

# MEAT & DAIRY MONTHLY

## JULY 2017



## APPRECIATION & AUTHENTICITY: HOSTING A SUCCESSFUL SUMMER CUSTOMER EVENT

Summer is finally heating up! The kids are out of school! Folks are doing less hurrying and more vacationing, visiting, and spending time in favorite summer haunts – now is the time to showcase your store.

*What makes you unique? Which employees really make your store stand out? What products do you think will hit the mark with your customers? Summer store events can show your customers the best your store has to offer.*

*What makes a summer event go off with a bang instead of a whimper? **Planning!** Decide what you want to focus on: new products, seasonal offerings, store services or great deals?*



### CONSIDER HOSTING A SPECIAL EVENT FOR A COMMUNITY CAUSE:

Perhaps the local high school band is raising funds for a performance or the YMCA is looking for donations to cover summer camp for kids... showing your community that you are connected and willing to pitch in some funds to support a great cause gives your event a focus.



### THE BEST PLANNING CONSIDERS EVERYONE'S INPUT, BUT EMPOWERS A CHAMPION TO MAKE THE FINAL CALLS:

This will ensure continuity and provide a go-to person to keep everything organized. If you want to focus on special deals ASK for them. Vendors want to get their products out there and are usually eager to have a chance to get people to give their products a try.

### IN YOUR PLANNING, CONSIDER THE LOOK OF THE STORE:

An extra thorough deep clean is the right start. To that, add bold signs with clearly marked deal prices and

*(continued on page 2)*

## WANT TO LEARN MORE ABOUT OUR MEAT & DAIRY?

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brightly colored displays. Create a guided ‘path’ of visuals through the store with recurring visual themes – like red & white check picnic cloths, sunflowers or colorful piñatas.

If you are doing some grilling outside of the store, be sure and have a rain plan in place. If you are hosting vendors or local farmers, be sure to provide them with a clear list of what you will be providing and what you will be expecting them to bring for their display. Also, you should be well stocked with the products you will be showcasing.

#### **CAREFULLY CONSIDER HOW YOU WILL BE HOSTING CHILDREN:**

Moms don’t always love kid’s crafts, and they often generate a lot of plastic bits that she will have to vacuum up later.



Try making up a carrot stick jinga kit for the little ones or things they can set outside to feed the birds – remember, every kid loves a fun fruit snack! Consider enlisting the help of your local environmental organization to set up a table with something that will interest the kids.

#### **THE REAL STARS OF YOUR EVENT ARE YOUR EMPLOYEES:**

Give everyone a role to own – taking into consideration their specialty. This is a great time for them to interact with your customers and talk about the products and services they are passionate about. In the long haul, if you want to connect to your customers in an authentic way, the best people to do this are the people that show up every day to make it happen!



#### **LASTLY. GET THE WORD OUT!**

If you want to get a good turnout you need to do the leg work to promote your event in a focused, strategic way. Social media is a great way to do this, employees at the checkout and jolly signs are a great idea. Do not rely on newsprint, all too often it is lining someone’s cat box.

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**NEW!**  
Available at  
**Four Seasons in July!**

**CODE: 16982**  
**Risser Farms Duck Eggs**  
**- Cage Free -**  
**- 8/4 pack -**

## Why Duck Eggs?

### Better for baking:

Duck eggs are full of Albumen, making cakes and pastries fluffier and richer.

### Less risk of allergy:

Duck eggs are more allergy resistant than chicken eggs, especially for children.

### High Iron Content:

There is almost 1 day's worth in a single duck egg.

### High in Choline and Omega-3:

Duck eggs maintain heart health and reduce the risk of heart disease.

### The "eggier" egg:

Duck eggs have more nutritional value than chicken eggs and stay fresher longer due to their thicker shell.



DRIVING  
HEALTHY  
DISTRIBUTION

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## SEASONAL SELECTIONS

LIMITED BATCH

BLENDED GREEK YOGURT  
• 2% MILKFAT •

100% DV  
VITAMIN C

January - April

### IMMUNITY BLENDS

MIXED BERRY POMEGRANATE  
HONEY LEMON GINGER



May - August

### THINK ICE CREAM

MINT CHOCOLATE CHIP  
ORANGE CREAM



September - December

### HAPPY HOLIDAYS

PUMPKIN PIE  
EGGNOG



Born in Vermont. Raised on Good Nature.





