

## MEMORIAL DAY



**Memorial Day** was officially proclaimed on May 5, 1868 by General John Logan, National Commander of the Grand Army of the Republic, in his General Order No. 11, and was first observed on May 30<sup>th</sup>, 1868, when flowers were placed on the graves of Union and Confederate Soldiers at Arlington National Cemetery. The first state to officially recognize the holiday was New York in 1873. By 1890, it was recognized by all of the northern states. The South refused to acknowledge the day, honoring their dead on separate days until after World War I (when the holiday changed from honoring just those who died fighting in the Civil War to honoring Americans who died fighting in any war). Now the holiday is celebrated on the last Monday in May to ensure a three-day weekend for Federal holidays.

There are several southern states that have an additional separate day for honoring the Confederate war dead.

**This year Memorial Day is May 28<sup>th</sup>.** This holiday is the official start of summer. We all get excited because summer is here. We have more daylight hours, time to play golf or other sports and we just feel better because of the longer days and more sunlight.

During summertime people change their habits, they shop later and, and all of a sudden they want watermelon, cantaloupe, honeydews, fruit cups, pineapple, variety melons, peaches, plums, nectarines, grapes, cherries, blueberries, raspberries and strawberries. Isn't it wonderful? We need to take advantage of Memorial Day by promoting items worthy of cookouts, picnics, camping and healthy snacking. Warmer days and summer activities mean fewer structured meals at home, but create a stronger demand for quick, easy meals or snacks.

### The Department

Summer selling means change, change, change! It will also add shrink to you department if you are promoting it. Tell the boss you going to raise your shrink 2 percent (if he/she doesn't choke to death from that statement), then tell them you're going to increase the sales and put more profit dollars on the bottom line; then do it! Don't get caught in the trap of increasing your shrink by poor work habits! The faster you get the department changed over into the summer selling mode the better off you'll be. Depending on Mother Nature, you still might have a couple items you'll have to add to the summer selling set. Generally by the second week of June, you will be totally set for summer selling.

**Vegetables:** Expand on all convenience vegetable items. Products like coleslaw, salads, cut up broccoli, broccoli crowns, cauliflower, stuffed mushrooms, kabobs, celery and baby carrots really sell well. All value-added items sell well. Baby spinach



Crosset Company's Annual  
Produce and Floral  
Conference will be held on  
**Wednesday, August 22, 2018**

and Mesculine Mix is a must. Everyone wants to look good in their swim suit, so salads explode along with salad items. Party trays move also, so make a commitment and carry them all through the summer selling season. New crop red or white potatoes for making potato salad increase in sales, plus the entire tomato category sells great if you give your customers a choice, by offering the entire category of tomatoes. Don't forget sweet corn and green beans. Big on Vidalia onions! If Mother Nature is good to us, we'll be shucking and traying lots of corn this summer.

**Fruit:** The list of promotable fruit is endless. All of the summer fruits deserve top billing in your ads, your displays and your merchandising. Big massive and colorful displays are a must. Start early planning your 'UP FRONT' displays. Watermelons, cantaloupe, honeydews and fresh-cut fruit will sell extremely well. Make sure you have your melons whole, halves, quarters, slices, chunks and wide spread on watermelon fillets. Nobody wants the rind. Make sure you have a big cut melon section and also a fresh-cut fruit section as well. This is also a great week to have a truckload sale.

## Floral Shoppe

Memorial Day obviously is also an opportunity to sell an assortment of memorial type flowers. They can be both live and artificial. Too many times we display flowers during the holidays but after the holidays we're out of the floral business. We need to make a commitment to be in the floral business 365 days a year, once you do that your floral sales will grow.

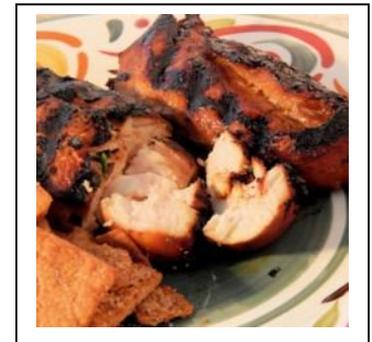
This is the beginning of the great summer selling season so set the stage and let your customers know you are ready for business and you're excited about it.

