

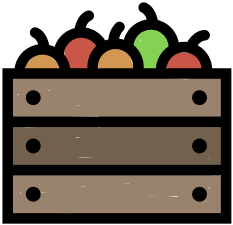
# KEEPING PRODUCE Cold

The key to shelf life for your fresh cut items and leafy greens is by keeping them cold - right after harvest, in the plant, on the truck, and in your cooler!



IF IT HAS BEEN CUT, IT MUST BE COOLED!

## 4-6 HOURS AFTER HARVEST



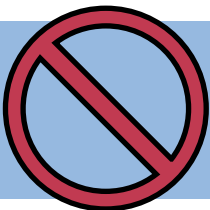
To maximize freshness and shelf life, produce is quickly brought to temp after harvest in a large vacuum cooler before processing or shipping.

PRODUCE THAT REACHES THIS TEMP WILL HAVE THIS MUCH SHELF LIFE LEFT

ALWAYS THE COLDEST PART OF THE COOLER!

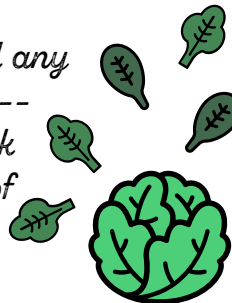
**34°** COLDEST = IN THE BACK OR NEAR THE FLOOR

Not all produce needs to be stored in the cooler, such as whole tomatoes, bananas, and potatoes.

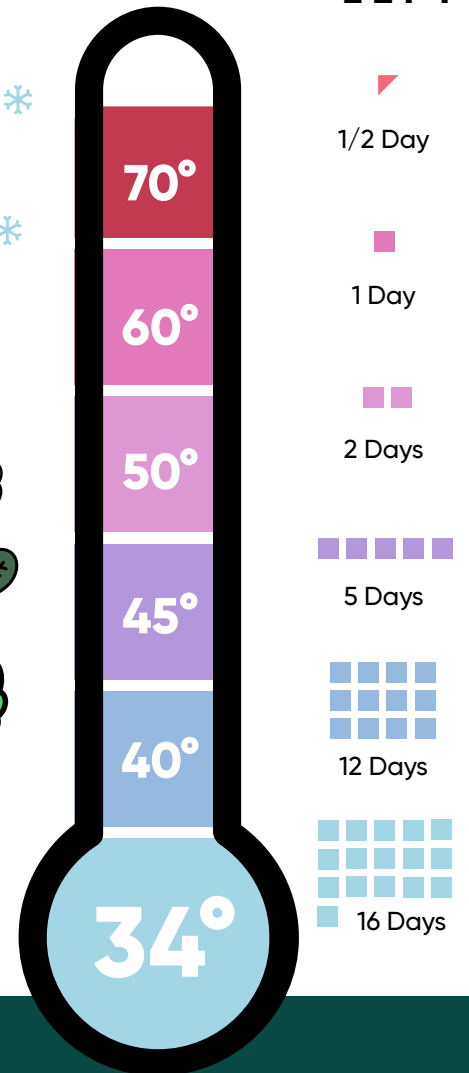


DO NOT STORE GREENS OR FRESH CUT NEAR THE DOOR!

Leafy greens and any cut produce does-- placed in the back near the bottom of the cooler!



FOR EVERY 30 MINUTES TEMPS ARE ABOVE 40°, A DAY OF SHELF LIFE IS LOST!



FRESH AVENUE  
THE FRESH ROAD TO MARKET