# SEASONAL SELECTIONS

LIMITED BATCH

BLEND GREEK YOGURT  
• 2% MILKFAT •



MIXED BERRY  
POMEGRANATE  
MINT  
CHOCOLATE CHIP  
PUMPKIN PIE



HONEY  
GINGER LEMON  
ORANGE CREAM  
EGGNOG



MIXED BERRY  
POMEGRANATE

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 150 Calories from Fat 15

Amount Per Serving	% DV*
Total Fat 2.5g	3%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 65mg	3%
Potassium 180mg	4%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Sugars 17g	
Protein 12g	24%
Vitamin A 0% • Vitamin C 100% • Calcium 10%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.



MINT  
CHOCOLATE CHIP

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 170 Calories from Fat 40

Amount Per Serving	% DV*
Total Fat 4.5g	7%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 55mg	2%
Potassium 170mg	5%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	4%
Sugars 18g	
Protein 12g	24%
Vitamin A 2% • Vitamin C 0% • Calcium 15%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.



PUMPKIN PIE

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 130 Calories from Fat 25

Amount Per Serving	% DV*
Total Fat 2.5g	4%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 60mg	3%
Potassium 160mg	5%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugars 13g	
Protein 12g	24%
Vitamin A 25% • Vitamin C 0% • Calcium 15%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Cultured Pasteurized Nonfat Grade A Milk, Sugar, Grade A Cream, Strawberry Puree, Blueberry Puree, Pomegranate Juice Concentrate, Blackberries, Ascorbic Acid (vitamin c), Locust Bean Gum, Pectin, Natural Flavors, Fruit and Vegetable Juice Concentrate (color). Contains the following live cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus, Bifidus, Lactobacillus Casei.

INGREDIENTS: Cultured Pasteurized Nonfat Grade A Milk, Sugar, Grade A Cream, Chocolate Pieces (chocolate, cocoa butter, sugar), Dried Cane Syrup, Pectin, Natural Flavors, Locust Bean Gum, Guar Gum, Vegetable Juice Concentrate (color), Turmeric (color). Contains the following live cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus, Bifidus, Lactobacillus Casei.

INGREDIENTS: Cultured Pasteurized Nonfat Grade A Milk, Pumpkin Puree, Sugar, Grade A Cream, Natural Flavors, Pectin, Lactic Acid, Locust Bean Gum, Spices, Salt, Annatto Extract (color). Contains the following live cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus, Bifidus, Lactobacillus Casei.



HONEY  
LEMON GINGER

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 150 Calories from Fat 15

Amount Per Serving	% DV*
Total Fat 2.5g	3%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 65mg	3%
Potassium 120mg	3%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Sugars 17g	
Protein 12g	24%
Vitamin A 0% • Vitamin C 100% • Calcium 10%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: TBD pending final formulation.



ORANGE CREAM

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 140 Calories from Fat 25

Amount Per Serving	% DV*
Total Fat 2.5g	3%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 55mg	2%
Potassium 160mg	4%
Total Carbohydrate 18g	7%
Dietary Fiber 0g	0%
Sugars 16g	
Protein 12g	24%
Vitamin A 0% • Vitamin C 0% • Calcium 10%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Cultured Pasteurized Nonfat Grade A Milk, Sugar, Grade A Cream, Pectin, Natural Flavors, Locust Bean Gum, Annatto (color), Black Carrot Juice (color). Contains the following live cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus, Bifidus, Lactobacillus Casei.



EGGNOG

## Nutrition Facts

Serving Size 1 Container (150g)  
Calories 140 Calories from Fat 20

Amount Per Serving	% DV*
Total Fat 2.5g	4%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 50mg	2%
Potassium 160mg	5%
Total Carbohydrate 19g	6%
Dietary Fiber 0g	0%
Sugars 15g	
Protein 11g	22%
Vitamin A 2% • Vitamin C 0% • Calcium 10%	
Iron 0% • Vitamin D 0%	

\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Cultured Pasteurized Nonfat Grade A Milk, Sugar, Grade A Cream, Corn Starch, Natural Flavor, Lemon Juice Concentrate, Cinnamon, Nutmeg, Annatto (color), Turmeric (color). Contains the following live cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus, Bifidus, Lactobacillus Casei.

PER PACK

UNIT DIMS

CASE DIMS

CASE CUBE

GROSS WT (lbs)

PALLET (tixhi)

12x5.3oz

3.74 x 3.74 x 2.14

15.25x11.50x2.50

.254

4.575

150 (10x15)

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