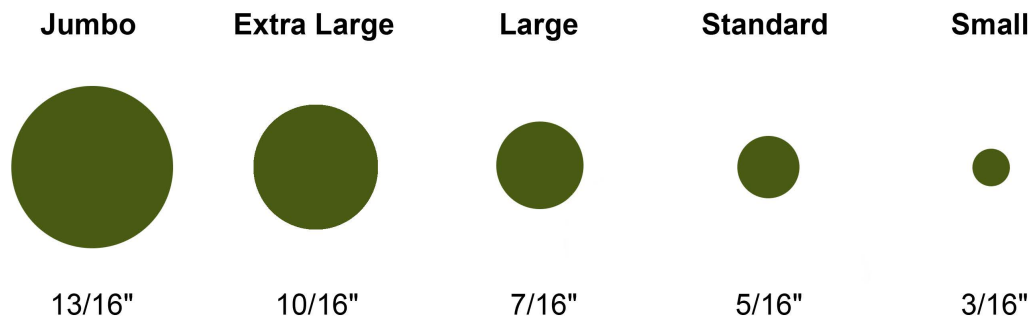


California Asparagus Season

Asparagus has a juicy flavor that can vary from mildly sweet, to fresh and earthy. California asparagus sizes are based on the stalk diameter as measured at the widest point. Size is an important consideration for labeling, cooking applications, and even flavor! Some believe that wider asparagus has a sweeter taste, while thinner asparagus has a nicer texture. Check out this sizing chart to accurately size and label your asparagus this season!



Merchandising Tips

- **Maintain Freshness:** For larger stores that move through product quickly, asparagus can be displayed on a dry table or shelf without being in a water tray. For smaller stores that move through product over a day or two, it's recommended to display your asparagus in a water tray to keep it fresher. Asparagus should be succulent, crisp, and firm--pull any stalks that look withered or soft.
- **Highlight Spring Items:** Cross merchandise with other spring items like green garlic and spring onions. Try displaying recipes alongside all the new spring items coming on. Customers will be refreshed to see the season changing!
- **Color Contrast:** Contrasting colors make for a bright and eye-catching display. Lemons and purple garlic pair well with asparagus and look stunning in contrast to the bright green color.



- **Grilling Themed Displays:** Grilling season is here and asparagus cooks up beautifully on the grill! Include grillable items like corn, onions, bell peppers, eggplants, and potatoes in your display. Cross merchandise with grill accessories like charcoal or even portable grills!
- **At-Home Storage:** Educate your customers on optimal storage for their asparagus once they take it home. Trim 1/2 inch off the bottom of the asparagus bundles and place in a glass jar with an inch of water. Loosely cover the asparagus with a plastic bag and store it in the fridge. Asparagus will absorb moisture, much like fresh cut flowers!