

Ensure You're Ready for the Big Game with Your Organic Advantage



With the Super Bowl quickly approaching, the odds are strong that you are either planning to host a Super Bowl party or will attend one. As consumers begin to plan for the occasion, the main topic is always; what's on the menu?

Given that guacamole is "THE" football super-food, it is highly likely that an avocado or two will be on the grocery list of Super Bowl party hosts and fans everywhere. According to the California Avocado Commission, 139 million pounds of avocados will be consumed on Super Bowl Sunday...enough to fill a football field, end zone to end zone, over 53 feet high. That's a lot of guac!

As far as game food goes, avocados are on the healthier side, containing about 20 vitamins and minerals and low in saturated fat. Which makes them a great option for anyone who is still holding true to their New Year's resolutions. With an estimated 190 million Americans planning to watch the game this year and to serve guacamole as the centerpiece snack, make sure your Super Bowl produce displays are set early and fully stocked not only with avocados, but with tomatoes, onions, limes, and all the guacamole fixings!

Sources: Parents®, 2019; You'll Never Believe How Much Food We Eat on Super Bowl Sunday; California Avocado Commission, 2019; Haas Avocado Board Organic, 2019; Axe & Dmn Food is Medicine, 2019; Mango Avocado Salsa Recipe.

Special Recipe: Mango Avocado Salsa

INGREDIENTS:

- 1 mango, peeled, seeded and diced
- 1 avocado, peeled, pitted and diced
- 4 medium tomatoes, diced
- 1 jalapeño pepper, seeded and minced
- ½ cup fresh cilantro, chopped
- 3 cloves garlic, minced
- 1 teaspoon sea salt
- 2 tablespoons fresh lime juice
- ¼ cup red onion, chopped
- 3 tablespoons olive oil.

DIRECTIONS: Peel, seed, dice, chop and mince all ingredients according to the ingredient list. Mix in bowl and toss until everything is coated and spices are evenly distributed. Serve cold with organic blue corn chips.



CROSSET Produce Talk

C O M P A N Y

Merchandising Themes & Tips

As Super Bowl approaches, it's time to get your sales plan together to capitalize on all the Super Bowl fans and party-goers who love to snack their way through the game. Start by expanding your fresh cut fruit and cut vegetable tray displays. Also consider multiple displays in several locations within the store to increase impulse sales. As shoppers determine last minute plans, it is good to carry a variety of every tray available and have plenty of inventory on hand.



Super Bowl weekend is always a great sales weekend for trays and all veggies and fruits that your customers can make into trays. It may very well be the best weekend of the year for avocado and guacamole sales. Build big displays of avocados, along with other ingredients needed to make the perfect dip and add a side-stack of chips for a cross-merchandising opportunity that will stimulate impulse purchases and incremental sales. For the customer who doesn't have a ton of extra time to prepare their favorites for the big game, be sure to showcase premade fresh guacamole and salsa in your refrigerated cases or ice tables.

Create extra buzz by decorating your produce department with the colors of the Patriots and the Rams. Sampling also helps sell product. Provide your customers with a taste of the product and you'll score big with extra sales!

Don't forget to pre-order all of these items from Crosset prior to the Super Bowl event!

Idaho Potato Lover's Month: 2019 Display Contest

It's that time of year again! February is Idaho Potato Lover's Month. The Idaho Potato Commission has just announced the prizes and guidelines for their annual *Idaho Potato Lover's Month Display Contest*. Spuds of all sorts will soon appear in fun, creative displays in stores near you. For more information on the contest [click here](#). Join the fun! Promote Idaho potatoes all month long and drive incremental sales! You can't win if you don't play!



Crosset Company. **Your Organic Advantage.**

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Market Update

Organic Produce

- **Lettuces** – We are primarily getting product from Florida (Lady Moon). Quality is amazing and supply is great! Supply out west has been greatly affected by freezing temperatures and we are seeing heavy prorates and cuts.
- **Celery** – The Celery market is very tight as we are seeing some very high cost product out in the market. Colder temperatures in Mexico have really limited supply is causing the market to stay high. We should see markets level out as we get into early February.
- **Broccoli** – Supply is very erratic right now. We are going to continue to carry product from our western suppliers, but we are going to start pulling product from Florida to fill in gaps. We will also supplement with product out of Mexico to lower cost in the coming weeks.
- **Cauliflower** – Supply is very tight right now. Colder temps out west have limited supply and we are getting up to 100% cuts on all orders coming in. We will try and stay ahead but we will see some heavy prorates/cuts for the next couple weeks.
- **Cabbage** – Supply is coming on out of Florida from Lady Moon and the quality has been perfect! Cost this year have remained high as the organic Mexican crop we normally see is almost non-existent.
- **Kales** – Great supplies of Kale currently, plenty of regional product from all over the Midwest is available. We are currently sourcing from Georgia, Florida and North Carolina.
- **Beets** – Beets will continue to see insect pressure to the tops as well as yellowing.
- **Radishes** – Supplies have been impacted by weather out west as heat has really affected what supply is available. Product out of Florida is very clean and looks great!
- **Bunch Carrots** – Good Supply available and good quality.
- **Green Peppers** – Freezing temperatures in Mexico has significantly tightened supply. We are still seeing some product available in Florida that we will use to fill any supply gaps.
- **Cucumbers** – Regional supply has ended, and we are seeing limited supply out of Mexico. We should not see prorates on orders as we are staying ahead on volume.
- **Zucchini & Yellow Squash** – We are seeing supply tighten up as colder temperatures in Mexico have really limited what we can pick up. Regional supply out of Florida is spotty at best, but we are trying to stay ahead to prevent prorates/cuts.
- **Limes** – With colder temps freezing the blooms in all growing regions out of Mexico we will see the cost on limes jump significantly over the next several weeks. Supply will be on the smaller side, but we will try and stay ahead to ensure orders are filled.

