

GETTING STARTED

Merchandising Fruits and Vegetables

WHO

Define your target market and determine their needs and buying habits. Breakfast customers, elementary school kids, teachers, brown baggers, etc.

WHAT

Think about what image you want to project in your cafeteria. Create customer comfort, promote healthy eating, increase fruit and vegetable consumption, a fun place to eat.

HOW

Determine a budget for props. Dramatic changes can be inexpensive. Purchase props at bargain variety stores, restaurant supply catalogs and party supply stores; ask restaurants or grocers for props. Use "free" props such as fruit and vegetable cans, produce baskets and crates, food boxes.

WHERE

Almost any area in the kitchen or cafeteria dining area can be used to draw attention or educate. At the entrance/exit of the food line, above the steam table, on counter tops, cafeteria walls, on top of refrigerators and shelves, hanging from the ceiling, the cashier table, above salad bars, etc.

WHEN

Change the look of your cafeteria whenever you want to present a new look. Seasonal themes, holidays, fresh market, veggie of the month, cultural themes, favorite cartoon characters, back to school, team spirit day.

WHY

Educate!
Excite your customers!
Expect repeat business!
Encourage healthful eating habits!

FIVE WAYS TO MAKE A CHANGE

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COLOR

- * Use color to excite and create a reaction
- * Color coordinate napkins and placemats
- * Fill jars and bottles with pasta, beans or colored water
- * Use greenery such as plastic ivy or plants
- * Display fresh produce used in the menu
- * Fruit and vegetable cans add color and educate

TEXTURE

- * Combine different textured items to draw the eye
- * Fill metal or wicker baskets with breads or produce
- * Display bamboo mats, dried wheat, paper/crepe decorations, tile warmers

LANDSCAPING

- * Add depth to an otherwise flat line
- * Create different heights and depths using risers, stacked cans, and display racks
- * Cover steam table pans with cloth to add height
- * Use tiered baskets, bakery racks and display cases

DÉCOR

- * Just about anything imaginable can be used for décor
 - ◆ Pots, pans, cookware, utensils from the kitchen
 - ◆ Banners, posters, wall hangings
 - ◆ Replica fruit and vegetables
 - ◆ School art projects with a nutrition theme

COMMUNICATION

- * Use signage to organize and educate:
 - ◆ Menu boards
 - ◆ Itemized labels
 - ◆ Entrance and counter signs

RESOURCES

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www.johnstalkerinstitute.org

John Stalker Institute of Food and Nutrition

<http://fnic.nal.usda.gov/>

USDA National Agricultural Library. Includes clip art, image/photographic art, and MyPyramid graphics. Click "Professional and Career Resources," then "arts and images."

www.discoveryeducation.com

Free clip art. Click "school resources," then "clip art gallery."

www.kidsturncentral.com

Free clip art

www.bodyandsoul.nih.gov

Free clip art and photos. Click "resources," then "image library."

www.wheatfoods.org

Free photos and recipes courtesy of the Wheat Foods Council.

www.hubert.com

Cafeteria/restaurant supply company.

www.eatright.org

American Dietetic Association

www.dole5aday.com

Fruit and Vegetable information

www.fruitsandveggiesmorematters.org

Produce for Better Health Foundation