



# Retail Training Manual



Four Seasons Produce, Inc  
400 Wabash Road  
P.O. Box 788  
Ephrata, PA 17522  
800-422-8384

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# Introduction to the Produce Department

Four Seasons Produce believes the produce department is the most valuable department within a store. It is, in most cases, the first department a customer sees. With Americans eating better and leading healthier lifestyles, it holds those items found on most shopping lists. The vast array of color found in a produce case is usually enough to get the customer into your department. It is here, where we as produce professionals, must be on top of our game.

We want you to be able to capitalize on each and every customer that comes into your department. This can be achieved by offering exceptional customer service, the finest quality produce available and having a knowledgeable staff. Positive experiences with all three of these factors will make the customer confident in their produce purchases at your store, and will increase repeat visits and additional sales.

In order to achieve these things, everyone within your department must be well informed and educated as to what is expected each and every day. Produce managers, full time clerks and part time clerks, everyone plays a key part in making your operation a success. On the following pages, you will find a comprehensive and easy-to-read guide about what should be done daily to create a successful produce department. We will cover topics such as culling and proper rotation, merchandising, storage of fresh produce, inventory and ordering, customer service, proper scheduling, sanitation, crisping and various other areas. Please be sure everyone in your department reads and reviews the important information found in these pages.

Remember, you are only as good as the people around you. Use this knowledge to strengthen the whole team.

**T.E.A.M.-- Together Everyone Accomplishes More!**

## Training Manual

To see the rest of this training manual, click on the link below to sign up for a Customer Access account. Please be sure to have your Four Seasons Produce account number ready to sign up:

<https://www.fsproduce.com/tools/publicrequest.aspx>

If you're not a Four Seasons Produce customer, email [sales@fsproduce.com](mailto:sales@fsproduce.com) or call 800-422-8384 and ask for the sales department.