



Merchandising Tips

Cucumbers

According to The Packer Fresh Trends 2004, 51% of respondents say they purchase field grown cucumbers while 11% say they purchase greenhouse grown varieties. The remaining 37% are not sure what type of cucumbers they buy. The opportunity exists to educate the consumer to be able to differentiate between field and greenhouse grown varieties and appreciate what makes greenhouse grown varieties superior in flavor, texture and appearance.

Display Suggestions

- It is important to display Long English Cucumbers in a refrigerated display area (10°-12°C /50°-54°F). Unlike field grown cucumbers, BC Hot House Long English Cucumbers should not be displayed in a misting cooler. The moisture accelerates degradation of the products.
- BC Hot House Foods Long English Cucumbers are packed in a shrink cello wrap to retain moisture and extend shelf life.
- Typical shelf life of a Long English Cucumber is 10 days.
- To reduce cucumber cuts and bruising, do not dump Long English Cucumbers onto the display.
- Merchandise BC Hot House Long English Cucumbers on their sides so consumers can read that they are greenhouse grown.
- Place a mat underneath the cucumber display.
- One way to reduce the amount of handling is to merchandise in BC Hot House display ready cartons.
- Place cucumber displays close to tomatoes and prepackaged salad coolers. This will help remind consumer to purchase a key ingredient to the salads.
- Rotate Long English Cucumber displays often to keep the display looking fresh and vibrant. Cucumbers that are yellow and soft will not sell.
- Try displaying a variety of cucumbers together with point of sale information to educate the consumer of the differences between field, Long English and specialty varieties.
- Different price levels can also be helpful in differentiating cucumber varieties and help build category profitability.
- Offer a mix of both bulk and packaged cucumbers for the same reason. BC Hot House 3-pack Long English Cucumbers and BC Hot House Mini-Cucumbers offer consumer a unique opportunity to purchase larger quantities of cucumbers versus buying individually. The bag that they are packed in helps preserve the freshness and extends the shelf life.
- Cucumbers are a common salad ingredient. Display them close to prepackaged salads, tomatoes, bell peppers and carrots. Use cucumbers to create a color break with these items on a display.
- Avoid merchandising cucumber in direct sunlight, as this will affect shelf life.





Cross Merchandising

Create effective tie ins with other salad ingredients: Prepackaged salads, BC Hot House Tomatoes, BC Hot House Sweet Bell Peppers, Spinach, Carrots, Radishes, Celery, Salad dressings, Dipping sauces.

Promotion Suggestions

- Long English Cucumbers are an excellent product to promote during fall/harvest season to create consumer excitement.
 - Promote the unique medium that greenhouse Long English Cucumbers are grown in to educate consumers.
- BC Hot House Long English Cucumbers are grown in a protected environment where they are pampered with the exact temperatures, water and nutrients. They are vine ripened and hand picked and packed to preserve maximal shape, color, taste and freshness!
- Promoting the nutritional benefits of Long English Cucumbers to consumers is an excellent way to increase consumer consumption. Use point of purchase materials to promote Long English Cucumbers' nutritional benefits such as:
 - BC Hot House Long English Cucumbers contain fiber.
 - BC Hot House Long English Cucumbers are sodium, saturated fat and cholesterol free.
 - BC Hot House Long English Cucumbers are low in calories.
- Educate consumers on the unique properties (BC Hot House Long English Cucumbers are seedless/burpless, unwaxed and have edible skin) and suggested applications of new cucumber varieties such as BC Hot House Mini Cucumbers (sweeter, crunchier, convenient to use, less waste).
- Cross-promote with other produce items (BC Hot House Tomatoes, BC Hot House Sweet Bell Peppers, pre-packaged salads, onions, etc.) where promotions are tied to the sale of one or the other products.
- Educate consumer on how to select, handle and store Long English Cucumbers.
- In-store demos are an excellent opportunity to educate on the different taste, texture and nutritional components of a Long English Cucumber.

Receiving & Storage Tips

- Upon arrival, verify that product temperatures should be in the suggested storage range (10°-12°C /50°-54°F). The Long English Cucumbers should show good characteristic green color, are firm and well shaped.
- Discard damaged/decayed product from cartons as it can have an affect on the quality of the rest of the Long English Cucumbers in the carton.
- Long English Cucumbers are ethylene sensitive. Avoid storing them with ethylene producing fruits and vegetables.
- Long English Cucumbers are highly sensitive to freezing injury.
- Long English Cucumbers are susceptible to chilling injury.