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Market Minute: Get ready for spring and summer berry promotions

By

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March 28, 2023

Despite all of the weather challenges the past few months, the berry market will eventually open up. The winter storms and colder temperatures held back berry growth in many regions; however, the spring sunshine along with warmer days will soon have the berry growth flourishing and the supplies readily available for some great promoting.



Plan to set up a regular everyday berry display at the foot of the produce department where it will represent the freshness of spring berries. Create an attractive visual display that can immediately draw shoppers over to it and make several purchases of each berry variety.

Stay updated with the markets to guide you with your promotional planning. Always check with your berry suppliers for more information on availability, quality and pricing.

Strawberries: Florida demand is very good and the market is slightly lower. Mexico demand is good and the market is about steady. California supply is light and pricing has elevated. Weather with heavy constant rain has put the crop production and harvesting behind. Product will be light for a few weeks. California berries have been running larger in size.

Raspberries: Demand is fairly good. The market is about steady out of Mexico. Quality is excellent.

This is a great berry to promote now and into Easter.

Blueberries: Central Florida supply is fairly light. Demand is good and the market is steady. Demand is good out of Mexico and the market is steady. Peru product will still be available for a couple more weeks.

Blackberries: Lighter supply out of Mexico, increased market. Light volume in California for a couple of months.

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