

PRODUCE TALK

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PLANNING FOR AUGUST

Now that we are half way through July headed into August, we need to realize that “Summer Selling” isn’t close to over. During the month of August, all the summer selling items like peaches, plums, nectarines, grapes, melons, berries, homegrown corn and tomatoes reach their peak of flavor. The entire month you need to focus on summer selling, one-day events, theme selling and outside sales. We really need to promote for sales; they don’t come as easy as July did. Your produce department is still the star of the entire store so you need to hold on to your summer selling set for as long as possible. As soon as you reset for fall, you will lose distribution percentage so keep your summer selling set as long as possible.

Before the kids go back to school, keep pushing those grill out items, watermelon, cantaloupe, honeydew, peaches, plums, nectarines, grapes, strawberries, homegrown tomatoes and corn, packaged veggies and salads, and all convenience items.

August is a big garden month - Lots of people will have their own homegrown tomatoes, corn, peppers, etc. so you have to let your customers know that you have “Homegrown” product too. Roadside stands will be everywhere, farmers markets around different cities and towns will also be in competition with you, but keep in mind they don’t have near the variety that you have, or the quality. You can promote the “Homegrown” theme also, and you really need too. Product that has been displayed outside in the sun, in very warm temperatures, really doesn’t last long and might not taste as good as they think.

People will still be doing plenty of cooking out all the way through Labor Day, so there is still plenty of time to promote all those picnic items. It’s a great time to promote the melon patch. Reality is that a lot of stores simply don’t maintain the cut melon display good enough. Check with your evening MOD to see that your cut melon section is well maintained evenings you’re not present. If you sample your melon section, carry a full variety and maintain it, it’s hard to say how much you could really sell.

August is the month most of the kids will go back to school. Yes you need to highlight those back to school items like bananas, apples, oranges, grapes, snack carrots, peaches, plums and nectarines. By hanging a simple sign that says “Great Lunch Box Item” you will generate extra sales, but whatever you do don’t lose your summer selling set.

New items will be: new crop apples, southern yams, possibly cider, Brussel sprouts and hard squash.

The Floral Shoppe - Customers continue to purchase those beautiful bouquet’s to decorate the house and make themselves feel good. August is also known for selling lots and lots of hardy mums and those long big beautiful gladiolas. We can do a better job on the hardy mums, but I really feel too many of our stores really miss the boat selling gladiolas. This year we really need to promote them.

The main event - Crosset Company’s Educational Buying Food Show, Wednesday, August 16th at Great American Ball Park. We would like to thank those of you that have signed up for this year’s seminar. Registration will be from 9:30 am until 10:00 am. Those of you that attended last year know how great it was. This year will even be better. Former **Cincinnati Bengal, ICKEY WOODS** is one of our main speakers. There will be a huge buying food show where you can save lots of money, and yes of course the day will close with that wonderful dinner cruise. This year will be very similar to last year but we decided to let you have a little more time to write your orders and visit the show. “Food show buying books” will be available soon, hopefully you will set aside some time to look it over before the actual show, so you can gather the sales & ordering information you need that will help you write smart orders. If you do your homework before the show, you can really save some \$\$\$\$\$. So if you’re a Store Owner, Store Manager, or a Produce Manager or any person the boss wants to bring, we really look forward to seeing you on August 16th.

Recipe (Source: Allrecipes.com)

SUMMER SMOOTHIE

Ingredients:

2 bananas, broken into chunks
1 cup cubed papaya (optional)
1 cup cubed fresh pineapple
1 cup cubed honeydew
1 cup seedless grapes (optional)
3 cubes ice cubes (optional)
2 (6 ounce) containers fruit flavored yogurt
1/2 cup orange juice, or as needed



Directions:

Place bananas, papaya, pineapple, honeydew, grapes, ice cubes, and yogurt into the bowl of a blender. Pour in orange juice. Cover and puree until smooth, adding additional orange juice if needed to achieve desired consistency.

SUMMER SWEET SCORCHER SALAD

Ingredients:

2 large navel oranges
1 mango, finely chopped
1 yellow bell pepper, finely chopped
1 serrano chile pepper, minced, seeds optional
2 tablespoons fresh lime juice
1/4 cup chopped fresh mint
1/4 cup chopped fresh dill
1 pinch salt



Directions:

1. Use a small paring knife to cut the peel, pith, and membrane from each orange, leaving just the flesh. Cut orange segments into small pieces; place in a large bowl.
2. Stir in the mango, bell pepper, serrano chile, and lime juice. Season with the mint, dill, and salt. Serve immediately, or allow to flavors to blend in refrigerator, up to overnight.

SAVE THE DATE!

**Crosset Company's Annual Buying Food Show will be on
Wednesday, AUGUST 16, 2017 at
Great American Ball Park.**

Western Vegetables

AVOCADOS: Little change in overall market and supply condition; this will remain this way throughout the summer season with no real increase in volume with promotable pricing until fall. Organics becoming more scarce and could see further increase as we move into toward mid-summer.

BROCCOLI: Supply is starting to get affected by the higher temperatures in California; we are looking to move to Michigan grown product if the product quality becomes an issue.

