



# RETAIL TRAINING MANUAL



DRIVING  
HEALTHY  
DISTRIBUTION™

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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 and part time clerks, and even store and assistant store managers play 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. It is chock full of basic produce department operations and guidelines that will help make your department and store profitable.

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



As a member of the produce department, there are certain tools you will need to effectively perform your duties and responsibilities each day. They include:

1. **Clean apron and name badge** - It is important that your apron be clean and your name badge visible and easy to read. Having a clean apron indicates a dedication to cleanliness for both you and your department. Your name badge should be on the front of your apron for easy recognition.
2. **Box cutter or safety cutter** - For opening cases or cutting off box lids for display. Please be sure to exercise all safety measures when operating sharp utensils.
3. **Sampling or trimming knife** - A very important tool in assisting customers when they are making a purchase that they are unsure of. Each crew member should have a sampling knife at the ready and offer samples to customers as frequently as possible.
4. **A pen or pencil and small notepad** - These are great tools for writing down needs for the aisle so you are not running back and forth to your cooler. Keep it in your apron pocket for easy access.
5. **A jacket or coat for working in the cooler** - It is cold in the cooler! Make sure you are comfortable enough when breaking down loads, preparing orders, etc. to get the job done right.
6. **A HUGE smile and great attitude** - This may be the single most important tool in making your day a success!

## THE GOLDEN RULE OF CULLING:

*If you would not buy it, pull it*

**To get the full 39 page copy of this**

*After you have prepared yourself for the day and are ready to get to work, the first thing*

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*that needs to be done is culling the counters. Culling (also known as screening or skimming) means going through your counter and pulling out anything that is unsellable or of lesser quality from the sales counter.*

*Culling should occur at least three times a day and when you are packing out new product. The first time should be in the morning, the second time in the afternoon, and the third time in the evening. Culls should be done mid-day as well as in the evening hours. This regimen will give you the freshest possible product on display when done correctly.*

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