



Fresh Broccoli.

FEATURES

- Quality assurance
- Category analysis
- Consumer marketing
- Locally grown opportunities

BENEFITS

- **Consumer Trends** – Consumer focused analysis.
- **Year Round Availability** – The ability to provide a consistent quality and supply.
- **Consistency** – High quality and food safety in every package.
- **Icing Abilities** – All broccoli is slush iced with a clamshell ice machine at each farm.

- **Experience** – Over 100 year history in the produce industry.
- **On-Site Inspection** – Inspectors and field staff in the growing regions ensures that only the best vegetables get packed in the Rosemont Farms® label.
- **Flexibility** – Provides for extended growing seasons in multiple growing areas.

MARKETING SUPPORT

- POS materials
- Advertising materials
- Cross-merchandising opportunities
- Tailored consumer programs/events/displays

ADDITIONAL SERVICES OFFERED THROUGH C.H. ROBINSON

- Category management
- Complete transportation and logistics services
- Service center

ADDITIONAL INFORMATION

www.robinsfresh.com

LET'S TALK FRESH!

Talk to us about how we could help you grow your broccoli category. Call 855-350-0014



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BROCCOLI SKUs

Item	COO	Pack	Net Wt	Cases/Layer	Layers/Pallet	Cases/Pallet	PLU
Carton	Mexico, USA	Broccoli Crowns	20 lb	8	6	48	3082
Carton	Mexico, USA	14 ct		8	6	48	4060

