

PRODUCE TALK

Volume 28

Issue 40

October 5, 2017

HONEYCRISP APPLES *(Conventional & Organic)*



The Honeycrisp apple's name says it all! Pleasantly crisp, sweet and juicy, this popular apple features a beautiful bright red skin mottled with pale green. Its complex flavor is subtly tart, and is a versatile ingredient for recipes ranging from sweet to savory. As a snack, Honeycrisp apples burst with juice with every bite, and they are also a delicious addition to salads, pies, sauces, and baked goods.

Description/Taste

Honeycrisp apples have a yellow background covered with a red to pink blush and speckled with small lenticels. Their creamy white flesh is exceptionally crisp and aromatic. A balanced content of sugar and acid gives Honeycrisp apples a pleasant sweet-tart flavor that varies in strength depending upon the maturity of the apple.

Seasons/Availability

Honeycrisp apples are available in the fall.

Current Facts

Honeycrisp apples were originally believed to be a cross between a Macoun and Honeygold apple, however recent DNA testing suggests that this may not be true and that the Keepsake apple may actually be part of the parentage. Currently, they are the most commonly grown apple variety in Minnesota where they were first grown and where as of 2006 were named the official state fruit as well.

Nutritional Value

Medium to large in size, an average Honeycrisp apple contains about 80 calories. They are rich in dietary fiber, specifically pectin which has been shown to reduce cholesterol and slow glucose metabolism in diabetics. They also contain Vitamins A and C, most of which is found in the skin.

Applications

Honeycrisp apples maintain their sweet flavor even when cooked. Try baked into a crisp or pie. Remove the skin and slow cook slices to make applesauce, preserves and apple butter. Their crisp texture shines in raw preparations, dice and add to coleslaw and chopped salads or slice thin and add to sandwiches and burgers.

Sampling

If you have yet to discover the power of sampling, fall is a good time to try one of the most effective and least expensive methods of point of purchase advertising. Now would be a good time since apple season is about to begin.

The results, in some cases, can be described as nothing short of amazing. These kinds of improvements are being reported constantly by retailers who invest the time and effort to cut up some produce and offer consumers a taste.

Sampling is one way to get your produce staff directly involved with customers. Most shoppers will accept an item offered. Getting the product into the shoppers' hands is the first step toward getting them to buy it.

The beauty of the sale is that in all likelihood, the item probably wasn't on the shopper's list. So it's one of the most effect ways to promote impulse purchases that are nutritious and satisfying to your shoppers.

And while your produce staff is offering samples, the scene is set to introduce shoppers to additional new items. Prime your demo staff, regardless if they are department regulars or professional demonstrators hired for the promotion, with a list of other items they can casually mention to shoppers.

Retailers who are committed to an active demo program generally report that higher sales of the sampled item often continued weeks after the promotion, proving some of those shoppers turned into repeat customers.

It may be the perfect program to set your store apart from the competition. It can turn your department in to a "FUN" place to shop, even a party-like atmosphere, with you and your staff as congenial hosts; it will let your shoppers know you care about pleasing them. It's one thing to set up a department and let them find their way around by themselves; it's another to talk to them and just maybe find out what's on their minds.

Recipe (Source: Allrecipes.com)

APPLE CRISP

Ingredients:

- 10 cups all-purpose apples, peeled, cored and sliced
- 1 cup white sugar
- 1 tablespoon all-purpose flour
- 1 teaspoon ground cinnamon
- 1/2 cup water
- 1 cup quick-cooking oats
- 1 cup all-purpose flour
- 1 cup packed brown sugar
- 1/4 teaspoon baking powder
- 1/4 teaspoon baking soda
- 1/2 cup butter, melted



Directions:

1. Preheat oven to 350 degrees F (175 degree C).
2. Place the sliced apples in a 9x13 inch pan. Mix the white sugar, 1 tablespoon flour and ground cinnamon together, and sprinkle over apples. Pour water evenly over all.
3. Combine the oats, 1 cup flour, brown sugar, baking powder, baking soda and melted butter together. Crumble evenly over the apple mixture.
4. Bake at 350 degrees F (175 degrees C) for about 45 minutes.

HOMEMADE APPLE CIDER

Ingredients:

- 10 apples, quartered
- 3/4 cup white sugar
- 1 tablespoon ground cinnamon
- 1 tablespoon ground allspice

Directions:

1. Place apples in a large stockpot and add enough water cover by at least 2 inches. Stir in sugar, cinnamon, and allspice. Bring to a boil. Boil, uncovered, for 1 hour. Cover pot, reduce heat, and simmer for 2 hours.
2. Strain apple mixture through a fine mesh sieve. Discard solids. Drain cider again through a cheesecloth lined sieve. Refrigerate until cold.



