



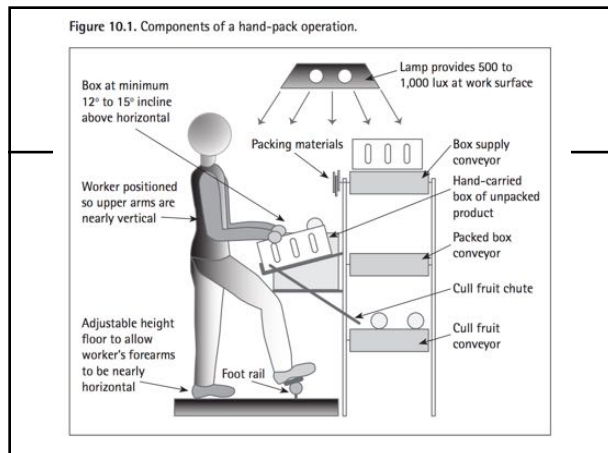
1



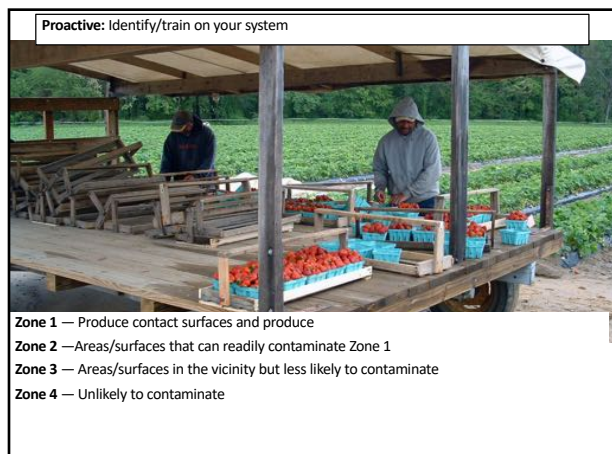
2



3



4



5



6



7



8

## Packing Standards and Grades

### Market Expectations

- 1's: Cosmetically Perfect
- 2's: Cosmetically Imperfect

### SHELF LIFE AFFECTED – 3's?

- Rotten
- Diseased
- Damaged
- Bruised
- Left over from market
- Not properly cooled



**CONSISTENCY is #1**

10



11



12



13



	#1 - Cosmetically Perfect	#2 Cosmetically Imperfect	#3 Shelf life Affected
Distributor	Need #1 quality and consistent sort		
Retail Store	Bulk items need to be #1 quality and consistent sort	#2s can work at reduced price or in unit pack/ soup mix	Store Deli's may be interested in processing
Restaurant Institution			
Large Processor	Generally require specific varieties and volume.		
Self-Processing		Some kitchens will custom pack for farms	
Farmers Market			
Own Roadside Stand			
Own CSA			
Sell to other roadside stand			
Sell to other CSA			

14



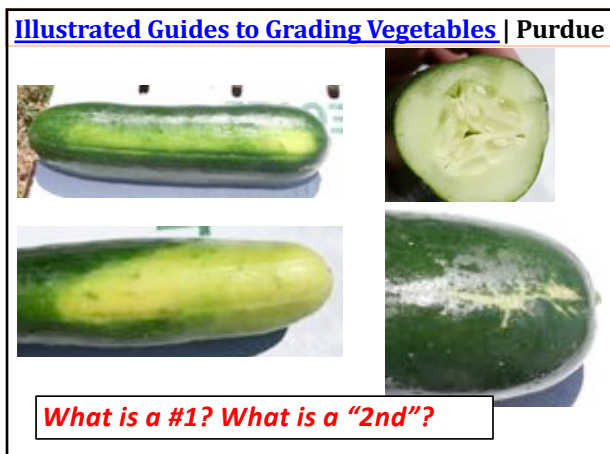
15



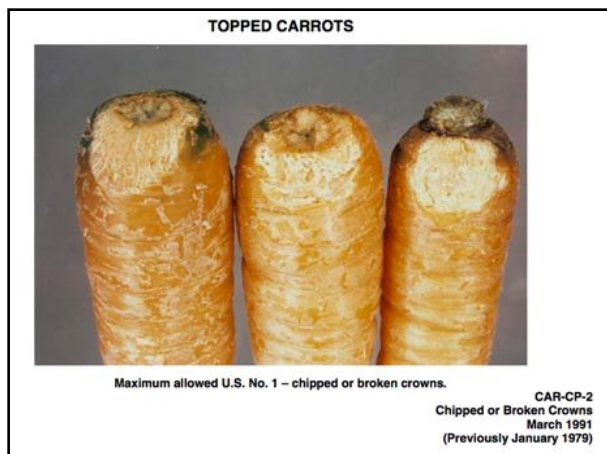
16



17




18



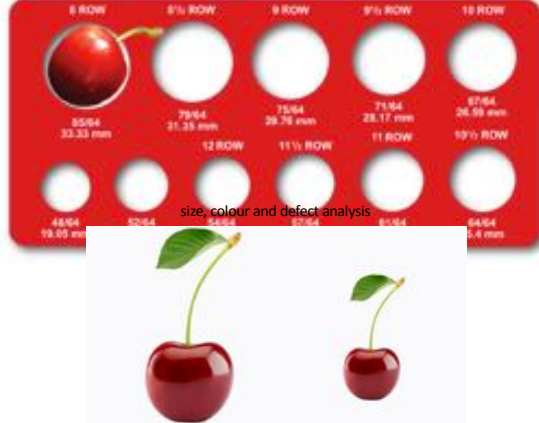
19

Size, color, maturity and shape should be as uniform as possible within a package.

