

PRODUCE TALK

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WHAT TO EXPECT IN NOVEMBER

The month of November brings: Veterans Day, Daylight Savings Fall Back and Thanksgiving Day. This entire month you should put extra effort into your produce department. You should constantly be working toward being known for the store that has the freshest, best quality produce, with the best attitude in your marketing area. By doing so, you can capture extra sales throughout the upcoming holidays and gain loyal customers. You can create impulse sales by taking pride in your produce department and presenting your department better than anyone else in your marketing area.



We need to put “fun” and “friendly” back into our stores. It does not matter whether your store is big or small, if you have the products that your customer is looking for, along with a positive “fun” attitude, you can gain customers. We need to make our customers shopping experience enjoyable. Your store and produce department can be the place to shop for the holidays.

Apples, potatoes, yams, and cranberries spark early sales with items such as cantaloupes, grapes and bananas still very strong. This is a great month for nuts, cider, dips, candy and caramel apples, candy and the Baking Bar. You can capture a lot of extra sales if you really promote the fresh produce related items this month. Generally navels appear in the order guide this month.

Veterans Day is November 11th and Thanksgiving is November 22nd, all of these holidays mean something special to your customers. You need to take advantage of all three; they will help you capture extra sales!

Veterans Day: The poppy was adopted as the official memorial flower of the VFW at its National Convention in Seattle, WA, in August 1922, following the first nationwide distribution of poppies ever conducted by any veteran’s organization. Crosset will have special bouquets and flowers that will help you celebrate “Veterans Day”.

Thanksgiving Day: The last couple of weeks obviously center on merchandising for Thanksgiving with “special meal” items accelerating the seven days prior to Thanksgiving. The better your department looks, the more you will sell. You should use this holiday to introduce your gift baskets for the holiday season, your baking bar and all other holiday related items.

Daylight Savings, Fall Back: Spring forward in the spring, fall back in the fall!!! In 1784, the idea was first conceived By Benjamin Franklin. In 1919, Daylight Savings was repealed but continued to be recognized in certain parts of the United States. Between 1945 and 1966, there was no law regarding Daylight Saving Time. In 1966, the Uniform Time Act establishes the system of uniform Daylight Savings Time throughout the United States but states could exempt themselves from participation. In 1974-75, congress extends DLS in order to save during energy crisis. In 2007, the Energy Policy Act of 2005 was put into law that forced most parts of the United States, excluding Hawaii, Puerto Rico to abide. Fall back on November 4th.

November is football season! Whether you’re a high school fan, college fan or a professional fan, November is a great football month and people like to have “Tailgate Parties”. Promote these items and you will increase your sales. Example: make your favorite salsa with Roma tomatoes, tomatillos, jalapeno peppers, onion,

garlic cloves, cilantro, basil, etc. Promote snack items like pistachios, cashews, peanuts, almonds or any nut meat items. Snack items like Holiday red seedless grapes, party trays, guacamole dip, avocados, mushrooms, peppers and tomatoes for kabobs etc. So get on BOARD!!!

Recipe (Source: Allrecipes.com)

BEEF STEW

Ingredients:

2 pounds cubed beef stew meat
3 tablespoons vegetable oil
4 cubes beef bouillon, crumbled
4 cups water
1 teaspoon dried rosemary
1 teaspoon dried parsley
1/2 teaspoon ground black pepper
3 large potatoes, peeled and cubed
4 carrots, cut into 1 inch pieces
4 stalks celery, cut into 1 inch pieces
1 large onion, chopped
2 teaspoons cornstarch
2 teaspoons cold water



Directions:

1. In a large pot or dutch oven, cook beef in oil over medium heat until brown. Dissolve bouillon in water and pour into pot. Stir in rosemary, parsley and pepper. Bring to a boil, then reduce heat, cover and simmer 1 hour.
2. Stir potatoes, carrots, celery, and onion into the pot. Dissolve cornstarch in 2 teaspoons cold water and stir into stew. Cover and simmer 1 hour more.

COUNTRY APPLE DUMPLINGS

Ingredients:

2 large Granny Smith apples, peeled and cored
2 (10 ounce) cans refrigerated crescent roll dough
1 cup butter
1 1/2 cups white sugar
1 teaspoon ground cinnamon
1 (12 fluid ounce) can or bottle Mountain Dew (TM)



Directions:

1. Preheat the oven to 350 degrees F (175 degrees C). Grease a 9x13 inch baking dish.
2. Cut each apple into 8 wedges and set aside. Separate the crescent roll dough into triangles. Roll each apple wedge in crescent roll dough starting at the smallest end. Pinch to seal and place in the baking dish.
3. Melt butter in a small saucepan and stir in the sugar and cinnamon. Pour over the apple dumplings. Pour Mountain Dew(TM) over the dumplings.
4. Bake for 35 to 45 minutes in the preheated oven, or until golden brown.

Western Vegetables

AVOCADOS: Good supplies.

BROCCOLI: Product out west has been tight. The heat wave has created continued issues with quality. Since crown material has been scarcer than bunch, we have fully shifted into Michigan product. These have shown great quality with abundant volume.

CAULIFLOWER: Market has been somewhat tight. The extreme warm weather is causing some hit or miss quality issues in the field.

CELERY: The celery market remains somewhat depressed. Yields have been shifting from the southern area to the northern area. It's expected to increase in volume as we move towards Thanksgiving to correspond with demand.

GREEN ONIONS: Market has increased as quality has allowed some volume to pick up.