## Recipe (Source: Allrecipes.com)

### MEMORIAL DAY BBQ CHICKEN

**Ingredients:**

- 1/2 cup Worcestershire sauce
- 1 teaspoon Cajun seasoning
- 1 teaspoon garlic powder
- 2 1/2 tablespoons brown sugar
- 1 1/2 tablespoons ketchup
- 6 skinless, boneless chicken breast halves



**Directions:**

1. In a large bowl, blend the Worcestershire sauce, Cajun seasoning, garlic powder, brown sugar, and ketchup. Place the chicken in the bowl, and coat thoroughly with the sauce mixture. Cover, and refrigerate 8 hours or overnight.
2. Heat an outdoor grill for medium heat, and lightly oil grate.
3. Discard the marinade, and grill chicken 6 to 8 minutes per side on the prepared grill, or until no longer pink and juices run clear.

## Organic Produce

**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:** Supply has leveled off on broccoli and has become stable. Pricing is starting to come off and we are going to see promotable volume over the next several weeks.

**BUNCH CARROTS:** Supply has rebounded quite well and we are seeing much better quality.

**CABBAGE:** Supply has been stable and the warmer temperatures in Florida have increased supply. We are fighting inbound issues with yellowing that is causing orders to be prorated.

**CAULIFLOWER:** Supplies are starting to stabilize as new fields have come online for growing. Cost has remained high, but showing good quality.

**CELERY:** Supply has been greatly affected by insect pressures out west. Supply has become very limited and the price is starting to rise.

**CUCUMBERS:** Supply is starting stable in the market but we are going to see a little dip in supply as Mexico is seeing colder temps. We should remain in stock, but cost could increase.

**GREEN PEPPERS:** Steady supplies are available between Florida and growers out west.

**KALES:** Great supplies of kale currently, plenty of regional product from all over the Midwest available. We are sourcing from Georgia, Florida and other regions. Product is in great supply and pricing is very promotable.

**LETTUCES:** Inbound quality on leafs have suffered due to the growing transition out west. Lady Moon has started their lettuce program in Georgia and we will see much better quality.

**RADISHES:** Supplies are impacted by weather out west as rains and the growing transition has affected the tops. We have moved to using product out of Florida to remain in good shape as the quality is far superior.

**YELLOW SQUASH & ZUCCHINI:** Like cucumbers, temps have really affected supply in the Nogales growing region. We will see very limited supply on organic yellow squash.

## Western Vegetables

**ARTICHOKES:** We are seeing good supplies out of our Castroville and Salinas farms. Quality has been nice with a majority of production being on the larger sizes. Good supplies for the next couple of weeks.

**AVOCADOS:** Good supplies.

**BROCCOLI:** Forecasting below budgeted numbers for the next couple weeks. Demand is strong but feels like pricing has peaked. Expect pricing out of the Salinas Valley to hover in the mid-teens on bunch.

**CAULIFLOWER:** Market has dropped off. Daily prorates upwards of 70%. Weather has still been cool in the growing regions with nights peaking in the 50's. Numbers are finally coming and pricing should find its home around descent price to finish out this week. Expecting to see even cheaper pricing range next week.

**CELERY:** We continue to see strong production out of Oxnard with volumes finally starting to come off. Salinas will be behind do to cool weather and not slated to start until Mid-June. Quality has been great and demand remains good.

**ICEBERG LETTUCE:** Supplies have remained steady while demand is fairly high. Other shippers are starting to get larger numbers as the market reflects it. Pricing is starting to slide downward with a good range next week. Promote-able numbers should continue for the next couple weeks.

