



FOUR SEASONAL

NOVEMBER 2026

Produce Merchandising Tips & Ideas for Independent Retailers

CLICK TO READ MORE EDITIONS OF THE FOUR SEASONAL:

<<

OCTOBER

DECEMBER

>>

4TH QUARTER 2026 CONTESTS & PROMOTIONS

OCT



Duckwall Pears Promo



**Stemilt Organic Apples
Promo & Display Contest**



Fall Ornamentals Displays



**Driscoll's Sweetest Batch
Blueberries Promo**



**Fair Trade Month
Coop Month**



**Breast Cancer
Awareness Month**

NOV



**Stemilt Organic Apples
Promo & Display Contest**



Thanksgiving Displays

DEC



Halos Mandarins Contest



**Holiday Wreaths, Floral,
Plants, & Pointsettias**



Gift Box Navel Oranges
preorder opportunity



Broccoli Tree Displays



**Christmas & New Years
Displays**



FEATURED ITEMS

- Green Beans & Asparagus
- Sweet Potatoes
- Potatoes (all colors & Russet)
- Apples & Pears
- Mandarins

BEST OF SEASON

- Persimmons
- Pomegranates & Arils
- Cranberries
- Medjool Dates
- Chestnuts
- Nuts for Snacking & Baking
- Honeycrisp, Fuji, Granny Smith, & Pink Lady Apples
- Anjou, Bartlett, & Bosc Pears
- Comice & Happy Pears
- Sweet Potatoes
- Stokes Purple Sweet Potatoes
- Brussels Sprouts & Stalks
- Cauliflower
- Rutabagas, Parsnips, & Turnips
- Fennel
- White & Crimini Mushrooms
- Russet & White Potatoes
- Blueberries (Peru & Mexico)
- Navel Oranges (begin)
- Satsuma Mandarins (begin)
- Clementine Mandarins (begin)
- Florida Pummelos

PREMIUM APPLES

- Sugar Bee
- Rockit & Opal
- Lucy Glo & Rose
- Snap Dragon
- Sweetango
- Envy
- Evercrisp
- Aura

NOVEMBER 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING						
WEEK 45	1 Daylight Saving Time ends / National Pomegranate MONTH	2	3 Election Day	4	5	6	7
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING						
WEEK 46	8 Diwali	9	10	11 Veterans Day	12	13	14
	THANKSGIVING / HOLIDAY BAKING / FALL FRUIT						
WEEK 47	15	16	17	18 National Apple Cider Day	19	20	21
	THANKSGIVING / HOLIDAY BAKING / FALL FRUIT						
WEEK 48	22	23	24	25	26 Thanksgiving Day	27 Black Friday	28 Small Business Saturday
	MANDARIN SEASON / PEAR FEST / APPLE FEST / HANUKKAH MEALS						
WEEK 49	29 Cyber Monday	30	1	2	3	4	5

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 26, 2026

TRADITIONAL "MUST-HAVES" CHECKLIST

VEGETABLES

- ☐ Asparagus
- ☐ Artichokes
- ☐ Beans - Green & French
- ☐ Beets
- ☐ Broccoli
- ☐ Sweet Baby Broccoli
- ☐ Brussels Sprouts & Stalk Brussels Sprouts
- ☐ Cabbage - Green, Red, & Savoy
- ☐ Carrots - Baby/Whole
- ☐ Cauliflower
- ☐ Celery & Celery Hearts
- ☐ Collard Greens
- ☐ Fennel/Anise
- ☐ Mushrooms - White
- ☐ Fresh Herbs
 - ☐ Poultry Mix
 - ☐ Sage
 - ☐ Rosemary
 - ☐ Thyme
 - ☐ Chives
 - ☐ Curly Parsley Bunches
 - ☐ Flat Parsley Bunches

HARD GOODS

- ☐ Garlic
- ☐ Hard Squashes - especially Butternut
- ☐ Pie Pumpkins
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

FRUIT

- ☐ Apples - Granny Smith & Honeycrisp
- ☐ Apples - McIntosh, Cortland, & Rome
- ☐ Berries
- ☐ Cranberries
- ☐ Grapes
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pomegranates - Whole & Arils

VALUE ADDED

- ☐ Cole Slaw & Salad Mixes
- ☐ Stuffing Mix (diced onions and celery)
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Chopped Collards and Kale
- ☐ Sparkling Juice
- ☐ Apple Ciders

