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**Market Minute: Plan your post-holiday promotions now**

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By

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Most retail produce ads have already been developed for the rest of this year. Business usually slows its pace after the holidays. Hopefully, the current erratic markets will settle unless the weather fails to cooperate within the growing regions.



What will the new year bring in our challenge to obtain the items and costs needed to assemble produce ads that will achieve the budgeted numbers? Presently, there are a number of items on the short supply list that weather has already affected, causing shortages and driving costs upward.

In the meantime, here are some promotable items that are available now and into January.

**Lettuce:** Iceberg, Romaine and Leaf lettuce is steady with light demand. Good supplies are available, and the quality is running well. Romaine and Romaine Hearts are ideal for promoting.

**Potatoes:** There is a good supply of Russet, red and yellow potatoes available in good volume. The quality looks very good for ad promotions.

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**Broccoli:** Demand is fairly light and the supply is very heavy. This is a good item for promoting while the market is steady.

**Apples:** There are plenty of apples from all regions, and supplies are 30 percent more available than last season.

**Pears:** Even though this season's crop is slightly down, there are still excellent quality pears for promoting.

**California Navel Oranges:** More larger sizes are available from this year's crop. There will be smaller sizes as the harvesting reaches the final stages, but Navels are good to promote until then.

Be sure to communicate with all of your suppliers in order to guarantee product.

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