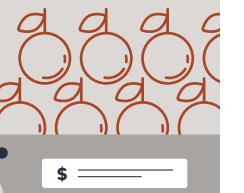


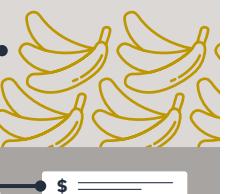
TIPS FOR DISPLAYS

Attractive displays will increase sales and help reduce food waste. See below for tips on displaying fruits and vegetables.

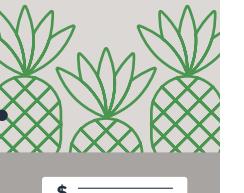
USE COLORFUL BASKETS OR CONTAINERS AND KEEP THEM FULLY STOCKED



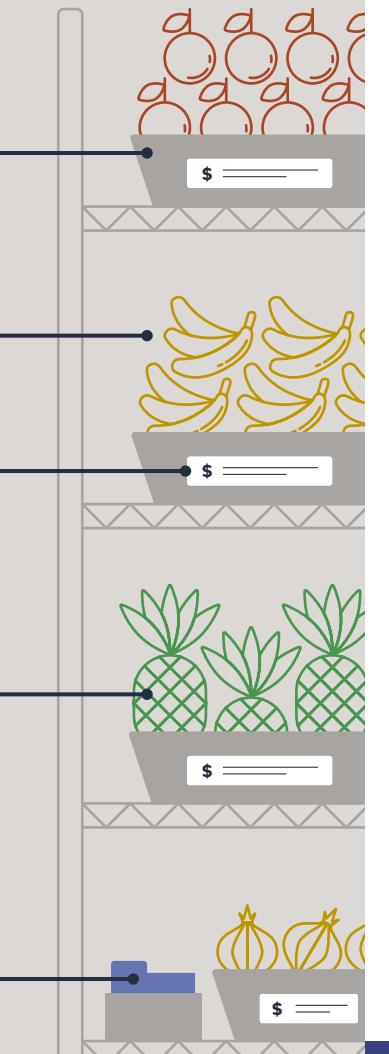
DISPLAY POPULAR ITEMS like bananas or seasonal items (watermelon in summer and pumpkins in fall).



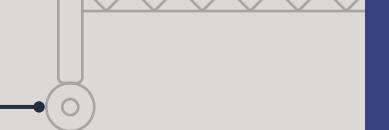
POST SIGNAGE WITH ITEMS AND PRICES. Offer promotions and discounts such as "buy one, get one".



DISPLAY ITEMS THAT DO BEST WITHOUT REFRIGERATION such as mangos, pineapples, bananas, papayas, onions, potatoes, and tomatoes.



PROVIDE RECIPES OR COOKING TIPS



USE MOBILE SHELVING OR RACKS for easier transport, although, it's not required to move them inside at night.

SOURCES FOR PRODUCE*



- Philadelphia Wholesale Produce Market, 6700 Essington Ave, 215-336-3003
- Jetro, 700 Pattison Ave, 215-465-3055
- Restaurant Depot, 700 Pattison Ave, 215-465-3055
- Local farms and gardens, find them at www.groundedinphilly.org

For more information about where to source produce, contact sellhealthy@thefoodtrust.org

*This is not a comprehensive list of all produce sources. Reference to specific businesses does not constitute an endorsement or recommendation.



FOR MORE INFORMATION about selling produce outside your store contact

gethealthyphilly@phila.gov

HOW TO SELL

FRESH FRUITS AND VEGETABLES

OUTSIDE YOUR STORE



FOR RETAILERS

STORE OWNERS:

IT'S NOW EASIER TO SELL FRESH FRUITS AND VEGETABLES OUTSIDE YOUR STORE



No special license needed



Only whole fruits and vegetables eligible



Sell healthy foods and make a profit

.....

HERE'S WHAT YOU NEED:

- All of the licenses that are already required to operate your store;
- A food establishment license, if you don't already sell food;
- Additional requirements apply if you want to sell cut produce or install a new awning.

FOR MORE INFORMATION on licensing and food standards visit
business.phila.gov/business/retail/grocery/