DECORATIVE

- ☐ Fresh Cut Flowers
- ☐ Floral Mums

****All items pre-ordered**



NUTS & BAKING

- ☐ In-shell Mixed Nuts and Walnuts
- ☐ Shelled Mixed Nuts and Walnuts
- ☐ Fresh Chestnuts
- ☐ Roasted/Peeled Chestnuts
- ☐ Pistachios
- ☐ Almonds
- ☐ Raisins
- ☐ Dried Cranberries
- ☐ Baking Dates
- ☐ Medjool Dates
- ☐ Dried Figs
- ☐ Glacé/Candied Fruit (for making fruitcake)

****Re-order early so you can stay ahead as product sells down.**



HELPFUL INFO FOR THIS THANKSGIVING

CONVENIENCE AND RECIPE-READY PRODUCTS

Save time for busy meal preparers and sell well the week before Thanksgiving by offering ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled & Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables and Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder





BUILD A BIG SWEET POTATO DISPLAY TO CAPTURE BIG SALES!

Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

TIP #1: Post a full case price or make random weight tote bags full of potatoes for grab & go.

TIP #2: Add 3lb Bagged Sweet Potatoes for November.

TIP #3: Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

TRADITIONAL ITEMS - Cranberries for sauce and stuffings. Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for:

- White Mushrooms
- Fresh Cranberries
- Brussels Sprouts
- Rutabagas
- Parsley
- Fresh Herbs (including poultry blend)
- Leeks
- Baby Peeled & Whole Carrots
- Green Beans
- White Pearl & Cipollini Onions



POTATOES & ONIONS - THE STAPLES MATTER

This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

• The best varieties for **MASHING** include: Yellow/Yukon Gold and White Potatoes (traditional), Red Skin (for skin-on recipes) and Idaho Russets (for fluffy texture).

• Having some jumbo sized Russet Potatoes are nice for shoppers that care for ease of peeling at home.

• Fingerling Potato varieties and Baby Potatoes are ideal for **ROASTING** and do not need to be peeled.



BE READY WITH FRESH HERBS!

Pre-book your **FRESH HERBS**. Do not wait - plan ahead so you're in stock.

Thyme, Rosemary, Sage, Poultry Mix, and Chives will be the top 5 fastest moving herb packs for Thanksgiving.



PAY ATTENTION TO STUFFING AND FILLING INGREDIENTS.

Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- Celery or Celery Hearts and Yellow Onions or Sweet Onions are on almost everyone's shopping list. Be ready and fresh!
- Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries are key stuffing ingredients in many recipes.



GREENS SELL!

Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

TIP #1: Get pre-books in for Washed & Chopped Collards and Kale bags.

TIP #2: Get pre-books in for bunched Collards and Kale at stores where that is an in-demand traditional side dish.

TIP #3: Post a case price for Collards where appropriate.



"WHOOOPS, I FORGOT THESE SELL SO WELL FOR THANKSGIVING!"

Some items just move surprisingly well around Thanksgiving. Be ready on:

- Clementines & Satsuma Mandarins
- Navel Oranges
- Pomegranates & Pomegranate Arils
- Fresh Apple Ciders
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples
- Artichokes
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas



LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

ORDERING TIPS

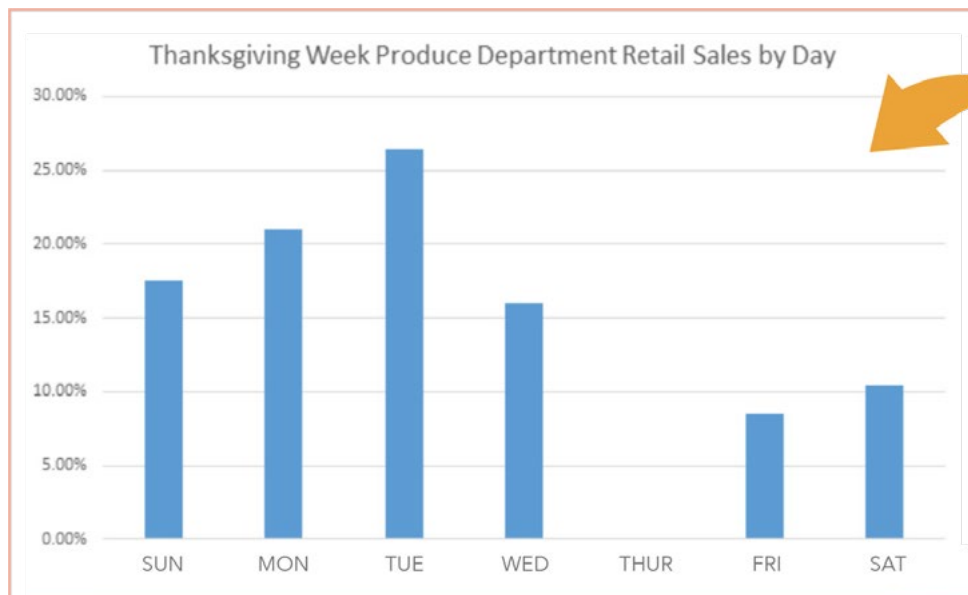
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/26, that should be for last minute fill in and Friday sales.

