

Packaging Vegetables

Meet Requirements
Of
Your Market

Quality

- Most important factor
- Build relationships with buyers and develop “reputation”
- Buyers often bid on produce from specific growers

Market Development

- Enough growers committing to bringing produce
- Quality and packaging suitable to average buyer
- Consistently offer similar quality and volume

Target Buyers

- Wholesale
- Individual produce markets
- Roadside stands diversifying and acquiring additional product lines

Packaging

- Packaged so customers will buy
- Packaging especially important when selling to wholesale buyers
- No uniform container for all vegetables
- Individual crops do have specific container requirements

Uniform Packaging

- Everyone knows what they are buying and selling
- Crops have different requirements, so different types of containers are made to fit them

Functions of Produce Container

- Prevent and reduce injury to the crop during transit and handling
- Provide ventilation to hasten cooling and escape of heat by respiration
- Reduce water loss from the crop

Types of Containers

- Bags
- Crates
- Hampers
- Baskets
- Cartons
- Bulk bins
- Palletized containers

More than 1,500 different packages used in produce industry.

Why Package Produce?

- Contain, protect and identify the produce, satisfying everyone from grower to consumer
- Modern packaging for each commodity to extend shelf life and reduce waste

Characteristics of Containers

- Limited to 50 pounds for hand handled
- Sufficient strength to stack and resist crushing when stacked on pallets
- Poor quality, lightweight containers that are easily damaged by handling or moisture are not accepted by buyers

Identification

- Produce name
- Brand
- Size
- Grade
- Variety
- Net weight
- Count
- Grower
- Shipper
- Country of origin

Take Home Message

- Produce quality vegetables
- Provide what buyers want
 - When they want it
 - How they want it