



Organics
UNLIMITED™

Sales Support Kit



Introduction

Welcome to the organic banana Sales Support Kit (SSK) from Organics Unlimited. Bananas are the #1 selling item in most produce departments. With the right merchandising, you will increase your organic banana sales and virtually eliminate spoilage. This SSK contains many of the industry's Best Practices that will mean increased profits for the produce department.

At Organics Unlimited, we are a family that has been dedicated to the growing, importing and distributing of organic bananas for four generations. We hope you will find our materials and suggestions for increasing your organic bananas sales helpful. To learn more about our company, please visit our website at organicsunlimited.com.

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Make your produce department the shining star of your store. Start with our SSK in hand; training your produce staff on proper handling, display building and communication with each other and their customers will be key to selling more produce.

Organics Unlimited supplies bananas that are our standard label as well as a label that supports either GROW or Fair Trade. Both social responsibility programs give customers an increased incentive to buy organic bananas.



Driving Sales

When it comes to driving sales, Organics Unlimited fully supports its retailers. Our Five Points to Drive Sales focuses on **strategic displays, convenience of purchase, nutritional value, organic versus conventional** and **alternative forms of consumption**. These five key elements have been developed to help you maximize your potential sales.

Strategic Displays – Retail customers love visuals. Making sure your produce is properly displayed and has appealing signage is critical to gaining attention. Be big and bold, and don't just think produce section. Add banana signage to the dairy, cereal, deli and baking aisles, or create a single banana bin at checkout for grab and go shoppers.

Convenience of Purchase – Placement contributes to convenience. The easier you make it for a shopper to find bananas, the more you'll sell. Keep traditional displays of hands of bananas in the produce department, but add individually priced bananas in the deli department or at checkout. Single cost per banana introduces a new mindset, catches customers who are on-the-go and sells more bananas.

Nutritional Value – Nutrition is key for produce purchases. Large signage that gives nutritional value as normally seen on packaged foods informs customers of the high food value and low calories of bananas. Another option is to highlight how bananas can help athletes, babies or seniors in their daily lives.

Organic vs. Conventional – Organic produce sales have skyrocketed over the past decade. Consumers are concerned about their health, and organic is an answer. Many shoppers don't understand that organic is also more environmentally friendly and that workers who grow their organic bananas are not exposed to harmful chemicals. Providing information on the many benefits of organic converts buyers to premium organic bananas.

Alternative Forms of Consumption – From shoe polish to teeth whitening, bananas can be utilized in multiple ways. Since most people thinking of eating a banana raw, providing a variety of recipes will cross market items throughout your store. Information is key, so why not have information available either in the produce department or through your online resources?

For full details on each key element, please visit [**OrganicOdes.com/Five-Points**](http://OrganicOdes.com/Five-Points)

Display Materials – Streamlined

At Organics Unlimited, we're serious about providing bold, appealing signage to help you sell organic bananas. We want to streamline the process for you, so we've developed an "online store" for materials that are both eye-catching and informative for your shoppers.

Access to all of our point-of-purchase display materials can be found at **www.organicsunlimited.com/merchandising**. Everything you need is at the click of a button. Go to POP and scroll down to where it says "click here to access the Organics Unlimited POP online store." You'll be asked to Log In to the store. Your login information is:

User Name – **Retailers**

Password - **bananas**

All materials are available for free download. However, to make it easier and more professional for you, we also give you the option of ordering quantities of any of the materials and have them shipped directly to you:

- Signs
- Recipe cards
- Posters
- Shelf talkers

Materials are updated throughout the year, but if there is something you would like to see that you don't find online, let us know and we'll see how we can help to make your organic banana merchandising most effective.





Maximizing Store Traffic Virally

Social media is an extremely influential tool with many platforms, participants and countless opportunities. A company can use it to establish expertise, follow current trends and connect with other brands, customers and employees.

We invite you to become involved in the Organics Unlimited blog – “Organic Odes,” as well as our Facebook and Twitter, where we offer information designed for your benefit – our take on how customers become informed and are ultimately driven to purchase an organic banana.

The purpose of our social media is to offer support with the added value you need in order to boost produce sales to the next level. We keep our social media channels saturated with information you’ll find interesting and useful in selling organic bananas. Look out for the latest trends surrounding organic banana consumption, social responsibility, customer habits and useful insights, as well as new and unique recipes each Friday.

It is our goal to personally connect with your company and supplement the integrity of your organic banana sales strategy. Jump on board with our social media to follow Organics Unlimited sales support that is designed to apply to any produce market in the world.



OrganicOdes.com



Facebook.com/OrganicsUnlimited



Twitter.com/OUbananas



YouTube.com/OrganicsUnlimited



Best Handling Practices

Bananas are fragile and damage caused by improper handling will affect your bottom line. Your customers generally prefer to buy their bananas at Stage 4 or Stage 5, yellow with a little green, and with no spotting. Here are some of the best practices to ensure what your shoppers find is exactly what they want:

- Handle bananas with care, like you would eggs
- Use both hands to move boxes. Don't toss them, drop them, or store on their sides. Damage from rough handling will appear within a couple of hours, producing browning spots on the bananas
- Before they are put on display, storage temperatures should be between 56 and 66 degrees Fahrenheit. This will extend their shelf life and slow the ripening process
- Banana storage is best in a cool, dark area, away from sunlight. It should have good air circulation, and given bananas top priority – nothing should be stacked above them
- Never refrigerate or store in a hot warehouse or back room. Temperature damage will cause either darkening to the skins or accelerated ripening. Both will decrease your sales. Damage due to temperature problems will usually show after about 24 hours
- Using padded shelves for your banana displays will prevent damage on the retail floor. Avoid stacking the fruit. Monitor and rearrange the bananas at least 2 to 3 times throughout the retail day

Retailers generally like to receive bananas at Stage 3 to 4, and sell them to shoppers at Stage 4 to 5. Riper bananas can be sold for immediate consumption or packaged for baking to avoid shrinkable. See our tips for banana displays for further ideas.





Creative Merchandising Tactics

BANANA DISPLAY BASICS

- Banana displays need to be kept clean, organized and visually appealing
- Tiered, padded displays that are a single layer of banana hands avoids bruising and scarring, and allows customers to choose their bananas with minimal handling
- Bananas are the most sold item in the produce department. Make the displays consistent year round and large – at least 30 square feet
- Consistency in quality and ripeness protects your store's brand and sells more bananas

TIPS FOR SELLING MORE

- Every produce department needs a banana display, but what about a free standing display near the dairy department or the cereal aisle? It gives shoppers a second place to satisfy that healthy impulse
- Color and variety – Yes, you can sell bananas at different stages of ripeness if they're merchandised well. Put three sections in your display – "Perfect for Today," "Ready for Baking," and "This Week's Lunches." For those that are ready for baking, add some recipes with photos that will get the creative juices flowing
- Specialty bananas – Adding plantains, red bananas and manzano bananas brings new life to the banana display, and allows for more sales of specialty produce
- Large, colorful signs that inform shoppers of nutritional benefits, GROW, Fair Trade or serving ideas attract attention and increase impulse buying
- Think outside the bunch – early morning or noon time shoppers are often looking for things they can eat immediately. What's better than a banana? Price them as single bananas rather than by the pound or put them in the deli or near the checkout and see how fast they move
- Download recipes or signs at www.OrganicsUnlimited.com/merchandising to bring life to your displays. Be bold and colorful and your shoppers will notice



Questions? Call Us!

For more information on

- Retail programs
- GROW
- Fair Trade
- Ordering and shipping

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