TIP #2: Bring in warm table and hard items in for THURS 11/19 - SAT 11/21 and fresh items in by SAT 11/21 - MON 11/23 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/24 and WED 11/25, not in the back room waiting on and unloading trucks.

LABOR TIPS

TIP #1: Your produce department should be set and ready to shop by 9:00 AM MON - WED for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

TIP #2: Schedule evening help on SUN - WED. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings – apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

**Be Organized! Be Fresh & Full!
Have a great holiday! THANK
YOU for being our customer!**

*Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!

2026 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/22 - TUESDAY 11/24:

Normal office and delivery schedule.

WEDNESDAY 11/25:

Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/26 - HAPPY THANKSGIVING!

Office closed and no deliveries.

FRIDAY 11/27 & SATURDAY 11/28:

Normal office and delivery schedule.



MEDJOOL DATES FOR THE HOLIDAY SEASON

Medjool Dates are perfect for holiday baking thanks to their rich, caramel-like sweetness and soft, chewy texture. They add natural sweetness and moisture to festive cookies, breads, cakes, bars, and other seasonal treats.

Ask about Organic Date-Nut Rolls and Organic Dried Figs!



CRANBERRY BRANDS AVAILABLE THIS FALL





Shallots & Cipollinis

Eco-Packed in consumer-preferred biodegradable and recyclable clamshells that are plastic-free!
THAT'S RIGHT, NO PLASTIC.

YOUR ONE-STOP SHOP FOR ALL ONION VARIETIES AND PACK STYLES.

OUR CLEVER, COLORFUL PACKAGES
 will catch the consumer's eye

NEW EARTH-FRIENDLY NO-PLASTIC PACKAGING

10oz. Organic Shallots

7oz. Organic Cipollini Onions

Securely Packed/Shipped in a 12ct Tray

*Conventionally Grown Shallots Also Available in Bulk

- Consumers are craving new food experiences
- Specialty items attract consumers and boost sales
- Consumers look for less plastic-packaged produce
- Eco packs increase shelf life and reduce food waste

all kinds of Good

- USDA Certified Organic & Certified Sustainably Grown
- Available through December or while supplies last
- POS Marketing/Merchandising Items Available on Request



SHALLOTS

NOT TECHNICAL AN ONION BUT STILL A MEMBER
 OF THE ALLIUM FAMILY.
 HAS A VERY DELICATE ONION FLAVOR.
 BEST USED FOR DRESINGS.



CIPOLLINI

A FLAT ITALIAN ONION.
 SMALLER THAN A TYPICAL ONION
 THEY ARE GOOD FOR ROASTING WHOLE.



PEELED SHALLOTS, CIPOLLINI, WHITE PEARL, & RED PEARL ONIONS



PEELED SHALLOTS



PEELED CIPOLLINI ONIONS



PEELED WHITE PEARL ONIONS



PEELED RED PEARL ONIONS

PRODUCT SPOTLIGHT: POMEGRANATES



Pomegranates are a perennial fall favorite! The original “super fruit”, they are packed with a ton of nutritional value, and are widely used in many juices, on salads and in desserts. A very hardy fruit in general, they have great shelf life, display nicely and add a nice blast of color on any fruit counter!

TIPS ON MERCHANDISING POMEGRANATES:

- Merchandise pomegranates in your **tropical sections**.
- **Build larger secondary displays** for mass appeal.
- **Utilize dummied up bins and waterfalls** to create a large impressive look.
- **Offer educational info or recipe suggestions** on your displays.
- **Try out multiple pricing on pomegranates** for the best results.
- Be sure to have **nice, clean signage**.
- **Offer samples** in small cups for impulse sales.