**ROMAINE/ROMAINE HEARTS/MIXED LEAF:** Romaine and heart markets have been depressed. Volume has increased while the demand still remains low. In hopes of the Romaine scare dwindling, plenty of product

remains available. Green leaf numbers have increased this week and should not have to endure prorates. Demand is strong while markets drop off and volumes remain strong. Red leaf is our weakest link. Very light volumes and prorates have been daily. Better number forecast for next week.

## Value-Added

Weather issues in the western U.S. growing areas are causing many problems for both conventional and organic value-added processors. Raw product quality and yields are both causing pro-rates and shortages of various salads. Baby spinach has been affected the most along with baby kale and various other baby lettuces and greens.

## Southern Vegetables

**BEANS:** Strong market due to planting skip.

**CABBAGE:** Good supplies out of the south.

**CORN:** Supplies will be increasing; prices are set pretty much through May on the spring corn promo.

**CUCUMBERS:** Mexican and Florida product market stable.

**EGGPLANT:** Dropped off a little.

**GREENS:** Good supplies on all greens coming out of the south.

**HARD SQUASH:** Good supplies on all hard squash.

**ONIONS:** Vidalia quality is very good. Supplies are good and markets are steady.

**PEPPERS:** Mostly coming from Mexico, some from Florida; price decreasing.

**POTATOES:** Markets are mostly steady with the exception of large baking size Russets. Large Russets are in very short supply. Pricing will continue to rise throughout the summer.

**YELLOW & ZUCCHINI SQUASH:** Very strong Mexican market.

## Asparagus

Overall volume steady as domestic US grown asparagus continues to increase. California and Washington both harvesting with locally grown Indiana just beginning. Michigan slated in next week. Early arrivals on new domestic grass has been excellent quality. Organic asparagus increased significantly for good domestic asparagus, but deals remain on Mexican.

## Fruits

**APPLES & PEARS:** Supplies on Midwest apples will continue to decrease through the month of May. Supplies and quality of apples coming from Washington remain good and should continue for the foreseeable future. Organic apples and pears are going strong on the East Coast. Organic Cripps Pink, Braeburn, and Fuji imports are all arriving and looking fantastic. Additionally, the Koru apple just arrived with excellent quality. The Koru would be a great addition to your apple category.

**BLACKBERRIES:** Blackberry production increased unexpectedly out of Mexico and market has tumbled. Decrease is only temporary as Mexico will draw to a close by end of May, and costs will increase after glut. More volume will come as we enter June, as California ramps up, along with start of Southern US blackberry crop. Organic blackberry supply steady but some supply issues are looming and overall market is starting to rise, until California starts stronger harvest in late May.

**BLUEBERRIES:** Good supplies on Florida blueberries with great quality fruit. Market has firmed slightly with heavy ad demand and transition into pints, but look for major supply issues in mid-May to end of May, as damage in early Georgia crop is much worse than initial reported. Gap will happen and put pressure on supply chain as North Carolina will not hit production until later in May and Florida volume has decreased. Good influx of Florida organic blues have market going downward.

**CANTALOUPE & HONEYDEW:** Good volume continues on imported cantaloupes with spot deals being offered. Market and supply should continue to be consistent over next few weeks. Mexican cantaloupes, along with dewes have started; Arizona and California still a week or so away. Organic cantaloupes added to guides from Mexico; market strong.

**CHERRIES:** California cherry season is struggling to get started; crop has suffered about 75% decrease from projections and little to no volume to speak. Hopefully improvement next week.

**CITRUS:** California navels should be available through May. Minneola tangelos and Cara Cara navels are finished for the season.

**CLEMENTINES:** Moroccan imported clementines have finished for the season and will gap on imported clementines until Southern American fruit starts in June. California clementines/mandarins remain in steady supply, but sizing is dropping quickly; look for wrap up by end of May if not sooner. Organic clementines from HGO excellent quality but nearing end as we move into later May.

