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SEPC attendees visit organic sections of four retailers

September 29, 2017



HILTON HEAD ISLAND, SC — Attendees of the Southeast Produce Council's 2017 Southern Innovations Organics & Foodservice Expo had an opportunity to visit four major retailers here Thursday morning, Sept. 28.

The retailers were Publix, Kroger, Whole Foods Market and The Fresh Market.

All of the retailers stressed the increasing importance of organic produce sales to their fresh produce departments. For example, Dennis Payne, senior category manager for retail at The Fresh Market, said, "Being a gourmet grocery store, organic produce is very important."

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