

OCTOBER 11, 2017



fresher

Weekly
TOP
10



Tim's Top 10 Merchandising Tips

BY TIM PETERSON

Stay with your fall sets through Halloween!

Add Haralson and Cortland Apples, Cranberries and Pomegranates. Be very aggressive with Honeycrisp and SweeTango (bulk, tote bags and 3lb bags). Expand fall related items including Local Apples, Squash, Cider, Caramel Apples, Pumpkins, Gourds, Indian Corn, Cooking Vegetables like Carrots, Broccoli, Cauliflower, Celery, Potatoes and Onions. Promote Grapes, Corn, Bartlett Pears, Melons, Chunk Fruit and Cut Vegetables, Party Platters, Clementines, Navels, Green Beans, Asparagus, Sweet Onions, Colored Peppers, Salads, Tomatoes, Pineapples (don't forget about cored), and Apples. It's football season, so now is a good time to expand your Peanut and Pistachio displays.

Make sure to take high-resolution photos of your Minnesota Grown Displays all season and enter our contest. For Minnesota Grown kits, go to www.mda.mn.us/mngrown, or call 651-201-6510!

Add:

- 1) **PUMPKINS AND FALL RELATED ITEMS:** Fall related items always sell best early, so build your displays now! You only have two weeks remaining to sell Pumpkins, which are best displayed in bins near the entrance of your store—tie in Caramel Apples, Mums, Corn Stalks, Straw Bales, Mini and Pee wee Pumpkins, Gourds, Indian Corn, Squash and even Local Apples.

Expand:

- 2) **CARAMEL APPLES:** Build these displays now! New this year, we're partnering with Affy Tapple Caramel Apples, which are now in stock, along with Gourmet Apples. They've got some great POS display units. Ask your salesperson for details.
- 3) **LOCAL APPLES:** New locally we have Haralsons, along with Honeycrisp, SweeTangos, Cortland and MacIntosh Apples! Make sure to sell bulk, tote bags and bags! Display these with hard fruit.
- 4) **FRESH CIDER:** Fresh Cider is in stock. Cut it in either next to Juice, or Apple displays. Don't wait, get going now!

Push Sales With:

- 5) **GRAPES (include Organic):** Quality is outstanding! Pretty Lady Grapes are looking great; make sure to cut these in. Grapes will remain a huge category, so push for sales. Displays should remain up front in a lead rack position. Make sure to stock Organic!
- 6) **BARLETT PEARS:** Washington state Bartletts are looking great, push for sales now. Tie in Anjou, Bosc and Red Pears. Display them on their own or with the hard fruit of your choice.
- 7) **IMPORT NAVELS AND CLEMENTINES:** Go, go, go, these are a nice ring! In stock are 2lb and 3lb Import Clementines and Navels (bulk and 3lb bags). These display great alone—with other Citrus, or Hard Fruit.
- 8) **CUT WATERMELONS, PARTY PLATTERS, CUT FRUIT AND VEGETABLES:** Only slightly scale back Cut Melons, there's plenty of great sales remaining. Display these up front near your Cut Fruit sections. To save labor, try our Fresh Cut and Wrapped Watermelons, along with our TasteBuds Fresh Cut Fruit and Vegetables!

Tighten Up:

- 9) **WHOLE WATERMELONS, CANTALOUPE, PERSONAL-SIZE MELONS AND HONEYDEW:** Reduce the size of your displays by half, dummy up a bin if necessary, to help with turns and all but eliminate back stock! Display these on their own or tie in with varietal Melons or Sweet Corn. Make sure you're selling Kiss Melons. Displays should remain up front in high traffic areas.
- 10) **BERRIES, BERRIES, BERRIES (include Organic):** Reduce the size of your displays by about half and tighten way up on back stock. Push sales with Blueberries as long as the quality holds. Tie in Raspberries and Blackberries. Displays should remain up front in the lead rack position.



Buyers' Top 10



- 1) **CANTALOUPE AND HONEYDEW:** Westside fruit continues with a brand new desert crop starting next week. We're carrying carton 5s and personal sized Watermelon; expect PureHearts in the next ten days or so.
- 2) **GRAPES:** We're offering beautiful, highest quality and abundant Black, Green and Red Grapes from California. Check out our festive Pretty Lady Grapes in the Halloween Hobgoblin bag!
- 3) **SOFT FRUIT:** Over the next ten days we'll see the California and Washington Peach and Nectarine season wind down. Although we'll continue to carry Black Plums through most of October!
- 4) **STRAWBERRIES:** We're offering the best Berries from Oxnard, since fruit from the northern growing area is low quality due to heat.
- 5) **ORGANIC PRODUCE:** Heat is causing mildew with Spinach products. Expect shorts on these items.
- 6) **CUKES, PEPPERS & LOCAL PRODUCT:** Local fall crops like Cabbage and Hard Squash are still going strong! Green Pepper, Cucumber, Green Beans and Summer Squash are coming out of Georgia, California and Mexico. Pumpkins, Gourds, and more are here and ready to go! Bin Pumpkins and Bin Squash are excellent! Specialty Tomatoes, like Cherubs and Juno Bites are a treat! Give them a try!
- 7) **CITRUS:** Expect limited supplies on all types of Oranges over the next few weeks. California Navel Oranges will start later than normal this year due to weather and growing conditions, but should be available by the end of October. Valencia Oranges are done for the season. Overall, California estimates the crop is down 10% from 2016. Australia is now finished with imports. We will have South African Midnight Oranges as long as they last, get them while you can!
- 8) **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** The Blueberry market is up, supplies are tightening—and we've made the transition to 6oz packages, primarily from Peru. Blackberries are in good supply with new areas starting. Raspberry supplies remain limited.
- 9) **WEST COAST VEGGIES:** As we near the end of the Salinas growing season, extreme heat in September has created quality issues. Expect high markets throughout October on Broccoli, Cauliflower, Lettuce and Leaf. Huron area Lettuce won't start until late October, with future crops arriving in November from Yuma.
- 10) **ONIONS, POTATOES AND SWEET POTATOES:** ONIONS: Local Onions have arrived so add them your Local displays! All other Onions have transitioned to the northwest, Nevada and Idaho growing areas. Sweet Onions continue to lead the way— and Mayan Sweets have arrived! POTATOES: The season for Minnesota Grown Potatoes has ended and we've transitioned into Wisconsin Potatoes for the next month or more. We'll be stocking our regular line as well as local Peatland Reds, grown in Trail, MN. SWEET POTATOES: Georgia Yams continue to look and taste great. New crop California Sweets and Red Garnets are a fall favorite.



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