**CONSISTENCY is a #1 need.**



20



size, colour and defect analysis

21

**By each or pound? UNIFORM IN SIZE**




22

**What Is Your Customer Expecting?**



23



**Physiological Maturity**

**Color & Ripeness**

DEVELOPMENT (NON-EDIBLE) → COMMERCIAL MATURITY → OVERMATURE

**Organoleptic quality in relationship to its ripening stage (taste and aroma properties)**

24

**What Is Your Customer Expecting?**



25



## What Is Your Customer Expecting? YOUR COST OF PRODUCTION



26



27

Ugly Produce. Delivered.

Healthy, delicious fruits and veggies for 30-50% less than grocery stores, delivered to your door.

[Sign Up](#)

11.5M POUNDS OF FOOD SAVED

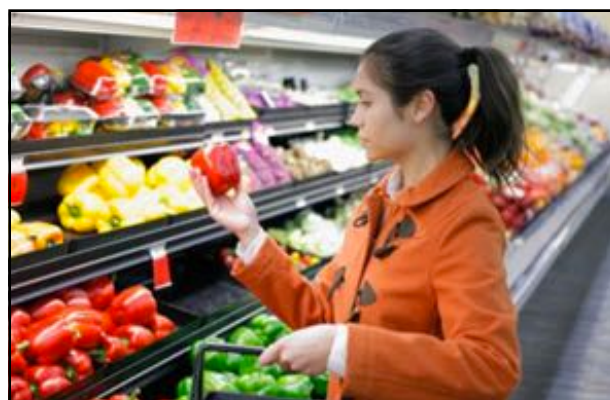
575M GALLONS OF WATER SAVED

Our community is changing the world!

Fact: 1 in 5 fruits and veggies grown in the U.S. don't meet cosmetic standards... the crooked carrot, the cune.

[What makes this "ugly" produce "beautiful"?](#)

28



## IS UGLY THE NEW GREEN?

29

This carrot wants to be an astronaut so badly



30



31



32



33



34



35

### **SOUP MIX** **3# - \$9.99**

Ingredients: Contains five or more of the following - seasonal variations of carrots, (red, yellow or orange), turnips, (purple, or sweet scarlet), parsnips, rutabagas, celeriac, and sunchokes.



36

"Sometimes buyers say they want 2nds but realistically want 1sts at second prices.

Use grade standards and/or pictures and/or very specific descriptions to describe standards in agreements."

-- anonymous farmer selling to institutions

37





First impressions have a strong and lasting impact.

*What do you want your buyer to say about your produce?*

38

### Shipping Containers

Standardized – Test Strength – Ventilation – Waxed for Wet




39



40

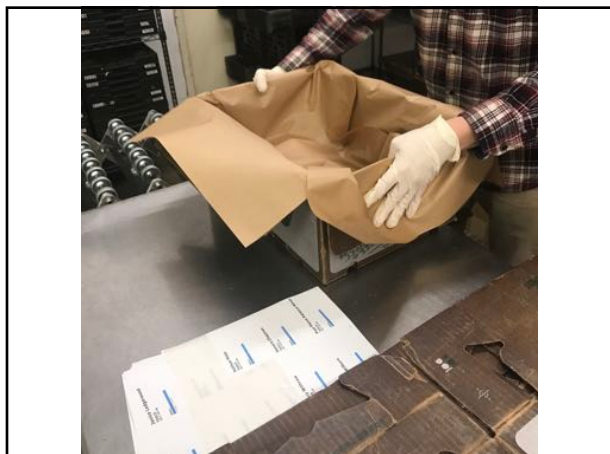
### Packaging



- Cleanable or designed for single use; and
- Unlikely to support growth or transfer of bacteria
- If you reuse, food contact surfaces must be clean: you must clean packaging or using a clean liner




41



42



43

**Packaging: Characteristics Your Product May Need**

- Moisture resistance
- Humidity Management
- Stackable
- Strength
- Packed weight
- Air circulation

**What Does Your  
Buyer Prefer?**

Standard Packs For Local Produce Using Generic Cartons and Protection Materials.

