

OPTIMIZING SHELF LIFE OF *Fresh Potatoes*

Help your fresh potatoes last longer and improve consumer satisfaction with the four easy recommendations below.

1. Elevate

Keep potatoes off the stock room floor. Elevating fresh potatoes on pallets to keep them off the floor keep them from getting wet and helps them stay well ventilated.

2. First in First out

The potatoes that came in first should be the first out on the floor to sell. This will help with shrink and ensure older potatoes are not buried in the back room.

3. Rotate

When restocking the shelf, rotate in the potatoes from the back room with the potatoes already on the floor. Make sure the potatoes on the floor end up on top.

4. Light

Store potatoes in a cool, dark room before they go onto the sales floor. Excessive light causes greening and can give them a bitter taste.