Along with fresh pomegranates, Pomegranate Arils have become a very popular item for consumer convenience. Carrying these as well as the fresh pomegranates maximize your category potential. Merchandise in grab and go cases, with your berry sets and use as a tie in with your value added salad sections.

For additional tips on merchandising pomegranates, contact your Four Seasons merchandiser!



POMEGRANATE FUN FACTS:

- Pomegranates originated in the Middle East
- The word pomegranate means “apple with many seeds”
- The edible seeds of pomegranates are called arils.
- In the right growing conditions, pomegranate trees can live up to 200 years
- Pomegranates are members of the berry family.



HOW TO CUT A POMEGRANATE

- AQUA METHOD -

YOU GOT
THIS!



WHAT YOU'LL NEED

Pomegranates
Bowl of water

Colander
Knife



STEP 1

Slice the crown off the top.



STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



STEP 4

Pull the arils from membranes under water.



STEP 5

By pulling the arils under water, it will prevent juice splatter.



STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



STEP 7

Strain the arils.



STEP 8

Enjoy!



Bite-Size Potatoes



CODE: 246726

OG Potatoes Honey Gold Bite Sz
10/3 lb Tasteful Sel Mesh Bag



CODE: 41971

OG Potatoes Honey Gold 1-Bite
12/24 oz Tasteful Sel Mesh Bag



CODE: 244489

OG Potatoes Honey Gold
NIBBLES 12/16 oz Cal-O Mesh Bag



CODE: 41970

OG Potatoes Ruby Sens. 1-Bite
12/24 oz Tasteful Sel Mesh Bag



CODE: 244491

OG Potatoes Hillside Blend
12/16 oz Cal-O Mesh Bag



CODE: 41972

OG Potatoes Sun. Medley 1-Bite
12/24 oz Tasteful Sel Mesh Bag



CODE: 246732

OG Potatoes Sea Salt & Herb
6/1 lb Tasteful Sel Micro Tray



CODE: 249691

OG Potatoes Rustic Cracked Pep
6/1 lb Tasteful Sel Micro Tray



CODE: 24969

OG Potatoes SS&H/Rustic Pep
24/16oz Tasteful Sel Shipper



CODE: 4340

CV Potatoes Honey Gold 1-Bite
12/24 oz Tasteful Sel Net Bag



CODE: 4740

CV Potatoes Ruby Sens. 1-Bite
12/24 oz Tasteful Sel Net Bag



CODE: 4742

CV Potatoes Sun. Medley 1-Bite
12/24 oz Tasteful Sel Net Bag

THE LITTLE POTATO CO.