Western Vegetables

AVOCADOS: Conventional and organic supplies are becoming more readily available as the Mexican fall crop gears up. Promotable prices later this month for both organic and conventional fruit.

BROCCOLI: The market is extremely tight as availability is very light out west. The heat from a few weeks ago pulled product forward and caused quality issues in the field. Since crown material has been scarcer than bunch, we have fully shifted into Michigan product. These have shown great quality with abundant volume.

CAULIFLOWER: Volumes have dropped as product has pulled forward the past few weeks. The extreme warm weather we experienced a few weeks ago is causing quality issues in the field.

CELERY: The celery market remains somewhat depressed. Yields have increased as fields have shifted from South to more North, where the temperatures are more moderate. As we move towards Thanksgiving, volumes will increase to correspond with demand.

GREEN ONIONS: Market remains somewhat depressed as fields are recuperating from flooding.

LETTUCE: The mixed leaf market remains steady. Red leaf, Romaine and Romaine heart numbers have begun to decrease as quality issues in the field have caused yields to drop.

Value-Added

Raw product supplies continue to be affected by the extreme heat in the Western U.S. growing areas. Tender leaf items, such as baby spinach and butter lettuce have been very limited in supply to all processors causing shortages of value-added items containing them.

Southern Vegetables

BEANS: Good supplies from Michael's; will go to about October 15th, weather permitting.

CABBAGE: Good supplies; will go to November 10th.

CORN: Supplies and prices have dropped off due to lack of demand.

CUCUMBERS, EGGPLANTS, YELLOW & ZUCHINI SQUASH: Market has increased drastically over the last 4-5 days due to cool nights.

GREENS: Good supplies on collard, mustard and kale.

ONIONS: Western dried onion volume is growing; quality is good. Peruvian sweet onions have started.

PEPPERS: Good supplies out of California.

POTATOES: Russet supplies continue to grow. Quality is improving and markets are steady.

Organics

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: Due to weather issues (heat) in growing regions in the west, we are seeing suppliers limit available supply driving market cost up. There will be discoloration to the tops as heat will cause a darker head on the broccoli.

BUNCH CARROTS: Supply is available, though due to high temps, we are seeing discoloration to the tops of the product.

CABBAGE: Regional supply has really come on from Ohio and other surrounding areas. Great time for promotion!

CAULIFLOWER: Supplies are starting to improve and the quality is good. Market has gradually decreased; high temperatures out west should not affect supply.

CELERY: Supply is getting better as we have moved up in to California product starting out. Pricing has come down and it's getting promotable.

CUCUMBERS: Supply is extremely limited! Western supply has not been available and most product in the southeast has been affected by the various weather issues.

GREEN PEPPERS: Steady supplies regionally with good quality.

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. Product is in great supply and pricing is very promotable.

LETTUCES: The inbound quality we are seeing out west is showing russet and leaf mildew. We are sourcing as much from Canada as possible due to better quality. Iceberg lettuce will be a struggle as supply is not meeting good arrival.

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 been very good out of Ohio on the zucchini with yellow being much more limited.

Asparagus

Supplies on the upswing out of both Peru and Mexico. Market is falling back into more seasonal pricing with stable conditions than we have seen the past few months. Look for better outlook for promotions in later October and early November. Organic asparagus steady but remains strong priced.

Fruit

APPLES & PEARS: New Crop Washington apples are almost in full swing. New varieties will be added each week. Looks to be a good crop this year with the volume being in 80 size and smaller. Pink Lady apples will be in a gap for a couple of weeks. Adding new varieties weekly; check your catalog. Michigan Honeycrisp are now available and the fruit is beautiful. New Crop Washington pear crop is looking great. Danjou, Bartlett, Bosc and Starkrimson are now available.

BLACKBERRIES: Weak quality out of California has hampered blackberries in recent weeks but new fields out of Mexico are ramping up with volume and preferred region for loading. Market steady and has come off slightly. Organic blackberries remain scarce and taking a short break off guides until quality and supplies improve.

BLUEBERRIES: Last week for domestic blueberries out of Michigan or Oregon. New crop Argentina blueberries have started but pricing is strong until better volume kicks in. Pricing will go up slightly and then come back down as that volume builds in a couple of weeks. Organics are definitely tightening up and the prices have jumped dramatically.