CAULIFLOWER: Supplies are starting to improve and the quality is good; market has gradually decreased. Pricing is starting to come off.

CELERY: The market is starting to come off as supply is starting to turn around.

GREEN ONIONS: Markets are active as limited supplies are present creating a shortage due to some field loss due to quality issues.

LETTUCE: Iceberg seeing great supply in the market and good promotional pricing available. Leaf lettuces supply has leveled out and we are seeing prices come back down to a normal level. Increased heat out west may lead to an increase in downy mildew.

Value-Added

Supply gaps continue to be an issue with many processors and shippers resulting in short term shortages of various items. Organic Girl has been struggling to fill orders on baby spinach, baby kale and butter lettuce. Earthbound is having issues with baby spinach, Spring Mix and Romaine heart leaves. This will continue to be a problem all summer and early fall due to planting gaps and weather-related issues.

Southern Vegetables

BEANS: Michael's product; looks really nice.

CABBAGE: We have Michael's cabbage; red and savoy. Product looks really nice.

CORN: Michael's should be starting around the 17th. On loose corn, until Michael starts, looks like Georgia may go for another week or two so we should be able to move right from Georgia into Michael's product.

CUCUMBERS: Supplies will be coming in from Michigan this weekend.

GREENS: Kale, mustard, collard, turnip and tops all coming from Michigan. Product looks really nice.

HARD SQUASHES: High prices on all the hard squashes; spaghetti, acorn and butternut.

ONIONS: New crop jumbo onion will begin to ship from Nevada this week. Quality is reported to be very good.

POTATOES: Markets are mostly steady. Supplies from Idaho and the Midwest remain good. Large size Idaho russet baking potatoes are very tight.

PEPPERS: Scrambling right now; the south is out. We've been picking up some New Jersey product and looks like product will be starting out of Ohio and Michigan in the next couple of weeks.

YELLOW & ZUCCHINI SQUASH: Prices are still high; all Michigan product.

BEETS: Beets still remain a challenge due to curly top virus that impacts the plant leaves and bulb. Supplies will be limited for a few more weeks until growers move to lower elevation new fields that should be clean.

BROCCOLI: Like conventional product, supply is all over the board. Quality on arrival is good. We are seeing some regional suppliers in North Carolina that we are using to fill needed supply.

BUNCH CARROTS: Good supply available; we have seen some discoloration to the tops.

CABBAGE: Supply from the southeast has hit a gap due to poor quality. We are seeing product become available from North Carolina and small shots out of Ohio. We will be in full regional supply going forward.

CAULIFLOWER: Supplies are starting to improve and the quality is good. Market has gradually decreased; prices remain high.

CELERY: Supply is getting better as we have moved up in to California product starting out. Price will remain high for the next couple weeks until the pipeline is filled back up.

CUCUMBERS: Rains in the southeast have slowed down supply that is available; we are having to supplement with product out west until we see suppliers from Ohio start up.

GREEN PEPPERS: Steady supplies regionally with good quality. Some supplies are now present out west as well.

KALES: Great supplies of kale currently, plenty of regional product from all over the Midwest available. We are sourcing from North Carolina, Ohio and other regions.

LETTUCES: Leaf lettuces are starting in Canada and we will source for the remainder of their season. We are moving to that area due to poor arrival quality on product from out west.

RADISHES: Supplies are improving with better quality tops. Very little damage now to the tops and they look much cleaner than they have been.

YELLOW SQUASH & ZUCCHINI: Supply has started up in Northern Ohio and the perfect weather we have been seeing has been ideal for growing.

Asparagus

Asparagus market is skyrocketing as rain in Mexico shut off product shipping out that region leaving Peru as only supply during their winter season with extreme light supplies available. Market pushing well into \$40-\$50 range for quality 11# standard grass. Look for little relief for next few weeks.

Fruit

APPLES & PEARS: Washington apple supplies continue to dwindle as the storage fruit is cleaning up. Small sizes are very tight. Large sizes are better value and quality. Look for gaps in organic availability as the Washington crop ends and import crop begins. Michigan has finished with apples; will be back late summer early fall. New crop California pears will begin in the next 7-10 days.

BIN ATHENAS: New regions out of Indiana, Kentucky and the Carolina's are starting to harvest melons and improving supply situation. Look for next 3 weeks to be solid with good volume and quality and then begin to taper as we move into August.

BLACKBERRIES: Blackberries stabilized but overall volume still average. Look for strong overall markets to continue for the time being. Organic supplies market is steady with good availability.

BLUEBERRIES: Rains in New Jersey hampered late part of harvest and pushed move over into Michigan early. Supply has leveled out but forecast for Michigan is lighter than originally projected which could push markets back upward in August. Organic blueberries steady and heavy Northwest (Oregon and British Columbia blueberries) will offer good promotions for month of July and into early August.

CANTALOUPE & HONEYDEWS: Domestic cantaloupe and honeydews are feeling the high temps in the desert. Pricing is up and supply is down; will be looking to California for melons until the west side fruit is available.

