

Organic Fruit+Veg; Presentation and Selling

Meeting Public Expectations, Raising
Standards and Making Some Money

Adam York

www.glebelandsmarketgarden.co.uk

Current State of Play

- Often shoddy
- Organic Veg, high prices and poor quality reputation?
- Few decent independents
- 80%+ of Veg Sold Through Supermarkets
- Public Unforgiving, Expect Fresh Every Time
- Little comprehension of soil/land/energy message
- Most Growers are poor retailers

Harvesting and Storage

- Get obsessed with Temperature and Cold Water
- Respiration Curve Eg Calabrese
- Cold Chain ideal
- Field Cooling/Hydro-cooling ie Cold Water!
- Cold Stores-separating products NB Ethylene gas
- “Banana”bags/Wet Towels/Shade
- 6am-Langdons-Thermotainers



Grading

- **Don't** say should/ought too sell/hopefully/etc
- Would you buy it?(or your mum?)
- Dirty v Washed, a place for both?
- Onions 50mm+
- Apples 55mm+
- Shallots are a crop not an Onion grade out
- Carrots and Horses
- Value for Money at all times



UNICORI
L'azienda che produce il tuo cibo

100% SCELTI

Packaging and Presentation

- Evil Plastic and Leafy Crops
- CPP /Cellulose type film
- To Extend Crop Life not hide blown Calabrese!
- Moisture/95%+Humidity/French Lettuces
- Standardised Boxes and Labelling
- Displays and Colour Contrasts



Pricing

- mysupermarket.com for quick comparison
- Concept of Value
- Nutrients/kg
- No Herbicide or Insecticide
- Organic premium; 15-20%
- Beginning+end of season premium
- Mass market or niche?
- Fair wind post 2008

Marketing Messages

Lots to say, Critique To Offer

- Talk Soil and People
- Appearance first, Traceability second
- Taste Claims, opportunity+caution
- Build Trust Through Understatement
- Sober=Trust, Hyperbole=Turn Off
- See Riverford N.letter, Unicorn Vegnotes

Wholefoods, USA, Wall of Veg



Godshill Org. Isle of Wight



Basic Org.Chain Germany



Waitrose, How Good?



Daylesford Org, Niche?



Unicorn Grocery-Mainstream?



www.slamy.com - F1YNTT