**GRAPES:** Imported Chilean and Peru grapes in latter stages of season. Red varieties continue to remain in good supply and quality. Green seedless grapes very strong and limited volume for good quality. New crop Mexican grapes started in small way on Perlettes with better varieties in next week; new crop Flames little further back about week later. Crop is down from last year but still a strong overall volume for projected season; Southern California USA grapes (Coachella) will start slightly behind. Organics new crop will be mid-May start.

**PINEAPPLES:** Supplies are steady. Organic pineapples will begin to tighten over the next several weeks as the “natural flowering process” begins. Supplies and quality will become questionable come June.

**RASPBERRIES:** Supply has hit a small gap and will be very limited over the next week to two weeks. Both conventional and organic product will be affected by this limited inbound supply.

**STRAWBERRIES:** The strawberry market has rebounded nicely and we are seeing much better quality and pricing that is allowing for promotional activity.

**WATERMELON:** Markets remain firm and supplies are tight. This will continue through Memorial Day and beyond. Quality is good.

## Tropical Fruit

**BABY FRENCH BEANS:** Demand strong; volume falling off.

**KIWI:** New crop New Zealand is available. Fruit is looking and eating good.

**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:** Good Supplies.

**MARIDOL PAPAYAS/ GOLD PAPAYAS:** Supplies continue to be limited.

**SUGAR SNAP PEAS/SNO PEAS:** Weather issues have curtailed volume; market up significantly.

## Merchandising Tips

With the Memorial Day holiday quickly approaching, your customers will be officially in grilling mode for the duration of the summer. Your department would benefit from a permanent grilling display, full of grilling vegetables and fruit, giving your customers an easily shopped destination point in the store for their fresh grilling needs. This display should be right up front, or in a high traffic area, to generate maximum sales. Freshness and variety are key to a successful display. Have sweet corn, peppers, potatoes for baking, sweet onions and asparagus to name a few. Don't forget grill able fruits such as pineapple, even melons and stone fruit are great on the grill. Make a commitment to this display and keep it rolling throughout the summer months so your customers can expect to find it when they shop your store. Have other grilling items in the display such as charcoal, buns, condiments, etc. and go BIG. Sample some of your items and provide grilling tips and recipes for the various items. Your Crosset merchandiser will be happy to provide you with solid ideas to make this display a real sales driver for you. Don't forget to use the Wise Buys as these are often seasonal items that will work perfectly in a grilling display.

### CROSSET NEW ITEM & DELETION SHEET

W/B: 5/20/18

ITEM #	NEW ITEMS	SIZE
773017	Ogirl Rebel Greens	6/5oz
773019	Ogirl Protein Greens	6/4.2oz
79781	OG Nappa Cabbage	30#
12000	OG Bagged Radishes	12/12oz
2112	OG Sugar Baby Watermelons	65#
2115	OG Seedless Watermelons	65#
39032	Navel Orange	6/8#
55002	Pixie Tangerine	16/1#
2125	Seeded Watermelon	35ct
211	Carton Athena Cantaloupes	12ct
69421	OG Red Seedless Grapes	18#
69204	OG White Seedless Grapes	18#
1345	OG Honeydews	6ct
72038	OG Nectarines	18#
71055	Southern Peaches	25#
71250	PP Calif. Peaches	18#
72031	PP Calif. Nectarines	18#

64030	Mango	12ct
71256	Southern peaches -Euro	18#
	<b>DELETIONS</b>	
38529	OG Red Anjou Pear	22#
39002	Navel Cara Cara	12/3#
38818	Tangelo Minneola	12/3#
55084	Mandarine Suki	10/3#
55090	Mandarine Suki	25#
82235	Sweet Onion	16/3#
81065	OG Sweet Onion	40#
2111	Seeded Watermelon	28ct
205	Cantaloupes	6ct
1340	Honeydews	8ct
55033	Clementine's	5#
55042	OG Clementine's	12/2#
55048	Clementine's	10/3#
55050	Clementine's	10/3#
55062	Clementine's	10/3#
69205	OG Black Seedless Grapes	9.9#
71251	Chilean Peaches	16#
78519	OG FT Blueberries	12/6oz