

DOLE PINEAPPLES

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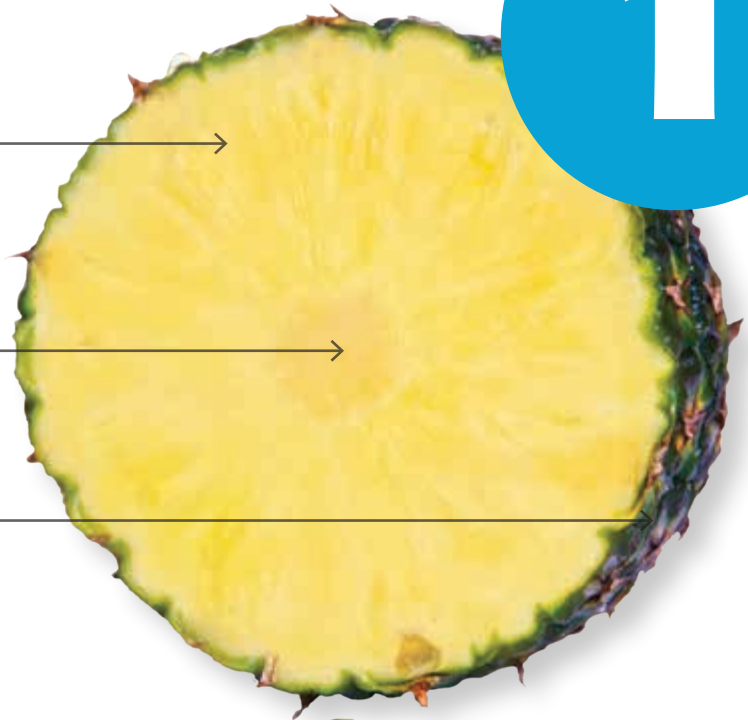
PINEAPPLE TERMS



FLESH →

CORE →

SHELL →



CROWN END →

As a guide here are a few of the common terms Dole use to describe the various parts of the Tropical Gold Pineapple.

EYE →

SHELL →

BUTT →

PEDUNCLE →





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WHY DOES DOLE REMOVE THE CROWN?



Due to New Zealand biosecurity regulations, Dole removes the crowns prior to shipment to protect our clean green environment from the introduction of new tropical weed seeds. If crowns are left in place, there is a high likelihood that weed seeds may be caught in the base of the leaves.



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THE JOURNEY TO YOUR STORE

These delicious sweet pineapples are a unique variety grown on the lush Philippines tropical island of Mindanao.

Mindanao provides the ideal growing conditions for Dole Tropical Gold pineapples. Here the plants flourish in the lush tropical environment. There's plenty of sunshine, although too much can damage the pineapple's sensitive skin.

In fact Dole cover the Tropical Gold pineapples part way through their growth cycle to protect the precious fruit. In Mindanao the rainfall is plentiful and the warm temperatures hover around 27°C, ideal for growing pineapples.

GROWING

Dole Tropical Gold Pineapples are grown from three different sources, either crowns, slips or suckers which are planted in well spaced rows. A pineapple takes approximately 16 -18 months to reach maturity and is ready to eat as soon as it is picked. Each plant only produces one pineapple.





AFTER PICKING IN THE FIELD...

After picking in the field, Dole Tropical Gold pineapples undergo a rigorous washing and quality control process to ensure only the best are sent to market.

This involves washing to remove bugs and dirt, passing through a chlorinated water spray to assist in mould control, and undergoing a final drying and waxing process before sorting and packing.



SORTING AND PACKING

Sorting is done by hand by experienced packers on elevated sorting tables, who visually check each pineapple for imperfections.

Only those that finally make the grade are de-crowned and packed ready to be shipped to us here in New Zealand.



WHAT TO LOOK FOR IN A DOLE TROPICAL GOLD PINEAPPLE

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There is a common misconception that the outer skin of a pineapple should be yellow or golden to indicate ripeness.

This is not necessarily the case. The truth is that the

EXTERNAL COLOUR OF A PINEAPPLE DOES NOT TELL YOU HOW RIPE IT IS.

All Dole pineapples are picked at their peak when they are perfectly ripe. They do not ripen further after they are picked, so even if the pineapple looks green on the outside, inside it will still be ripe, juicy and sweet.



HOW PINEAPPLES AGE

The skin colour of Tropical Gold Pineapple can vary depending on a variety of factors including the area and weather conditions in the Philippines.

All Tropical Gold Pineapples are picked when they are perfectly ripe.

After picking, a pineapple will age and changes will occur to the skin colour.

As the skin colour begins to change the flesh will become softer and juicier.

You need to check your pineapple regularly, as depending on the ambient temperature, they can spoil quite quickly.

Here are some of the shell colours you may display to your customer.



GOOD



GOOD



GOOD BUT WATCH
CAREFULLY
FOR SPOILAGE



SHOULD NOT
BE DISPLAYED
FOR SALE

Our research tells us that consumers have differing ideas about what stage they like to eat their pineapple. Never display pineapples that are dark brown in colour, are soft or weeping or that have dark spots, bruises or mould on the skin.

MANAGING YOUR PINEAPPLES



Store fresh pineapple in their boxes, off of the floor, until required. Longer life will be achieved if stored at 7.2C. If stored below 4°C fruit may develop chill damage and may deteriorate rapidly once removed from cold storage.

Do not mist or ice the fruit.



HOW TO DISPLAY DOLE TROPICAL GOLD PINEAPPLE



Recent research tells us that the majority of pineapple purchases are made on impulse. That means that the consumer didn't set out to buy pineapple but was influenced and driven to buy it once in store.

Purchases were triggered by promotions and attractive displays.

Large displays of quality fruit displayed in a prominent position in store will stimulate greater sales. Ideally stand the fruit on it's butt end with the labels facing forward.

Check and rotate the fruit regularly and if possible display some cut fruit to trigger the impulse purchase and to show the consumer that the fruit is ripe and juicy.

Remember that Tropical gold pineapple is available all year round so make the most of it's appeal as a sweet and juicy family favourite.