PASSIONATELY GROWING POTATOES SINCE 1996

BAGS



Little Fingerlings
CODE: 213076



Little Duos
CODE: 213075 & 218909



Little Trios
CODE: 213074 & 218908



Little Yellows
CODE: 213062 & 218906



Little Reds
CODE: 213073 & 218907



Little Purely Purples
CODE: 237130

MICROWAVE



**A Little Lemon &
Garden Herb**
CODE: 222885



**A Little
Hot Honey**
CODE: 242774



**A Little
Savory Herb**
CODE: 212055



**A Little
Homestyle Ranch**
CODE: 250008



**A Little
Garlic & Parsley**
CODE: 212056



**A Little Roasted
Garlic, Rosemary
& Thyme**
CODE: 229352

GRILL/OVEN



**A Little
Garlic & Herb**
CODE: 212051

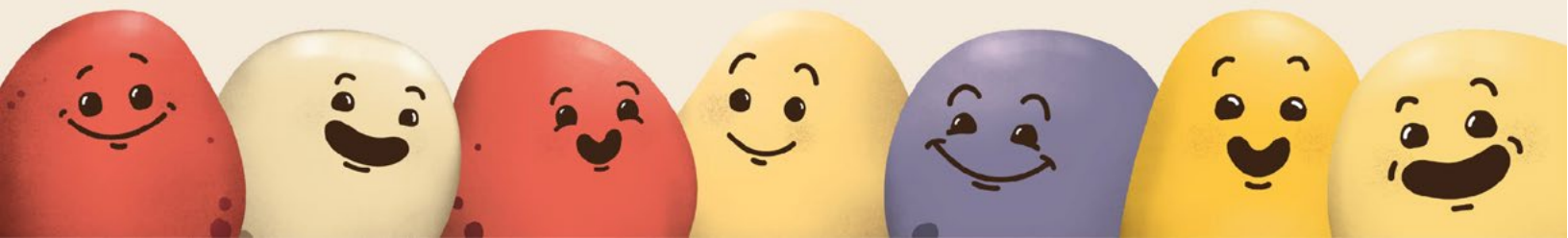


**A Little
Garlic & Parmesan**
CODE: 242775



**A Little
Onion & Chive**
CODE: 212052

ENJOY THE LITTLE THINGS



PRIME TIME POTATOES

Potatoes aren't the most glorious product to merchandise, nor are they the most colorful commodity grouping in your department... But they are one of the **key categories** you will have in your produce department to drive sales, margin, and tonnage, especially during November and December.

Potatoes are a **HUGE** Thanksgiving holiday focus and having your displays full and ready at all times is instrumental in having potato success.



One of the easiest ways to maximize your potato category sales is to make sure you are offering plenty of potato varieties and packs to choose from to meet the unique needs of each buyer that is shopping your store:

- **"Staples"** - Russet, Red, Gold, and White Potatoes
- **"Convenience"** - Microwave packs & oven ready packs
- **"Small Potatoes"** - Baby and Fingerling varieties
- **"Specialty"** - Purple and proprietary varieties



For the holidays, 5lb, and even 10lb bags, sell well. For everyday at-home cooking during the fall, 1.5lb and 3lb bags are starting to dominate the category, along with high-quality loose.

With loose Russets, some stores like to carry both a large and a small size to offer their customers. With loose color potatoes, these can be merchandised in mass bulk displays, sold in store-packed totes, or green tills.



MEETING CUSTOMER NEEDS WHILE MAXIMIZING POTATO SALES



WATERFALLING

- Retail fresh potato dollar sales are up 72%, and continuing to surge (w/e 3/15 IRI)
- Retailers are purchasing cartons to mitigate supply chain constraints

Solution

1. **Waterfall** your potatoes to help displays look fuller and last longer
2. **Save time** and labor by displaying **bulk** in their boxes while still creating a well-merchandized display
3. Work with your suppliers today to use bulk as a solution for your Idaho® potato needs

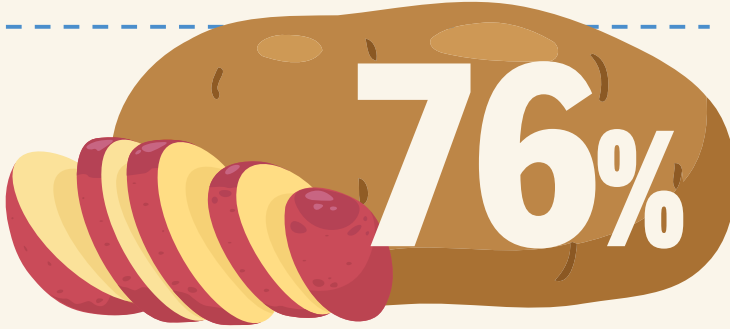


idahopotato.com

661 South Rivershore Lane, Suite 230 | Eagle, ID 83616 | Phone: 208-334-2350

IDAHO® POTATOES

MORE THAN A COMMODITY – A BRAND
CONSUMERS *TRUST.*



Of Shoppers Prefer to Purchase
IDAHO® POTATOES

**BRAND
ASSOCIATION
SCORE**

75%

The MOST RECOGNIZED
NAME IN PRODUCE

82%

OF SHOPPERS ARE
CONFIDENT THEY CAN
IDENTIFY GENUINE
IDAHO® POTATOES.



3 OUT OF 4

shoppers think of *Idaho*
first when they hear
"Potatoes"



THE AVERAGE BASKET RING
OF A POTATO SHOPPER IS

\$99.00

64%
OF SHOPPERS
AGREE

that *Promotions*
encourage them to
Purchase MORE



2026 BYU Marketing Lab study of 1,500 grocery decision-makers

Idaho Potato Commission | idahopotato.com

661 South Rivershore Lane, Suite 230 Eagle, ID 83616 Tel 208 334-2350

Idaho® Potato Varieties

Idaho® potatoes are unmatched in their exceptional quality, wholesome taste, and extensive variety. From the go-to Russet Burbank to the delectable Yukon Gold, we're proud to offer you the best potatoes.



