to protect from light.



Turn off case lights over mushrooms to preserve freshness.



Clean up backroom and coolers prior to leaving.

# Items Requiring More Advanced Training:

Scheduling

Gross Profit  
Computing

Shrink  
Identification

Shrink Control

Creating Checklist:  
Cleaning & Closing

Shrink logging

Organic Produce  
Handling

Product Ordering

Product Receiving

Critical Product  
Handling:  
Bananas, Berries,  
Avocadoes





WELL STOCKED



PROPERLY  
CONDITIONED



# VERY FRESH DEPARTMENT

# Are The Keys To Your Fresh Success!



# THANK YOU FOR YOUR TIME

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Please see your Vine Line Produce representative to schedule an inhouse training session for your team.

