



- Advertisement -

**Lettuce demand picking up**

---

December 15, 2021

The lettuce market has improved and is dropping in price. We are now into the new desert harvest. Varieties of Iceberg, green leaf, red leaf, Romaine and Butter lettuce are all reported in good, steady supply.

After a period of low volume and high costs, lettuce is now readily available. Customer demand will certainly pick up during the approaching holidays with salads on the dinner menu. Lettuce is a staple and always ideal for ad promoting.

Plan to expand displays in the produce department by adding a waterfall of Iceberg lettuce off the refrigerated wall case or on a nice attractive end cap tied in with some tomatoes, peppers or cucumbers. The eye appeal will draw customers to the display and generate maximum sales.

[Print](#)