WHAT IS RHUBARB?

Classified as a vegetable, rhubarb was originally cultivated in Asia and Russia before gaining popularity in Europe then followed by the United States and Canada. Herbaceous and perennial, this hardy plant grows from underground rhizomes. Most sought-after are varieties with red stalks, which are similar in appearance to celery, though green types do exist. Each stalk is topped with a broad, dark-green leaf giving the plant a bushy appearance in the field.

WHY NORTHWEST-GROWN RHUBARB?

The Pacific Northwest has perfect growing conditions for this hardy plant and is among the top rhubarb-producing regions in the U.S. Rich sandy loam, the right balance of cold winters, mild springs and just the correct amount of seasonal sunlight produce the ideal environment for growing rhubarb. OGC is proud to partner with certified organic farmers in Oregon’s Willamette Valley to source these beautiful, sturdy, deeply-red stalks.

WHEN IS RHUBARB AVAILABLE?

Availability varies each year as this seasonal crop is weather dependent. Generally, expect rhubarb to appear in April and be available through July, offering a wide window for spring and summer holiday promotions.

ARE RHUBARB LEAVES EDIBLE?

Rhubarb leaves are not edible because they contain high levels of oxalic acid. Consuming small quantities can result in an upset stomach, and in larger doses, the kidneys may be gravely impacted. Rhubarb is generally sold with the leaves removed, but should anyone encounter the leaves, they should not consume them or share them with pets or livestock!

HOW IS RHUBARB PREPARED?

Known by eaters for its tart flavor and attractive red hue, rhubarb is most commonly combined with sugar or sweet fruits in baked goods, desserts, sauces or to flavor beverages. Though die-hard rhubarb fans are known to eat it fresh on its own!

WHAT PAIRS WELL WITH RHUBARB?

Strawberries (and berries in general), apples, ginger, thyme.
SHARE THIS INFO WITH EATERS

Grown in the Northwest
Organically grown
A delicious seasonal item
Combines well with other fruit like apples, strawberries and other berries
Fridge-hardy

MERCHANDISING TIPS

– Big, beautiful displays of rhubarb mean movement and sales for your department. Keep displays fresh, neat and eye-appealing. Add informational signage and recipe ideas that inspire customers to make pies, jams, sauces and other baked goods.

– Placing rhubarb near strawberries or within/adjacent to a berry set is the perfect location for shoppers to easily locate it. Cross-merchandising also helps inspire impulse purchases, too!

– Useful for breaking up displays that are dominated by plastic berry clamshells, rhubarb adds vibrancy, gorgeous red hues and freshness to berry sets.

– Don’t hide rhubarb! Showcase it! Make sure customers can see the entire length of the rosy stalks by giving them ample space in displays. Remember that rhubarb is a unique item, and while it boasts a legion of fans, many grocery store shoppers don’t come to the produce department seeking it. You have to make it prominent!

– Try incorporating whipped cream and bakery items such as cake cups to inspire eaters.

– Emphasize organic and “Northwest-grown” with signage (use the POP provided!).

– Use signage and/or social media channels to educate eaters by telling the rhubarb story and providing preparation tips and recipes.

– Consider promotional pricing to build awareness and establish an eater base.