



# FACT OR FICTION

## THE TRUTH ABOUT REAL BABY VEGETABLES

There seems to be a lack of new and innovative items from within the Produce World. Although Baby Vegetables are not new, they are the hottest thing going right now. The fastest growing segment within the Vegetable Category is the Baby Vegetable segment\*. A.M.S. Exotic produces the #1 Branded Baby Vegetable line in North America, Earth Exotic's Premium Baby Vegetables\*. We have taken an obscure, specialty item and transformed it into a highly sought after, mainstream product line that your customers are looking for. What is **Fact** and what is **Fiction**?

**Baby Vegetables are just immature normal sized vegetables.**

### FICTION

☉ Baby Vegetables are grown from highly specialized seed varieties developed for small size, full maturity vegetables.

**Baby Vegetables don't taste the same as their larger varieties.**

### FACT

☉ This is true, Baby Vegetables tend to taste much better. Their small size affords them the ability to be more tender, delicate and sweeter in flavor.

**Baby Vegetables have very short shelf life.**

### FACT & FICTION

☉ Baby Vegetables have much shorter shelf life than their larger sized mature vegetables when merchandised in a bulk display.

☉ However, the Earth Exotic's Baby Vegetables are different. They have been washed/dried/trimmed and packaged in highly specialized packaging which has been produced in France and, specific to the vegetable. No other Baby Vegetable product can or has duplicated the Earth Exotic's shelf life experience.

**All Baby Vegetables are the same. (whats the difference between yours and theirs?)**

### FICTION

☉ All Baby Vegetables are not the same. It all starts with the Growers and ensuring that they are growing healthy, safe, high quality products. Not all suppliers impose such measures on their growers, in fact many of them simply buy from any grower or open market who has product.

☉ Earth Exotic's Baby Vegetables come from Growers who grow product exclusively for Earth Exotic's. This allows greater control over their field operations as we provide Field Technicians, Plant Managers and Food Safety Protocols that must be met and adhered to. Earth Exotic's Baby Vegetables are covered by a full HACCP program, Good Manufacturing Practice protocols, Good Agricultural Practice protocols and are audited for full Food Safety Compliance by Scientific Certification Systems.

**Consumers don't really buy Baby Vegetables.**

### FICTION

☉ This segment of the Value Added Vegetable Category has grown significant over the last few years. While the economy has faltered, Baby Vegetables have grown in sales, consumers are buying these items to duplicate their past eating experience while dining out.

**Baby Vegetables have a very high shrink at retail.**

### FACT & FICTION

☉ It depends on how you measure shrink. If your measuring it by % then the shrink may seem high. However if you also measure it by dollars compared to other shrink in the Produce Dept. It is a very small Dollar amount. The Retailers shrink is directly tied to the retailers retail price point, merchandising and promotional activity. Earth Exotic's Baby Vegetables have a full promotional program behind them to enhance sales and sell through providing the retailer embraces the category strategy.

