



FRESH FROM TEXAS FIELDS!

KNOW YOUR SEASON. KNOW YOUR ONION.

IT'S TX1015 SEASON – MARCH THROUGH MID-JULY!

Grown with care in the Rio Grande Valley and Uvalde-Wintergarden regions of South Texas, these premium sweet onions are harvested at peak flavor, bringing crisp texture and mild, sweet taste your customers love.

PRO TIP

Display prominently with signage. Remind shoppers it's a seasonal Texas favorite – available for a limited time!

FROM TEXAS FIELDS TO YOUR AISLES – LET'S MOVE SWEET ONIONS!

AVAILABILITY					
★	★	★	★	★	★
Jan	Feb	Mar	Apr	May	Jun
★	★	★	★	★	★
Jul	Aug	Sep	Oct	Nov	DEC



PEAK AVAILABILITY:
MARCH – MID-JULY

MAIN GROWING REGION:
SOUTH TEXAS,
RIO GRANDE VALLEY,
UVALDE-WINTERGARDEN

VARIETY: TX1015
NAMED AFTER ITS
OCTOBER 15TH
PLANTING DATE!

WHY IT MATTERS

- Customers come looking for TX1015s this time of year!
- Locally grown = Fresher product & stronger story
- Sweet flavor = Perfect for grilling, salads & fresh eating
- Most families can use 1 medium sized onion per recipe, which means selling 3lbs bags only covers 3 dinners! Opportunities exist to sell more bagged onions for those weekly shoppers.