



# CARTON-TO-CARTON CONVERSION

## Value Added to Field Pack

Broccoli Florets



vs.



Broccoli Crowns

**1.54** Chopped Iceberg Cartons

=

**1** Field Pack Iceberg Carton

**1.43** Shredded Iceberg Cartons

=

**1** Field Pack Iceberg Carton

**1.45** Chopped Romaine Cartons

=

**1** Field Pack Romaine Carton

**1.89** Shredded Cabbage Cartons

=

**1** Field Pack Green Cabbage Carton

**1.08** Broccoli Floret Cartons

=

**1** Field Pack Broccoli Crowns Carton

**1.47** Cauliflower Florets Cartons

=

**1** Field Pack Cauliflower Carton