



- Advertisement -

Promote summer fruit to maximize your sales

June 7, 2022

You can start promoting stone fruit, grapes, berries and melons right now. Set large expanded displays of all summer fruit and promote it regularly in your ads to capture colossal sales and exceed your budget.

Grapes are in good supply with excellent quality out of Mexico and California starting up as well. Demand is fairly light on a steady market.

Strawberries shipping from Salinas-Watsonville and Santa Maria are in good supply. Demand is light on a steady market with volume starting to peak.

Cherries are in moderate demand on a steady market. California supply is lighter and will finish soon. There will be a supply pause prior to the transition into Washington until the end of June. Expect much higher costs due to a shorter crop.

Watermelons are shipping out of Florida and Texas — demand is lighter on a steady market. The new Georgia crop is adding to the supply, which could lower overall prices.

Cantaloupes have started out of the Imperial Valley of California and western Arizona heavy to the larger size nines and 12s. The market is steady and quality is excellent.

Honeydews are seeing demand exceed a shorter supply. The Mexican supply is also limited.

Peaches from South Carolina are in lighter supply on a steady market.

Peaches and **Nectarines** out of California are in excellent supply. Demand is moderate, the market is steady and quality is superb.

Apricots are in light supply. Demand is fairly good and the market is steady.

Plums and **Pluots** are a bit late on a limited supply.

As always, check with your suppliers for availability and pricing.

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