CANTALOUPES & HONEYDEWS: Domestic cantaloupe and honeydew pricing is edging up and quality is very good.

CITRUS: California Valencia's are becoming tight. New crop California navels will start in November. The Florida citrus crop took it on the chin by hurricane Irma; estimated citrus loss is between 40 and 75%.

CLEMENTINES: Good steady volume continuing out of Southern America; 2# and 3# bags predominated retail pack.

FIGS: Good supply on both Brown Turkey and Black Mission. Quality improving as heat has eased off and back into more normal growing conditions.

GRAPES: Good volume on Reds; transferring into Scarlet Royals, Crimson and other late season red varieties. Holidays Red seedless in-house and beautiful grape with excellent flavor. Green seedless moving into newer late varieties such as the Autumn King and Kelly's, sizing is outstanding with good clean grapes. Organics are still in good volume into October.

PINEAPPLES: Conventional and organic supplies are steady.

POMEGRANATES: Pomegranate season has been slow to start out but should start to see more volume. Heat has affected the coloring to the pomegranate so harvest has been reduced. Still picking early Wonderful's; full Wonderful variety slated for October 16th start.

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.

Tropical Fruit

BABY FRENCH BEANS: Market increasing

KIWI: Conventional supplies are steady. Organic kiwi is transitioning from New Zealand to California. Italy deal will be starting in early November.

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

MANGOES: Conventional supplies are steady from Mexico and Brazil. Organic mangoes will continue to tighten as we approach a gap in supplies that will last until mid-November.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Stable with back to normal supplies coming in from South America or the Caribbean.

SUGAR SNAP PEAS/SNO PEAS: Strong markets out Guatemala.

Merchandising Tips

I hope that you have already been set up for your Halloween sales; IF NOT THEN WHAT ARE YOU WAITING FOR? You can still capitalize on some of the sales for Halloween. Just go and build a display that makes a statement. NO other department in the store can state the change in seasons or the holidays like the produce department. Halloween is on a Monday this year, so be prepared to sell some pumpkins. The weekends before Halloween will be big for pumpkin sales because these will be the days everyone will be carving Jack-O-Lanterns. Depending on your stores volume, plan on having 1 to 3 bins of pumpkins for the weekend's business.

With football season in full swing, tailgating is very popular. Veggie dips and baby carrots go hand in hand for the perfect football game or after school snack. Make sure your displays are full and fresh for shoppers on the way to the game. (Be aware of game times in your local area.) Use pre-cut and ready-to-eat items as much as possible as these shoppers are pressed for time. They are in a festive mood, so keep them happy!

Your children will be looking for those snacks everyday so be sure to stock up on bananas, apples and apple dips. 3# bags of apples are the perfect size for snacking without a lot of waste. You might also want to consider having some fruit and vegetable trays handy for those looking for a quick and easy snack.

Now is the time to start planning for your baking bars in your departments. Having all your baking needs like candied fruit, fruit cake mix, lemon peel, orange peel, citron, candied pineapple, raisins, dates, figs, walnuts, pecans, cashews, pistachios, almonds, white chocolate, dark chocolate, raw peanuts, coconut, marshmallow crème and any other baking items you can think of, in one spot will make your customers shopping trip a lot easier and will increase sales.

CROSSET NEW ITEM & DELETION SHEET

W/B: 10/8/17

ITEM #	NEW ITEMS	SIZE
21001	Og Red Kuri Squash	35#
21320	Og Organetti Squash	35#
21695	Og Squash Mixed Bin	750#
230	12ct OG Cantaloupe	12
30080	Sweet Tango Apple	38#
34015	5# Red Del Apple	8/5#
38218	OG Asian Pear	18CT
64452	Org Dried Parsley Bowls	6/.35oz
62115	Dried Ginger Bowls	6/.78oz
64397	Org Dried Chili Pepper Bowls	6/.78oz
64399	Herb Paste Tube	6/4oz
	DELETIONS	
75545	OG Cherry Tomatoes Lady Moon	12ct
231	9 CT Or Cantaloupe	9
33451	OG Gold Del Apple	40#
34825	Jonamac Apple	12/3#
35015	Cripps Pink Apple 64 CT	40#
35023	Cripps Pink Apple 80 CT	40#
34115	WASH 3# Red Del Apple	12/3#
610195	Autumn Mix	30#
66410	Mulling Spice	12ct
101455	Star Fruit	25ct
69500	Milano White seedless	19#
78824	OG Blackberries	12/6oz
78820	OG Driscoll Blackberries	12/6oz