



Queen of veggies



Hero Asparagus in your produce department for the 2024 season to take full advantage of the sales opportunity. Integrated marketing campaign planned to reach household shoppers so they will be looking for asparagus – make it visible and keep it fresh!



NZ Growing Season

September – December



Growing Regions

NZ asparagus industry has around 35 growers across regions including Waikato, Hawke's Bay, lower North Island and Canterbury



Pack Details

Loose or bundles



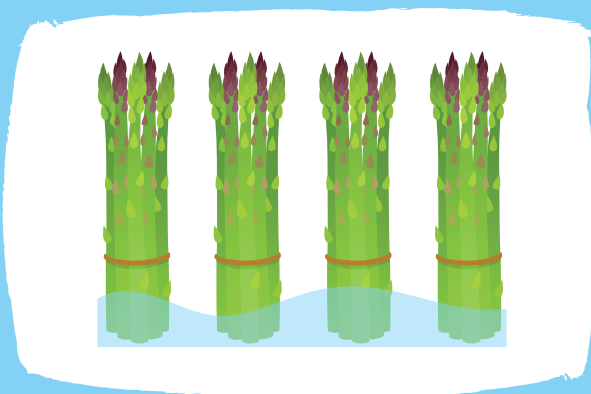
PLU Details

Mainly sold barcoded however 4521 may be the PLU used in some cases



Display

The best way to display asparagus is standing up, refrigerated (if possible) and standing in water. Unfortunately, when displayed lying flat, the butts dry out and product deteriorates quickly



Storage

Asparagus is highly perishable and must be cooled immediately to 0 - 2 °C.

A 4-hr delay in cooling can result in an increase in tissue toughening.

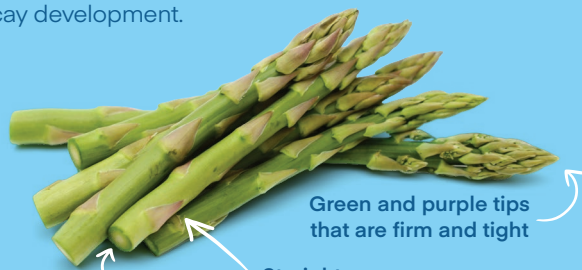
Continue with storage at 0 - 2°C with 95 - 99% Recommended Relative Humidity to yield 14 - 21 days of storage life.

Maintaining a low storage temperature is critical to delay senescence, tissue toughening, and flavour loss. However, asparagus is subject to chilling injury after about 10 days at 0°C. Symptoms include loss of sheen and glossiness and greying of tips. Therefore, ensure temperature is 2°C from day 10.



Quality characteristics

High quality asparagus spears are dark green and firm with tightly closed and compact tips. Spears are straight, tender, and glossy in appearance. Spears with green butts are preferred over the spears with white butts, as the latter are associated with increased toughness. However, a small amount of white tissue at the butt will delay decay development.



Green butts (or slightly white)

Straight spears

Green and purple tips that are firm and tight

Marketing campaign

- Microsite including newly developed recipes to appeal to household shoppers
- Google Display Ads
- YouTube 6 sec pre-roll video
- Facebook Ads / Boosting posts

Timing

September – end December with peak volumes October - November

ADD ONE MORE™



vegetable