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**Market Minute with Ron Pelger: Boosting sales with tomatoes**

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By

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The tomato market on round, Roma and cherry varieties is currently lighter than normal in volume. The demand is fairly good at this point with a steady market. Nevertheless, there are still tomatoes available for possible promoting. Grape tomatoes and greenhouse tomatoes on-the-vine are two at hand.

Check with your supplier for updated information, availability and further guidance. Supplies of other tomatoes should become better in the next productive weeks ahead.

In the meantime, the popular grape tomatoes are in good supply with superior quality. Therefore, this is a perfect time to promote them in the produce department. Grape tomatoes are ideal for a wing display alongside a table endcap for best exposure.

Maximum grape tomato sales volume can be a huge boost to the produce department. The gross profit can also be especially favorable as well. Plan to advertise and merchandise them for greater volume movement.

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