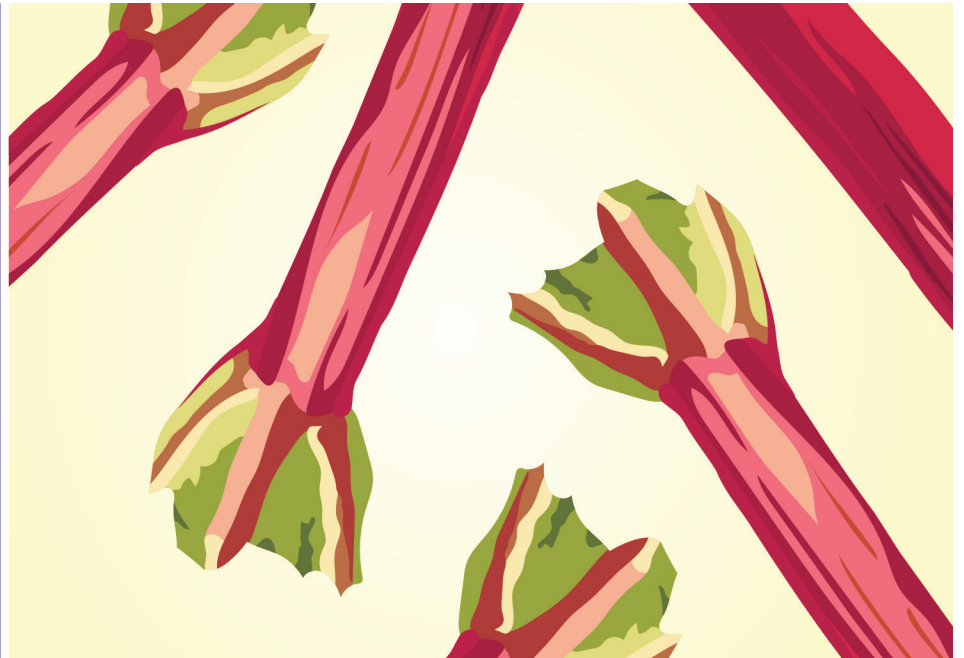




Produce Profile: **RHUBARB**



WHAT IS RHUBARB?

Classified as a vegetable, rhubarb was originally cultivated in Asia and Russia before gaining popularity in Europe then the United States and Canada. Herbaceous and perennial, this hardy plant grows from underground rhizomes. Most sought-after are varieties with red stalks, though green types do exist, which are similar in appearance to celery. Each stalk is topped with a broad, dark-green leaf, giving the plant a bushy appearance in the field.

WHY NORTHWEST GROWN RHUBARB?

The Pacific Northwest boasts unbeatable growing conditions for this robust plant, making it one of the top rhubarb-producing regions in the U.S. With rich sandy loam, a perfect balance of chilly winters and mild springs paired with just the right amount of seasonal sunshine, it's no surprise that rhubarb thrives in the Northwest. OGC is proud to team up with certified organic farmers in Oregon's Willamette Valley to bring these beautiful, sturdy, deeply-red stalks to market.

WHEN IS RHUBARB AVAILABLE?

Availability varies each year as this seasonal crop is weather dependent. Generally, expect rhubarb to appear in April and be available through July, offering a wide window for spring and summer holiday promotions.

ARE RHUBARB LEAVES EDIBLE?

Rhubarb leaves are not edible because they contain high levels of oxalic acid. Consuming small quantities can result in an upset stomach, and in larger doses, the kidneys may be seriously impacted. Rhubarb is generally sold with the leaves removed, and should anyone encounter the leaves, they should not consume them nor share them with pets or livestock.

HOW IS RHUBARB PREPARED?

Known for its tart flavor and attractive red color, rhubarb is most commonly combined with sugar or sweet fruits in baked goods, desserts and sauces or used to flavor beverages. Certain rhubarb fans are known to eat it fresh on its own.

WHAT PAIRS WELL WITH RHUBARB?

Strawberries (and berries in general), apples, ginger, thyme.

SHARE THIS INFO WITH EATERS

- Grown in the Northwest
- Organically grown
- A delicious seasonal item
- Combines well with other fruit like apples, strawberries and other berries
- Fridge-hardy



MERCHANDISING TIPS

- Big, beautiful displays of rhubarb mean movement and sales for your department. Keep displays fresh, neat and eye-appealing. Add informational signage and recipe ideas that inspire customers to make pies, jams, sauces and other baked goods.
- Placing rhubarb near strawberries or within/adjacent to a berry set is the perfect location for shoppers to easily locate it. Cross-merchandising also helps inspire impulse purchases.
- Useful for breaking up displays that are dominated by berry clamshells, rhubarb adds vibrancy and seasonal freshness to berry sets.
- Don't hide rhubarb, showcase it. Make sure customers can see the entire length of the rosy stalks by giving them ample space in displays. Remember that rhubarb is a unique item, and while it boasts a legion of fans, some shoppers don't come to the produce department seeking it. Giving this crop a prominent display will increase movement.
- To inspire eaters, incorporate whipped cream and bakery items such as cake cups.
- Emphasize organic and "Northwest grown" with signage (use the POP provided).
- Use signage and/or social media to educate eaters by telling the rhubarb story and providing preparation tips and recipes.
- Consider promotional pricing to build awareness and drive sales.