Russet



Burbank and Norkotah Russets

Burbank

- Relatively thin and light-brown skin
- Oval and slightly flattened shape, few shallow eyes
- Off-white to ivory and moderately dense interior
- Distinctive, earthy potato flavor
- High solid (starch)
- Grainy texture and slightly chewy skin
- Bakes up dry and fluffy, fries crisp and golden brown
- Uses: fresh, frozen, dehydrated

Norkotah

- Excellent conformation, attractive medium-brown skin
- Long to oblong shape
- White to pale-yellow interior
- Mild potato flavor
- Soft texture and moderate denseness
- Bakes up creamy and moist, not grainy
- Moderately chewy skin
- Medium-specific gravity for most; some have higher starch content
- Uses: fresh, frozen

Red



Cal Red, Red La Soda, and Norland

Cal Red

- Bright-red skin
- Round and smooth shape, shallow eyes, and medium specific gravity for reds
- White flesh interior
- Waxy texture
- Skin color stays red
- Makes a good potato salad
- Uses: fresh

Red La Soda

- Light- to deep-red skin
- Oval shape, medium-depth eyes
- Good for baking and boiling
- High taste-test ranking
- Unusual moderate specific gravity
- Drier, more fluffy texture than common with reds
- Uses: fresh

Norland

- Smooth, medium-red skin
- Oblong, slightly flattened, seldom off-type in shape, with shallow eyes
- White flesh interior
- Moist texture as the specific gravity is low to intermediate
- Excellent potato flavor
- Uses: fresh, frozen, dehydrated

Fingerling



Russian Banana, French Fingerling, and Purple Peruvian

Russian Banana

- Buff-yellow skin
- Small shape and size
- Light-yellow interior, waxy-textured flesh
- Rich, buttery flavor
- Uses: fresh

French Fingerling

- Smooth, dark-rose red skin
- Larger shape and size
- Waxy, yellow flesh interior
- Delicate, nutty flavor
- Uses: fresh

Purple Peruvian

- Purple skin
- Dry, earthy and bright-purple interior
- Mild potato flavor
- Uses: fresh

Gold



Yukon Gold and Yukon Gem

Yukon Gold

- Relatively light-yellow skin
- Shallow eyes that are well distributed
- Yellow with moist flesh interior
- Buttery flavor
- Moist texture
- Uses: fresh, frozen, dehydrated

Yukon Gem

- Yellow-fleshed tuber has optimal size profile
- Pink, shallow eyes
- Good waxy to drier texture
- Golden buttery taste
- Uses: fresh, frozen, dehydrated, and good for chips

Visit Idaho Potato Commission's Shippers and Processors Directory at idahopotato.com/directory to view other featured Idaho® varieties.

RED & YELLOW POTATO SIZE GUIDE



SIZE C

Also known as creamers



Approximate Size

SIZE B



Approximate Size

SIZE A



Approximate Size

PREMIUMS



Approximate Size

MAKING THE GRADE

NO. 1 GRADE

Meets USDA size and appearance standards. Generally clean, with highest quality skin appearance, free of major defects.

NO. 2 GRADE

Meets USDA size and appearance standards. May include uniquely shaped or sized potatoes with skin imperfections and growth cracks. Use when a cosmetically perfect appearance isn't necessary.

Download the PDF for the USDA Standards for Grades of Potatoes at our website:
idahopotato.com/foodservice/cost-and-size

REDS

RED POTATOES are usually small to medium, and round or slightly oblong with smooth, thin red skin and white flesh. With their waxy, moist, smooth and creamy texture, red potatoes are subtly sweet in flavor and boast a medium sugar content.

RECOMMENDED USES Because of their waxy texture, red potatoes stay firm throughout cooking, whether roasted or stewed. Their thin yet vivid red skin adds appealing color and texture to sides and salads. Reds are frequently used to make tender yet firm potato salad and to add pizzazz to soups and stews. They are also delicious mashed or roasted.



YELLOWS

YELLOW POTATOES range from marble-sized to large and are round or oblong in shape. With a light tan to golden skin and yellow to golden flesh, these potatoes have a slightly waxy, velvety and moist texture. Yellow potatoes have a subtly sweet, rich and buttery flavor and a medium sugar content.