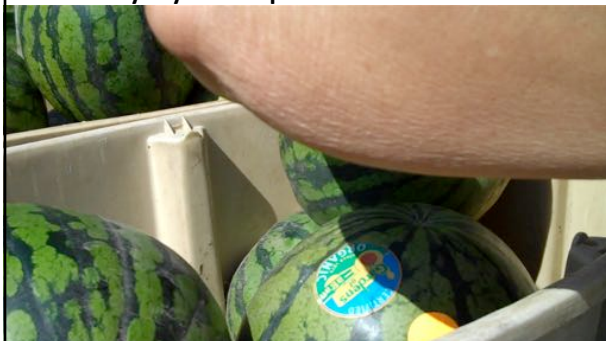
Crop	Pack	Carton	Material
Asparagus, Bulk	5#	Flat 5/9	Plastic Liner
Asparagus, Bagged	12 - 4 Oz.	Flat 5/9	Small Zip Bag With Label
Asparagus, Bunched	24 Ct.	1/2 Or 1 1/9 Bu.	Paper And Ice
Basil, Bulk	5#	Root 5/9 Bu.	Plastic Liner, Blanket In Cooler
Basil, Bunched	24 Ct.	Root 5/9 Bu.	Plastic Liner, Blanket In Cooler
Beans, Fresh	1 Bu. (25#)	Bean Box Or 1 1/9 Bu.	Line And Top With Paper
Beans, Fresh	10#	1/2 Bu.	Line And Top With Paper
Beets, Bulk	25#	Root 5/9 Bu.	Plastic Liner, Can Ice
Beets, Bulk	40#	Root 1 1/9 Bu.	Plastic Liner, Can Ice
Beets, Bunched	12 Ct.	1 1/9 Bu.	Direct Ice
Beets, Bunched	24 Ct.	Leafy Greens Box	Direct Ice

44

Produce should fit well, with little wasted space.  
Produce should not roll or move around.



45

**Brand Loyalty And Repeat And Referral Sales**

**Product Differentiation.** A brand provides a clear and definitive reason to buy your product. Without this reason, your product is a commodity and the only measure of value is price.

46

**Focus on Customers, Not Product.****Unit Packing**

- How is the product normally sold?
- Would packaging provide quality benefits?

47



48



49





Run an enterprise budget. Clamshells can be costly..

50



51



Increase Market Share With Multiple Options of An Item

52



### SOUP MIX 3# - \$9.99

Ingredients: Contains five or more of the following - seasonal variations of carrots, (red, yellow or orange), turnips, (purple, or sweet scarlet), parsnips, rutabagas, celeriac, and sunchoke.

53



Pack unit containers into a larger box.

54



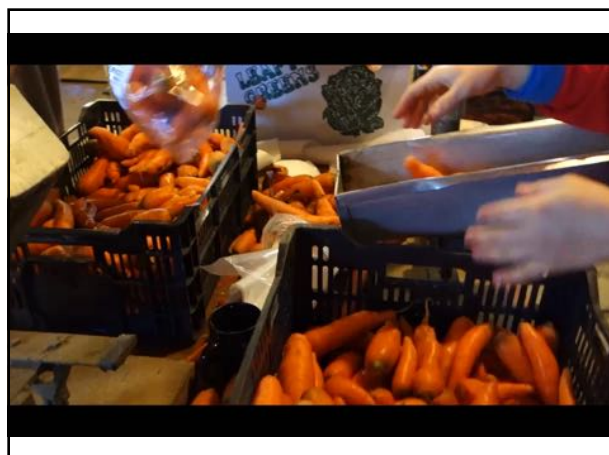
If your business sells by weight you must use an approved, legal for trade device. (inspected)

55





56



57



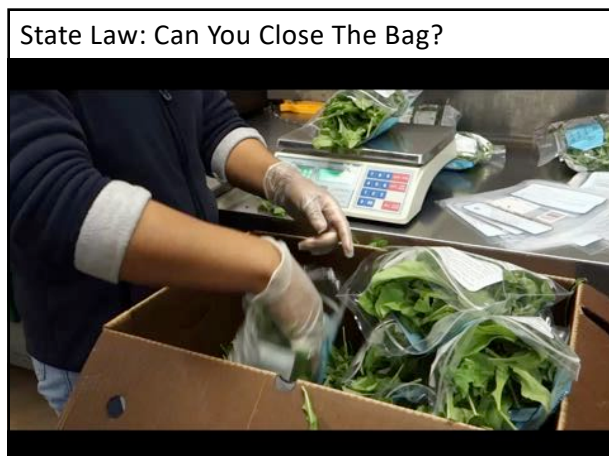
58



59



60



61

State Law: Can You Close The Bag?





62



63



64



65



66



67

**WHOLESALE SUCCESS**

**THANK YOU!**

- Questionnaire
- Resources
- Follow-up

[familyfarmed.org](http://familyfarmed.org)  
[www.atinadiffley.com](http://www.atinadiffley.com)

**TURN HERE SWEET CORN**  
*Against Ostracizing Oldies*  
**ATINA DIFFLEY**

The author of the book "Turn Here Sweet Corn" is a member of the National Academy of Food and Agriculture and a member of the National Academy of Science.

www.onfarmfoodsafety.org  
www.familyfarmed.org

**FAMILYFARMED** **USDA** This institution is an equal opportunity provider.

68