



# Best Handling Practices

Bananas are fragile and damage caused by improper handling will affect your bottom line. Your customers generally prefer to buy their bananas at Stage 4 or Stage 5, yellow with a little green, and with no spotting. Here are some of the best practices to ensure what your shoppers find is exactly what they want:

- Handle bananas with care, like you would eggs
- Use both hands to move boxes. Don't toss them, drop them, or store on their sides. Damage from rough handling will appear within a couple of hours, producing browning spots on the bananas
- Before they are put on display, storage temperatures should be between 56 and 66 degrees Fahrenheit. This will extend their shelf life and slow the ripening process
- Banana storage is best in a cool, dark area, away from sunlight. It should have good air circulation, and given bananas top priority – nothing should be stacked above them
- Never refrigerate or store in a hot warehouse or back room. Temperature damage will cause either darkening to the skins or accelerated ripening. Both will decrease your sales. Damage due to temperature problems will usually show after about 24 hours
- Using padded shelves for your banana displays will prevent damage on the retail floor. Avoid stacking the fruit. Monitor and rearrange the bananas at least 2 to 3 times throughout the retail day

Retailers generally like to receive bananas at Stage 3 to 4, and sell them to shoppers at Stage 4 to 5. Riper bananas can be sold for immediate consumption or packaged for baking to avoid shrinkable. See our tips for banana displays for further ideas.





# Creative Merchandising Tactics

## BANANA DISPLAY BASICS

- Banana displays need to be kept clean, organized and visually appealing
- Tiered, padded displays that are a single layer of banana hands avoids bruising and scarring, and allows customers to choose their bananas with minimal handling
- Bananas are the most sold item in the produce department. Make the displays consistent year round and large – at least 30 square feet
- Consistency in quality and ripeness protects your store's brand and sells more bananas

## TIPS FOR SELLING MORE

- Every produce department needs a banana display, but what about a free standing display near the dairy department or the cereal aisle? It gives shoppers a second place to satisfy that healthy impulse
- Color and variety – Yes, you can sell bananas at different stages of ripeness if they're merchandised well. Put three sections in your display – "Perfect for Today," "Ready for Baking," and "This Week's Lunches." For those that are ready for baking, add some recipes with photos that will get the creative juices flowing
- Specialty bananas – Adding plantains, red bananas and manzano bananas brings new life to the banana display, and allows for more sales of specialty produce
- Large, colorful signs that inform shoppers of nutritional benefits, GROW, Fair Trade or serving ideas attract attention and increase impulse buying
- Think outside the bunch – early morning or noon time shoppers are often looking for things they can eat immediately. What's better than a banana? Price them as single bananas rather than by the pound or put them in the deli or near the checkout and see how fast they move
- Download recipes or signs at [www.OrganicsUnlimited.com/merchandising](http://www.OrganicsUnlimited.com/merchandising) to bring life to your displays. Be bold and colorful and your shoppers will notice