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Current market promotable for spring sweet corn

By

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April 27, 2022



It's sweet corn time

once again and it's looking good. After some cold weather affected the sweet corn crop in Florida, better yields are expected.

The market is lower with moderate demand in the east. Yellow, white and bi-color sweet corn out of central and south Florida will eventually transition into the new Georgia crop as we move into May. The corn quality has been looking very good on arrivals.

In the west the market is steady with fairly good demand. Quality is very good out of the Imperial Valley and Coachella, CA — the Mexican corn deal is finished for the season.

Promoting and Merchandising: Now is the time to promote sweet corn. Locate your display at the entrance of the produce department to give your customers a good feeling of springtime freshness. Use original crates or cartons to build a waterfall spillover that makes it feel like the corn was just picked from the field. Always place a false bottom under the corn to give it that massive presentation and prevent shrink at the same time. Display trimmed and packaged corn with the bulk to earn that extra gross profit.

