



Whole ingredients are the primary focus of this program; however, your department still has the ability to tap into convenience and accessibility needs of busy consumers through minimally processed products.



A balanced plant-based diet contains plenty of vegetables. Include a variety of colorful vegetables for a wide range of vitamins and minerals.



CONVENIENCE

VEGETABLES



Reimagining the Produce Department



GRAINS,
LEGUMES
& SEEDS

Each of these are excellent sources of fiber and plant-based protein.



FRUIT



Most fruits are naturally low in fat, sodium, and calories, and are sources of many essential nutrients that are under consumed.



A Plant-based or plant-forward eating pattern focuses on foods primarily from plants.

As you can see, the core items that make up the foundation of this trend live in produce.

Don't miss out on the opportunity to rebrand your department to capture sales.