CHERRIES: Fully transitioning into Northwest (Washington) cherries and volume has steadily increased with large quantity of small fruit available. Now through later July, will be peak ad promotion period. Large crop is projected and good even harvest will possibility keep cherries running through Labor Day. Organic cherries on guides and will mirror the conventional season. Pricing has dropped and look more promotional. Rainier cherries have great size and eating like candy; good impulse sales item. New item for coming week is organic Rainiers cherries.

CITRUS: Imported navels are available. Markets are steady and quality is good. Cara Cara navels will begin shipping this week.

CLEMENTINES: South American Clementine season continues; product has become tight. Market remains steady.

GRAPES: California Prime Delano grape crop moving into full swing. Transition complete into 19# cartons and product quality is strong despite heavy heat strain from high temperatures earlier. Red Flames predominate

variety and best values with excellent new white seedless; good solid clean color. Organics volume escalating and will be prime promotion item in July and August.

RASPBERRIES: Like strawberries, we are starting to see supply affected by the higher temperature.

STRAWBERRIES: With the increased temperatures in growing regions, we are starting to see loading and available supply slow down. Inbound quality will be an issue as with higher temperatures, will bring increased bruising and sun-scold.

WATERMELONS: Markets remain firm and are projected to remain firm right through Labor Day.

California Stone Fruit

Overall California stone fruit will be a limited deal throughout the summer due to a number of factors from decreased acreage due to damage from heat stress.

NECTARINES: Steady supply, promote in coming weeks.

PEACHES: In very tight supply as all stone fruit has been effected by the 100+ heat that is plaguing the California regions. Look for strong prices with limited availability throughout California season. Gap on organic peaches for next 7 -10 days as variety switch has caused situation.

PLUMS: Black and red plums along with multi varieties of Pluots shipping. Good item to promote as we move into July selling.

Southern Peaches

Supplies finally improved out of South Carolina and temporary volume for next few weeks to promote the peaches. New Jersey Red Havens slated almost to begin and will keep peaches flowing into market for near future.

Tropical Fruit

BABY FRENCH BEANS: Heavy volume; market off.

FLORIDA AVOCADOS: Florida Slim avocados from Brooks Tropical costs dropping and great item to introduce and promote with high market cost associated on Mexican/California Hass avocados.

LIMES: Prices has firmed up and increased on some sizes with better demand this week. Size 200 and large remained limited. Overall quality is very nice.

MANGOES: Mexico has begun shipping very nice varieties. Ataulfo have also started in a light way from Mexico. There will be a steady supply of mangoes in the coming weeks with increasing volumes.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Good supplies; papaya popularity increasing.

SUGAR SNAP PEAS/SNO PEAS: Sugar snap market strong; sno peas up significantly.

Merchandising Tips

Fresh Up Front

In most current retail stores, the produce department is the first or second thing you pass through while shopping. The impact your department makes will set the tone for the entire perishable category, which in turn has an effect on the entire shopping experience and the stores results. In the summertime, you should lead into your department with either berries, grapes/cherries or stone fruit (peaches and nectarines) in the first non-sale position. These colorful categories will drive sales in any store. Be sure to allow enough space for each item and not crowd your tables with too many choices. Too many choices will overload our customers and give them decision fatigue. Keep it simple. Let's make an impact with a large colorful display that says buy me! After you have set these colorful displays, snap a quick pic on your phone and look at it when you're away from the department to be sure you've captured our customer's attention.

CROSSET NEW ITEM & DELETION SHEET

W/B: 7-17-17

ITEM #	NEW ITEMS	SIZE
2112	Og Surgar Baby Watermelons	65#
2115	Og Seedless Watermelons	65#
20229	Og Sugar Snap Peas	10#
103569	Ranch Dip Org	6/11oz
103570	Habanero Ranch Org	6/11oz
69211	White sdls grapes -LG	19#
69419	Red seedless Grapes -Lg	19#
67015	Cv Apricots	14#
68110	OG Rainiers	12/1.25#
62020	Fuyu Persimmons	20ct
97459	Pom Peach Passion Tea	6/12oz
69810	Champagne Grapes	16/1#
93045	Idaho Potato Bin	200/5#
73560	Cv Mottled Pluots	8#
73525	Cv Flavor Black Pluots	8#
73575	Cv Flavor Red Pluots	8#
67071	OG PP Apricots	14#
69215	White seedless Grapes -Jbo	19#
69445	Red Seedless grapes -Jbo	19#
40468	Navel Orange 56ct	33#
DELETIONS		
6310	Og Corn	48ct
34215	Jonagold Apple	40#
34820	Macintosh Apple	12/3#
35065	Smitten Apple	40#
38230	Packham Pear OG	40#
69401	Cv Red Seedless Grapes	18#
69210	Cv White Seedless Grapes (Switch ads to #69211)	18#
69480	Cv Red Seedless Grapes (switch ads to #69419)	18#
71030	Cv White Flesh peaches	25#
71256	Cv VF Peaches -Calif	25#
72055	CV VF White Nectarines	25#
106501	Drsng Parm Kale	6/8oz
106504	Drsng Caesar Rules	6/8oz
87008	Russet Potato 8#	6/8#
2110	Watermelon Sdls 700#	60ct