5 FAST WAYS TO TURN Supersweet CORN into Gold

Fresh Supersweet corn from Florida can add a golden glow to fall, winter and spring retail promotions. With consumer demand on the rise, this category is no longer a summer loss leader but a year-round profit maker. Top tips for growing your Supersweet corn sales:

1 Give customers choices

- Traditionalists prefer yellow corn, but bi–color now commands a 40% market share, equal to yellow; 20% of corn sold is white.
- In addition to unhusked corn, sell tray packed ears, either fully or partially husked.
- Offer ears precut in chunks and/or packaged with other vegetables for stews and roasts.

2 To preserve its quality, keep corn cold

- For maximum freshness and flavor, keep corn well chilled— 33°F to 36°F is best.
- Display corn in refrigerated cases or on ice (perhaps under misters).
- Return corn used in large bulk floor displays to the cooler after the store closes.

3 Price corn to move

- Consumers are willing to pay more for fresh corn in winter and spring. According to retailer data, 24 to 34 cents per ear is optimal for moving corn profitably.
- They'll also pay more for value-added offerings such as husked corn and microwave-ready packaging.
- To encourage quantity buying, price in multiples (e.g., 4/$1, 6/$2).

4 Run fresh corn promotions

- Research shows that feature ads lead to significant volume and dollar increases, especially when combined with other merchandising techniques.
- Well-timed seasonal and holiday tie-ins attract shoppers' interest.
- The most effective signage promotes corn while educating consumers about buying, storing and preparing it.
- Creative use of cross promotions can build overall store sales.

5 Know Your Customer

- Consider your customer profile (age, race, ethnicity and location) when planning your Supersweet corn strategy.
- African-American and Latino customers buy more fresh sweet corn, especially during winter and spring.
- Customers in metropolitan areas are more interested in value-added corn options at a premium price.