

Produce to Grocery Store Blog Post:

SIEGERS SEED COMPANY

How Produce Gets from The Ground to The Grocery Store

Just as every person has a story, so does every cucumber, pumpkin and eggplant. You probably already know the first chapter – a farmer plants a seed, waters it and watches it flourish. And you definitely know the ending, where fresh vegetables find their way onto your dinner plate. But what about the middle? How produce gets from the farm to the grocery store is a little unclear for most people. Keep reading to learn all about the process in order to find out exactly where your food comes from.

Farm-Fresh Produce

Once the plants are ripe – or soon-to-be ripe – they're collected, washed and sorted. During this process, the unfavorable plants are discarded or donated. This includes vegetables that have a blemish, discoloration or fungus. After that, it's time to send the produce on its way, and there are two common ways to do this: through direct business or distribution centers.

Delivering To Consumers

When doing direct business, the farmer will deliver the goods right to the grocer himself. This is how locally grown produce appears on shelves, especially specialty foods like berries and corn.

However, when a distributor is used – which occurs more frequently – there's a middle man to facilitate between the farm and the store. The distribution center will usually package the food up nicely in small, consumer-friendly bags. The way food is packed is critical to maintaining its ripe flavor. For example, vegetables like spinach require more oxygen than others to stay fresh, which is why the bags they are packed in are usually fairly thin and permeable.

After that, the produce is loaded into a refrigerated truck and transported to the grocery store.

At The Grocery Store

At the grocery store, you may have noticed that some fruits and vegetables have stickers on them. The barcode is used at checkout, but those little stickers also contain other information as well. The PLU code, or identifying number, gives you an idea of where this produce came from and how it was grown. For example, some might say a brand name or indicate which state or country it was imported from. The number itself, depending on how many digits it contains and what those digits are, lets you know if the plant was grown traditionally, raised organically or genetically modified. So if you're curious about how that apple or head of lettuce ended up at the grocery store, you can refer to the PLU number for help.

Interested in seeing the process firsthand for yourself? You already know the first step: plant the seeds. At Siegers Seed Company, you can find everything you need for a successful harvest. Contact us today for more information.