Market Update

Conventional Fruit

- **Apples:** Supplies and quality of apples coming from Washington / California remain good. Now carrying New Crop 12/3# Pink Lady.
- **Blackberries:** Blackberry production is beginning to increase out of Mexico. Promotions starting to be available and next month should be a prime promotion period on both Conventional and Organic.
- **Blueberries:** Heavy volumes are driving the market down on blueberries and they continue to be key item to drive sales. Some vessels have been delayed into ports and have caused some difficulties in loading patterns, but so far this has not impacted store level supply. Full variety packs are available and can maximize your sales in this category.
- **Cantaloupe & Honeydew:** Cantaloupe continues to be in short supply, as Guatemala was the only volume region producing in Central America. Some Honduras cantaloupes are arriving to help offset the gaps in volume. First of the season Del Monte "Mag" melons are entering the market with the branded Cantaloupes and offer some of the best quality of the import season, with very high eye appeal. Honeydews remain in very limited supply and markets have shot upward; quality is very good with sizing leaning toward larger size melons.
- **Cherries:** Imported cherries from Argentina continue to be strong in volume as container fruit is still arriving in ports and offering the best value. Quality remains solid with good color as well. Typically, cherries are high impulse purchase items by customers; adding this item to a high traffic location will help to capture sales from impulse shoppers.
- **Grapes:** Availability remains very limited for imported grapes, with transportation delays out of the port. Chilean arrivals are currently well below the standard from last year and will remain low until mid-February. Grape quality continues to be excellent despite these challenges; particularly Green Seedless varieties.
- **Pineapple:** Demand remains moderate and supply is steady. However, there have also been some signs of volume declines on inbound arrivals that could begin to affect the market.
- **Raspberries:** Supply on raspberries have resumed after the shortages the industry was experiencing earlier in month.
- **Strawberries:** Strawberries continue to be very limited in all growing regions due to various weather factors. California and Mexico are battling through rain and Florida remains very limited as cool weather continues to depress yields from this area. Expect supply and quality to remain depressed through January.
- **Kiwi:** Steady supplies with the best quality coming from New Zealand. Italian Kiwi offer is best value.
- **Limes:** Prices have firmed up and increased on some sizes with better demand this week. Size 200 and larger remained limited. Overall quality is very nice.

Market Update

Conventional Fruit (Continued)

- **Mangoes:** Conventional mangoes current out of Peru with Kent's predominate variety in market place. Quality looks excellent and market will stay firm until volume picks up.
- **Maradol Papayas / Gold Papayas:** High volume on papayas continues.
- **Star Fruit:** Good supply; sizing ranging from large 16ct to 25ct for value.
- **Citrus:** Navel Oranges are in full swing! Color looks great as well as the quality. Markets are steady.
- **Watermelon:** Winter watermelon supply has been tight due to cold weather in Mexico. Offshore watermelons will become available at the end of the week.

Market Update

Conventional Vegetables

▪ Western

- **Iceberg Lettuce:** Volumes are steady at budgeted levels. Currently experiencing cooler than normal temperatures in certain parts of the Yuma region and even had a bit of rain that could impact quality.
- **Romaine/Romaine Hearts/Mixed Leaf:** Due to cold snap, yields have been slow to harvest. Quality has been an issue.
- **Celery Stalks:** Very good supplies. Over demand numbers with all sizes available.
- **Broccoli:** Currently strong, with good supply. Quality looks great!
- **Cauliflower:** Still seeing some minor discoloration among the heads due to weather. Supply is strong.

▪ Southern

- **Cabbage:** The market is strong with good supply and quality.
 - **Cucumbers:** Supply and quality are good.
 - **Summer Squash:** Cold temperatures continue to impact supply. Quality is still a concern, with heavy scarring.
 - **Corn:** Good supply and quality.
- **Asparagus:** Product from Mexico is beginning to produce additional volume, but overall cost remains strong due to lack of volume as Peru continues to slide downward on arrivals. Demand is easing due to high markets, thereby keeping shortages at a minimum. Quality is good.
 - **Baby French Beans:** Market continues to be on the rise,
 - **Sugar Snap Peas/Snow Peas:** Snow peas on the rise with significant increase in market cost. Sugar Snaps remain reasonable.

Crosset New Item & Deletion Sheet

W/B: 01/24/19

Item #	New Items	Size
35040	Pink Lady	12/3#
39004	Cara Cara Oranges OG	18#/36ct
55045	Mandarin Ruby Tango	13#/30ct
1430	Mag Melons	9ct
73060	Black Plums	16#
78029	Packer Strawberries	8/1#
78004	OG Packer Strawberries 1#	8/1#
1315	Honeydews	6ct
27094	Bagged Avocados 3pk	20/3pk
39005	Orange Cara Cara OG	38#
55078	Mandarin Super Nova JMBO	25#
Item #	Deleted Items	Size
38370	OG Concorde	22#
33415	Gold Delicious	8/5#
34015	Red Delicious	8/5#
34255	Jonagold	8/5#
22521	Baby Bella	5#
107248	Cindy Sun Dried Tomato FF	6/16oz
39030	Orange Navel	38#/88ct
205	Cantaloupes	6ct
73055	Red Plums	16#
69010	Cotton Candy Grapes	16#
69420	OG Red Sdls Grapes	18#
73330	FM Black Plums	16#