

Need help with your squash rotation?

We can help.



Instead of putting a large, oversized label on our squash with basic baking instructions, we have put the power of flavor and creativity in the hands of the consumer. Despite the hundreds of delicious recipes available for winter squash, the unfortunate reality is most people aren't sure how to eat it. What are we doing to change that? We have literally redesigned our website in order to share all the wonderful possibilities of this far too often unnoticed category. We even went as far as completely redesigning our PLU labels to be delightfully simple yet remarkably useful. Each PLU label contains a Quick Response (QR) code that consumers can use to unlock the magic of winter squash right in the store aisle. Simply scan the code with any of today's smart phones and you'll receive dozens of great recipe ideas right on your phone. We're confident that with the right recipe and an enjoyable experience, more consumers will make winter squash a regular purchase.



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SPAGHETTI SQUASH TACOS
A twist to a traditional Mexican favorite using spaghetti squash.

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SPAGHETTI SQUASH SAUTE
A simple, quick and tasty recipe for spaghetti squash.

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BUTTERNUT SQUASH SOUP
A delicious butternut squash soup recipe that can be customized in any way you choose.