



# PAPAYA GAZETTE

## VALUE ADDED PACKAGING

Traveling throughout North America to many of your facilities has brought me to two obvious conclusions about the wholesale business:

1. If you have repackaging capabilities, CONGRATULATIONS!, exploit it.
2. If you do not, PLEASE CONSIDER ADDING THIS CAPABILITY. (Don't stop reading; I'm not talking about breaking the bank)

**ENHANCED VALUE THROUGH PACKAGING.** Make a quick visit to your local grocery, club store, convenience store, chain store, etc. and you will see that the number of vegetable and fruit products that are now being offered in clam shells or shrink wrap trays has increased ten-fold. The obvious reasons are less shrinkage and less labor to handle the product at the retail level.

### WHY DO THIS??

There is more potential margin in this product than selling a wholesale box. Any one of your competitors can sell a wholesale box of product and undercut your margins by a few cents, taking your customer after you have secured the business. All customers are NOT the same. Some customers demand

and pay for greater levels of quality. Customers willing to pay for premium quality deserve premium quality.

Specific labeling. There may be distinct advantages for you to provide your own label on the repacked product for your customers. You certainly should consider adding bar codes, plus, and any other requirements your specific customers might need.

### HOW MUCH IS THIS GOING TO COST ME???

1. Floor space.
  2. Work tables.
  3. Inventory of the types of packaging (clam shells, etc.) that you will be offering.
- As your existing sales staff take orders for these, you add part-time personnel (piece work preferably) to repack the orders for delivery.

I have attached a sample photo of Martha's Best papaya in clamshells. This is a new concept for us and possibly you? Costco is offering the 4-piece papaya clamshell in their stores but they do not have a patent on this idea nor the many other VALUE ADDED PACKAGES they have on their shelves. Why not offer some of these same packages to your customers?

Repack facilities are going to add more value to your operation NOT LESS. Anyone with a truck and a cell phone can steal your wholesale customer if you are only selling a bulk box of vegetables or fruit. IT BECOMES A LOT MORE DIFFICULT FOR THAT CUSTOMER TO LEAVE YOU WHEN YOU ARE ADDING VALUE TO THE PRODUCT.

Please feel free to give Dorothy or myself a call if you have any questions, comments, or ideas that you would like to discuss. We would love to hear any feedback you may have on this or how we can further assist you in adding value to your Martha's Best papaya sales.

Good Luck Repacking and Selling,

Jim Weathers  
Martha's Best Papaya  
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