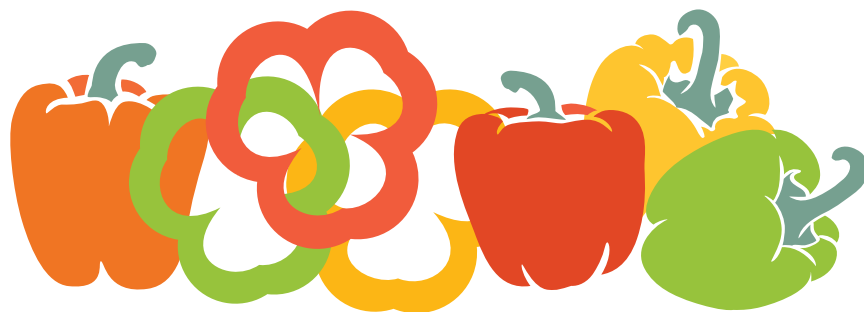




# Protected Environment —Vegetables—

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Colored Bell Peppers</b>										MEXICO		
<b>Green Bell Peppers</b>										MEXICO		
<b>Hot Peppers</b>												MEXICO
<b>Long English Cucumbers</b>												MEXICO
<b>Mini Cucumbers</b>												MEXICO
<b>Cherry Tomatoes</b>												MEX.
<b>Grape Tomatoes</b>												MEX.



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MARKETING & MERCHANDISING


# Protected Environment —Vegetables—

## CONSUMER VEGETABLE PREFERENCES




**CAPITALIZE ON SNACKING:**  
half of consumer who purchased cucumbers said they ate them as a snack.

**75%**  
of consumers who purchased tomatoes said they used them in a salad.



## PROMOTE PEPPERS

**YOUNGER CONSUMERS** are less likely to purchase bell peppers but quicker to embrace specialty peppers. Appeal to this audience with eye-catching displays and usage ideas.



**ALMOST TWO-THIRDS OF CONSUMERS PURCHASED** bell peppers in the past 12 months.



Bell peppers are the **FIFTH MOST POPULAR VEGETABLE** in the category.



### MARKET HEALTH

- Peppers are: fat-free, saturated fat-free, sodium-free, cholesterol-free, low-calorie, and high in vitamins A and C.
- Cucumbers are: fat-free, saturated fat-free, sodium-free, cholesterol-free, and low in calories.
- Tomatoes are: low-fat, saturated fat-free, cholesterol-free, low in calories, a good source of vitamin A, and high in vitamin C.

### MERCHANDISING TIPS

- Create a colorful display with red, orange, yellow, and green bell peppers. Visually, they provide a welcome break among green salad vegetables.
- Cross merchandise cucumbers with salad ingredients to increase year-round consumption.
- Tomatoes produce ethylene and should not be displayed near ethylene-sensitive items.

Sources: Produce Market Guide