RECOMMENDED USES Yellow potatoes have grown exceedingly popular with consumers and chefs thanks to their sumptuous, buttery flavor and creamy texture. Grilling gives them a crispy skin that enhances those qualities while also creating a slightly sweet, caramelized flavor. Simmer yellow potatoes until fully cooked, then drain, chill, and gently smash into flat disks. Brown these in oil or clarified butter and serve as a side or appetizer topped with sour cream and chives or other garnishes.

Idaho Potato Commission

661 South Rivershore Lane, Suite 230 Eagle, ID 83616 Tel 208 334-2350

www.idahopotato.com

SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

PROMOTION

- **Test stores that exhibited** the secondary displays of Idaho® russets delivered a nearly 10x growth advantage.
- **Idaho Potato Commission study** confirmed that secondary displays generate positive impact on potato category sales.
- **Increasing Idaho russet space** did not cannibalize other potato sales.
- **Comparison stores with no secondary display** only achieved an average category growth of 2.5%.

**22%
SALES INCREASE
WITH SECONDARY
DISPLAYS**



VISIBILITY

5.2%

POTENTIAL SALES LIFT
signage is visible
from the store
entrance

Stand-alone
shelving causes a

5.4%

LIFT IN SALES
when not in
the wet rack

86%

of households
purchase potatoes

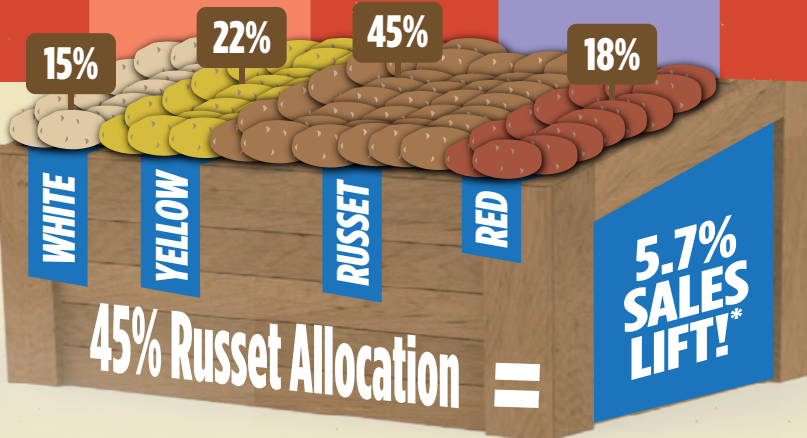
25%

of all fresh vegetable
volume is potatoes

12%

of all fresh vegetable
dollars are potatoes

ASSORTMENT



*when the russet is used as
the Category Anchor

Vertical shelf blocking
creates the potential for a

3.6%

TOTAL POTATO SALES LIFT



POTATO STORAGE & HANDLING TIPS

STORAGE & ROTATION

WHAT MAKES A GREAT POTATO STORAGE AREA?

- A cool, dry, dark, and clean space
 - Disinfect both storage and display areas
- Air circulation around boxes allows potatoes to breathe
 - Don't stack too many boxes
- Do not drop cartons or bags, it will break potatoes or cause bruising

ROTATE THE DISPLAY

- Potatoes should be stocked first-in/first-out
- Keep some distance
 - If potatoes are displayed near other fruits and veggies, they can absorb those flavors
- No wet racks
 - Wet potatoes are more prone to disease
 - Do not mist or spray water on potatoes

- If potatoes are too cold, their starch content will convert to sugar. Potatoes will taste sweet if stored below 42°F.
- Place newer stock in the BACK; move the older stock to the FRONT.
- Rotating potatoes provides an opportunity to remove the bad ones. Leaving potatoes with defects will cut down on impulse sales.

Put Them to Bed at Night

Covering potatoes at night with burlap bags or a fabric wrap protects them from the light. Potatoes turn green when exposed to light.

HANDLING POTATOES

The Sensitive Tuber

These **FOUR PHYSICAL FACTORS** are very meaningful to potatoes:

- **TEMPERATURE**
- **HUMIDITY**
- **LIGHT**
- **HANDLING**

Potatoes stored in warm temperatures and bright light will turn green and sprout.

POTATOES ARE MORE DELICATE THAN THEY LOOK!