LETTUCE: Mixed leaf, red leaf, Romaine and Romaine heart yields are somewhat depressed as quality issues remains to be an issue.

Value-Added

The transition of growing areas from the Salinas Valley to the Yuma, Arizona area for the winter is now beginning to take place. The abnormal high temperatures in California are affecting many of the remaining crops in the fields causing shortages of various value-added items.

Southern Vegetables

CABBAGE: Still out of Michael's farm until about the middle of November.

CORN: Coming out of the south.

GREENS: All greens are coming out of Michigan.

PEPPERS: Coming out of Georgia and also out of Mexico. Market is on the increase.

POTATOES: Markets are mostly steady; supplies continue to improve. Quality continues to improve on Idaho Russets.

YELLOW & ZUCCHINI SQUASH: Price is down; mostly coming out of Mexico.

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 has rebounded quite well and we are seeing much better quality.

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 regions. Pricing will remain stable for the next 2-3 weeks as we move closer to Thanksgiving.

CUCUMBERS: Supply is looking great right now as Florida product is coming on in the next couple weeks.

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: Inbound quality on leafs from the west have rebounded in quality and we are seeing much better supply. Canadian and regional supply has finished up.

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 zucchini with yellow being much more limited.

Asparagus

Good supplies currently out of Mexico, coupled with steady volume out of Peru. Good promotional item over the coming weeks but expect strong markets as Thanksgiving approaches and increased volume will push costs upward as the Mexican Grass will be decreasing, leaving Peru as sole supplier. Organic grass moving downward as the volume increases out of Mexico.

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; peak volume will be in 80/90ct this year.

BLACKBERRIES: Heavy volume out of Mexico is providing excellent sales opportunities on blackberries and look for full production out of that region to keep markets in a down cycle. Quality has improved significantly from California issues.

BLUEBERRIES: Good volume hitting in on Argentina blueberries, time to promote. You'll see some new packs starting to come on as we go into November. Pints will come back around; 18oz will also be available. Organic blueberries lighter volume than conventional and markets are higher.

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

CHERRIES: New crop Chilean cherries will be available around 2nd week of November.

CITRUS: The California navel orange season has begun; early quality is good. Supplies are starting out light but will continue to improve in the weeks to come. Florida grapefruit and tangerines are available; early quality is good.

CLEMENTINES: At the end part of the imported deal from out of South America. New crop Spanish/Moroccan clementine's slated to begin first week of November, coupled with new California crop that are just starting will provide some new citrus options for fall and holiday season. Popular 5# box will be more prevalent with imported and California.

GRAPES: Organic grapes becoming very scarce; green seedless could be wrapped up within next couple of weeks and Reds will become limited but run into later November. Conventional grape market is firming up on all colors; overall quality remains very good with newer varieties of green seedless offering clean, firm fruit. Black seedless Autumn Royals might be the best tasting grape right now. Holiday's red seedless continue in solid volume.

PINEAPPLES: Good supplies.

POMEGRANATES: Wonderful variety now shipping. POM Wonderful fruit arriving this weekend. Good specialty item for fall sets; coupled with POM Arils will provide excellent impulse purchases.

RASPBERRIES: Supply has been very steady and very promotional!!!

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; some russeting appearing in beans due to weather issues from excessive rain.

KIWI: Seeing nice supply and quality.

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: New crop organic mangos from Ecuador becoming available the first week of 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 on both snows and sugar snaps.

Merchandising Tips

What a great time it is to step back and take a look at your department! Are we ready to impress customers for Thanksgiving and Christmas, which are around the corner? Do we have fall baking displays up? How many items are we carrying (variety count) compared to our competitor? Are we doing demos, samples and cross department merchandising? Have we increased our displays on snacks, chocolates and candy? Are our departments clean, well signed and decorated? If you follow all of these things, your sales will increase noticeably.

CROSSET NEW ITEM & DELETION SHEET

W/B: 11/5/17

ITEM #	NEW ITEMS	SIZE
610520	Vanilla Nut Cluster	23#
610525	Maple Nut Cluster	23#
35302	Cinnamon Sticks	12ct
66410	Mulling Spice	12ct
231	9 CT OG Cantaloupe	9ct
30030	Braburn Apple	40#
38630	Seckel Pear	22#
79460	OG Peeled Chestnuts	12/6.5oz
46110	Grapefruit Rio Star	32ct
39010	Navel Orange	48ct
39032	Navel Orange	6/8#
96755	Gold Kiwi	58ct
96780	Green Kiwi	66ct
27092	Avocado	15/4pk
DELETIONS		
27920	Pecans in Shell	20/2#
27810	Walnuts	24/2#
610144	Candy corn	30#
610640	Pumpkin Mello Cream	30#
63041	Orange Peel	12/4oz
63043	Cherry Green	12/4oz
230	12 CT OG Cantaloupe	12ct
62515	12 Caramel Apples Plain	12/3pk
62526	12 Caramel Turtle Apple	12/3pk
62527	24 Candy Apple Single	24/1ct
62528	12 Candy Apple with Nuts	12/3pk
62529	12 Caramel Apple with Nuts	12/3pk
62535	24 Caramel Apple Single	24/1ct
62510	24 Caramel Apple Plain	24/1ct
73105	Cv Red Plums	18#
18625	Red Fresno Peppers	3#
71105	VF Peaches	25#
73050	Red Plums	28#

101105	Pumpkin Pie	12ct
101106	Heirloom Pumpkins	45ct
101110	Pumpkins	45ct
101118	Bin Pumpkins	40ct
101180	Pumpkin mini	14/ct
40465	Navel Orange	40ct