

# Fresh Michigan ASPARAGUS



## 100% Edible!

Your customers will taste the *Michigan difference*. Asparagus that is hand-snapped results in a fully edible spear. Others often cut below the surface leaving a fibrous, woody bottom that needs trimming before cooking.

- Get it quick! Just a *6 to 7* week fresh window
- Michigan asparagus supports *120* family farms
- Michigan is the *2<sup>nd</sup>* largest grower of asparagus in the U.S.
- *Zero* fat, *Zero* cholesterol
- *40* calories in one cup
- More than *80* nutrients including
  - Folate
  - Vitamin K
  - B Vitamins
  - Iron
  - Zinc

*Proximity to the Great Lakes* provides the unique, sandy loam soil which grows asparagus with excellent-flavor and a long-shelf life.

### **Product Specifications**

- Small, Standard, Large and Extra-Large Sizing
  - PLU: 4080
- Packaging Options
  - Banded or Loose
  - 1 lb. bag
  - 12 oz. microwavable bag

### **11lb Case**

- 108 cartons/pallet

### **28lb Case**

- 42 cartons/pallet

### **Marketing Support**

- National media outreach around the great taste and hand-snapped benefit of Michigan asparagus
- Social media campaign on Facebook, Twitter and Instagram with ad buys to targeted demographics
- Assets (recipes, images, stats, facts, etc) available for your marketing and social media channels



*Hand-snapped in Michigan*

Located near Grand Rapids, Michigan, Riveridge Produce Marketing has more than 25 years in the produce industry.