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Peppers, tomatoes and sweet corn ready for high-volume sales

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Peppers, tomatoes and sweet corn — three top of the line items — are ready and waiting to be set up on aggressive displays in your produce department. Plan to promote these items by choosing key locations and go all out to capture some meaningful sales volume. Expand space and set up a waterfall spillover onto the original boxes for an appealing presentation.

Peppers: Demand is fairly good and the market is steady. Product is shipping out of Georgia, Florida, California and Mexico. Quality and supply is good with lower markets. Green Bells are seeing a lower market out of Georgia with South Carolina starting soon. Red and yellow Bells are a bit tight right now as demand outpaces supply.

Tomatoes: Demand is moderate with a lower market. Volume and quality are improving out of Georgia and South Carolina. California availability is picking up as well by transitioning into the San Joaquin Valley. Mexico is steady and in better supply. Overall quality is improving. Mexico is seeing good volume and quality of grape and cherry tomatoes.

Sweet Corn: Demand is moderate with a steady market. Most eastern supply and quality is good out of Georgia. Supply of white and yellow corn is very light. Good volume is expected in the Central Valley of California. The market could rise for the Fourth of July holiday demand.

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

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