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# fresher

## Tim's Top 10 Merchandising Tips

BY TIM PETERSON

**Remain aggressive through Labor Day – this is still your busiest sales quarter of the year!** More than 50% of your summer sales come from these five categories: 1) Cherries; 2) Soft Fruit; 3) Berries; 4) Grapes; 5) Melons (whole and cuts)— so go big here through Labor Day. **Local Sweet Corn is going strong – so be aggressive with your displays now.** Push sales with Blueberries, Athena Melons, Cantaloupe, Party Platters, Cut Fruit and Vegetables, Strawberries, Variety Berries, Sweet Onions, Beans, Brussels Sprouts, B-Red Potatoes, Asparagus, Honeycrisp, Import Clementines, Import Navel Oranges, Apples, Grapefruit and Pears. Be aggressive with Pineapple (including cored), Salads, Tomatoes, Peppers and Potatoes.

**Start taking high-resolution pictures of your Minnesota Grown products and make sure to enter our contest.**

**For Minnesota Grown kits, go to <https://minnesotagrown.com/members-retailers/order-promotional-items-form>, or call Karen at 651-201-6140.**

1. **LOCALLY GROWN:** Corn along with many locally grown items are in stock, make sure to cut them in and clearly sign as "Local". This includes: Corn (bulk and 4-pack trays), Green Peppers, several varieties of Hot Peppers, Beans, Dill, Cabbage, Red and White Radishes, Zucchini and Yellow Squash, Eggplant, Beets, Kohlrabi, plus Green and Tuscan Kale.

### Add:

2. **LOCAL SWEET CORN AND HIGH IMPULSE VEGETABLES:** Local product is in stock and going strong, so make sure to add it to your displays now! To maximize sales, tray-up at least half of the Corn and (use pouch bags if possible) to bag up most of the Beans! Display with Tomatoes, Asparagus, Sugar Snaps (bag up the majority), Sweet Onions, B-Red Potatoes, Brussels Sprouts (bag up the majority) and Colored Peppers. Merchandise these up front in a high traffic area.
3. **IMPORT NAVELS AND CLEMENTINES:** These are a nice ring – go, go, go! In stock are 2lb and 3lb Import Clementines, 3lb and Bulk Navels. These display great alone, or tied in with Citrus or Hard Fruit.

### New:

4. **GRILLERS, KABOBS, SEASONED VEGETABLES, AND FRESH SALSAS:** Summer is here and we've got the perfect items for grilling and snacking. Made fresh daily, we offer our very own TasteBuds Grillers, Kabobs, Seasoned Vegetables, fresh Salsas and Guacamole. Ask your salesperson for details. These display great on their own or tied in with Fresh Cut Vegetable sections.

### Push Sales With:

5. **WASHINGTON CHERRIES (include Rainier and Organic):** Quality is good - this can be your number one sales item in dollars. Push for sales now, this season will end very soon. Merchandise these on their own or next to Grapes or Berries.
6. **SOFT FRUIT:** Expand your displays; this can be your highest volume category through Labor Day! Include Pluots, Peaches, Nectarines, Apricots, Plums, White Flesh (low acid) Peaches and Nectarines. **Moonlight single layer Peaches and Nectarines are in stock – come and get 'em.** Soft Fruit displays best on its own on non-refrigerated tables. (Remember the "killing zone" is from 36 to 50 degrees.) If possible, tie-in Bartlett Pears, Kiwi and Mangos.
7. **BERRIES, BERRIES, BERRIES (include Organic):** Expand Blueberries to equal the size of your Strawberry displays. Tie in Raspberries and Blackberries. Displays should remain up front in the lead rack position.
8. **GRAPES (include Organic):** Pretty Lady Grapes and Sugar Crunch Grapes are in stock, make sure to cut these in. Grapes are a huge category all summer long; so sell, sell, sell! Displays should remain up front in a lead rack position.
9. **WHOLE WATERMELONS, ATHENA MELONS, CANTALOUPE, KISS MELONS, PERSONAL-SIZE MELONS AND HONEYDEW:** Be aggressive with Whole Watermelons; peak sales are here. Display these up front in a high traffic area. Keep pushing for sales with Athena Melons (they're looking great), Cantaloupe, Kiss Melons, Personal Size Watermelons and Honeydew.
10. **CUT WATERMELON, PARTY PLATTERS, CUT FRUIT AND VEGETABLES:** Peak sales are here; so remain aggressive with your displays. Expand Fresh Cut Fruit and Vegetables through summer. To save labor, try our Fresh Cut and Wrapped Watermelons, along with our TasteBuds brand Fresh Cut Fruit and Vegetables! Give our newest item a try! It's a sliced, quartered Watermelon; display with Cut Melons!

# Buyers' Top 10

1. **MELONS:** Stock up on sweet, juicy and sensational Watermelons! Cantaloupe and Honeydew are going strong and are a great value!! Also available are spectacular Athenas and all varieties of our famous Kiss Melons!!
2. **GRAPES:** Our Central California Grapes look and taste great; plus, luscious, larger sizes are arriving daily. Promote Grapes now!
3. **SOFT FRUIT:** California Soft Fruit is going strong with Nectarines, Peaches, Plums and Pluots! The Washington Apricot and Cherry season is almost over. Supply is dropping as shippers wind down their season.
4. **STRAWBERRIES:** Strawberry supplies are good, but many shippers are still struggling with bruising and quality issues.
5. **ORGANIC PRODUCE:** Good supply, although expect some shorts on Organic Spinach.
6. **HOMEGROWN AND TOMATOES:** Homegrown Sweet Corn, Cabbage, Green Beans, Peppers, Eggplant, Kohlrabi and Summer Squash are here! Specialty Tomatoes like Sangrias and Juno Bites are amazing! Plus, we've got Nature Sweet Cherubs in the 12/18oz size and Constellations in the 12/16.5 size. Give them a try!
7. **CITRUS:** Lemons remain snug with high markets. Navel Oranges are imports, while Lemons and Grapefruit continue in California. We have delicious 10/3#, 15/2# Clementines and 42 count Mandarins! Next up are Australian Navels.
8. **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** The Blueberry market is improving daily, time to promote! Blackberry volume should also start to show improvement in the next few weeks. Raspberry supplies are on the rise.
9. **WESTCOAST VEG:** Supplies on most everything are very good, with excellent promotional opportunities. Mexican Asparagus is also very promotable.
10. **ONIONS, POTATOES AND SWEET POTATOES:** Vidalias, Walla Wallas — and now Sweet D Carton Red and White Onions lead the Bulk Onion category. Great quality for retail displays! POTATOES: Small Potatoes are spectacular in this category; plus B-Size Red and Yellow Potatoes (as well as The Little Potato Company line) are customer favorites! New Crop Klondike Gold dust have arrived from Big Lake, MN and Local Red Potatoes will be in next week. SWEET POTATOES: Our 40lb Yams continue to be steady. 40lb California Sweet Potatoes and Red Garnets also do well. More folks are grilling Sweet Potatoes, which are perfect sliced and grilled as "fries" at barbeques!



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