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# fresher

## Tim's Top 10 Merchandising Tips

BY TIM PETERSON

**Stay with your fall sets through Halloween!** Scale back the size of your summer displays by 80% on Soft Fruit, Whole Watermelon, Cantaloupe, and Berries. **Add Caramel Apples, Pumpkins, Gourds, Indian Corn and Pomegranates.** Expand fall related items including Honeycrisp and SweeTango, fresh Cider, hardshell Squash, Cooking Vegetables including Carrots, Broccoli, Cauliflower, Celery, Potatoes and Onions. Push sales with Grapes, Corn, Bartlett Pears, Navels, Apples, Berries, Party Platters, Cut Fruit and Vegetables, Sweet Onions, Beans, Brussels Sprouts, B-Red Potatoes, Asparagus, Clementines, Grapefruit, Pineapple (including cored), Salads, Tomatoes and Peppers.

**Make sure to take high-resolution pictures of your fall Minnesota Grown products and enter our contest!**

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



### Add:

1. **PUMPKINS AND FALL RELATED ITEMS:** Fall related items always sell best early, so get those displays built now! You only have four 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 Peewee Pumpkins, Gourds, Indian Corn, Squash and even Local Apples.
2. **CARAMEL APPLES:** Expand your displays and make sure to add Gourmet Pecan Chocolate Chip and Chocolate Sea Salt to your mix – they look and taste great. Again this year, we have partnered with Affy Tapple Caramel Apples. Ask your salesperson for details.
3. **FRESH CIDER:** Fresh Cider is in stock. Cut it in either next to Juices, or Apple displays. SweeTango Cider is also in stock. Don't wait, get going now!

### Push Sales With:

4. **APPLES:** Make sure to sell Tote bags. We have Honeycrisp, SweeTango and McIntosh! Display bulk Honeycrisp and SweeTango's up front in a high traffic area! Local Cortlands are also in stock. No need to carry Zestars and Paula Reds. We're still offering primarily Imports, with the exception of new crop Washington Fujis and Galas. Besides the basics, make sure to try Ambrosia, Envy, Jazz, Kanzi, Smitten and Kiku. Display these with your other hard fruit items.
5. **GRAPES (include Organic):** Pretty Lady Grapes, Sweet Red Celebration and Sugar Crunch Grapes are in stock, make sure to cut these in. **The best looking Grapes of the year are here and should continue into November – peak sales are here, so push for sales now!** Displays should remain up front in a lead rack position.
6. **BARTLETT PEARS:** Washington State Bartletts are in stock and beautiful. These display great on their own, with Pears or Hard Fruit.
7. **CUT WATERMELON, PARTY PLATTERS, CUT FRUIT AND VEGETABLES:** Slightly scale back Cut Melons; but remember, there are plenty of great sales remaining. To save labor, try our Fresh Cut and Wrapped Watermelons, along with our TasteBuds brand of Fresh Cut Fruit and Vegetables!

### Tighten Up:

8. **WHOLE WATERMELONS, CANTALOUPE, PERSONAL-SIZE MELONS AND HONEYDEW:** Reduce the size of your displays by 80%, 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. **Return Cantaloupe to the rack soon.** Displays should remain up front in high traffic areas.
9. **SOFT FRUIT:** Tighten up your displays by 80% and eliminate your back stock! 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 late season Bartlett Pears, Kiwi and Mangos.**
10. **STRAWBERRIES (include Organic):** Reduce the size of your displays by half and tighten way up on your back stock. Tie in Blueberries, Raspberries and Blackberries. Displays should remain up front in the lead rack position.

# Buyers' Top 10

1. **MELONS:** Personal Watermelon, Carton 5 ct Watermelon, Cantaloupe and Honeydew are still going strong! Great Flavor!!
2. **GRAPES:** Our Central California Grapes look and taste great; plus, luscious, larger sizes are arriving daily. Promote Grapes now!
3. **SOFT FRUIT:** We are starting to see great quality late season Peaches, Plums and Nectarines from California. Continue to promote through September and early October. Colorado Peaches are done for the season.
4. **STRAWBERRIES:** Strawberry supplies are good, but quality fruit costs more.
5. **ORGANIC PRODUCE:** Good supplies with a few shorts on some Spinach blends. Some items are hit and miss.
6. **HOMEGROWN AND TOMATOES:** The harvest continues for Sweet Corn, Cabbage and Peppers! 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! Let's go on fall items!! Bin Pumpkins and Bin Hard Squash along with Pumpkins in all shapes and sizes including minis, pie, we-be-littles, peeweeps, etc. We also have Gourds, Indian Corn and oddball variety squashes.
7. **CITRUS:** Limes from Mexico are average at best due to weather. Import Lemons are very nice! Import Navels, 9/3# and bulk....Cara Cara 56 ct, 10/3# and 15/2# Clementines. Minneola will be finishing up soon. California Navels are due to start mid-late October.
8. **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** The pint Blueberry market is winding down. We have transitioned to 6oz packages. Raspberry supplies are on the lighter side. Blackberry supplies are good.
9. **WESTCOAST VEG:** Mostly, very good supplies on everything; but the Romaine and Romaine Heart supply is a bit tight this week.
10. **ONIONS, POTATOES AND SWEET POTATOES:** The new Sweet Onion line up includes: Sweetie Sweets from Nevada, Panoches from California and Peruvian Sweets. Rain has created havoc on the Local Onion crop; it will be a short but sweet season. Market will be up from last year's bumper crop. **POTATOES:** New Crop Local Russets and Red Potatoes are looking good and selling well. New Crop Idaho Russets have also started. Check out our lineup of Organic Onions and Potatoes.



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