You put them on the shelf and they sell themselves, right? Well, there's actually more to it than that. Potatoes should always be treated with the utmost respect:

- If potatoes are not stored and handled properly, it can affect their quality
- Put potatoes into proper storage immediately

Idaho Potato Commission



www.idahopotato.com

SOME OF OUR PARTNER BRANDS FOR POTATOES & SWEET POTATOES



FOR MORE INFO:
tastefulselections.com



FOR MORE INFO:
littlepotaatoes.com



FOR MORE INFO:
greengiantfresh.com



Steam It!
honey drops

FOR MORE INFO:
nwffarms.net



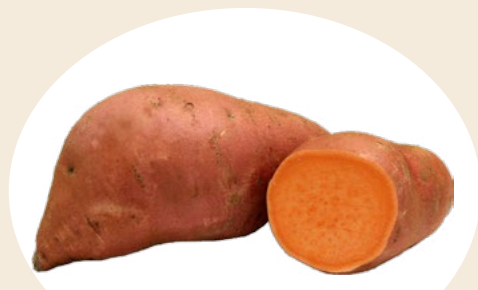
FOR MORE INFO:
avthomasproduce.com



FOR MORE INFO:
melissas.com

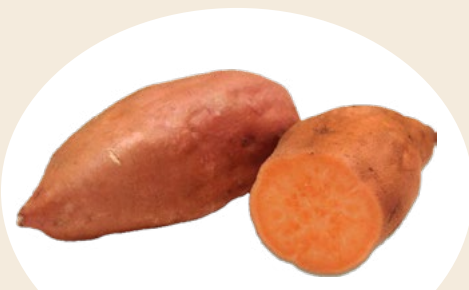


GUIDE TO SWEET POTATOES



RED/GARNET

SKIN: Reddish-purple
FLESH: Vivid orange, moist texture, sweet flavor
USES: All purpose, ever-popular variety



ORANGE/JEWEL

SKIN: Orange-red
FLESH: Deep orange, moist
USES: Ideal for boiling, whipping, roasting, casseroles, fries & baking



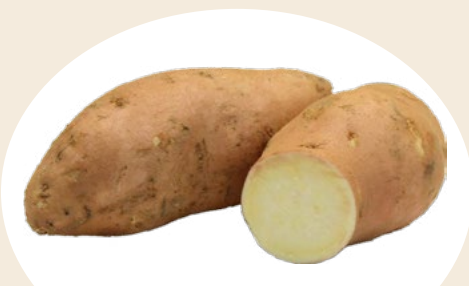
COVINGTON/BEAUREGARD

Primarily grown in NC, LA, and MS
SKIN: Red-tan
FLESH: Orange, moist
USES: All-purpose



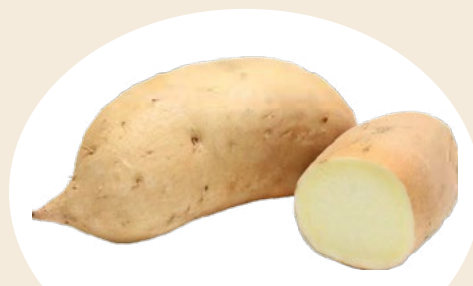
JAPANESE SWEET

SKIN/FLESH: Purple skin, white flesh, firm, dry texture
CHARACTERISTICS: Holds shape after cooked, ideal for baking & roasting
FLAVOR: Very sweet



WHITE HAMON

Primarily grown in NJ
SKIN: Cream-tan
FLESH: Off-white
FLAVOR: Moist and sweet



HANNAH

Primarily grown in CA
SKIN: Light yellow to tan
FLESH: White
FLAVOR: Mild flavor and excellent sweetness



PURPLE STOKES

SKIN/FLESH: Purple skin with deep purple, waxy flesh
CHARACTERISTICS: High in antioxidants and phytonutrients
FLAVOR: Sweet, yam-like earthiness; best after longer baking time



BEN YAGI

SKIN/FLESH: Reddish-purple skin, creamy lavender to yellow flesh
CHARACTERISTICS: Fiber-rich and nutrient-dense
FLAVOR: Sweet, nutty, chestnut-like; best when roasted or baked



OKINAWA

SKIN/FLESH: Beige skin, vibrant purple flesh
CHARACTERISTICS: High in antioxidants and fiber
FLAVOR: Mildly sweet, earthy; flavor deepens when baked

SWEET POTATO TIPS:

- Orange-flesh: Great for boiling, roasting, casseroles, fries, and baking
- White-flesh: Drier texture, best for baking, roasting, or pan frying
- Store in a cool, dry place - not in the fridge
- Avoid sealing in plastic bags; allow ventilation
- U.S. "yams" are actually sweet potatoes

