



- Advertisement -

**Market Minute: Drive sales with stone fruit**

---

By

Ron Pelger

June 11, 2024

Cherries, apricots, peaches, plums, nectarines and... peacherines? In the early 1900s, J. W. Philippi, a horticulturist, combined a peach with a nectarine, and presto — he developed peacherines, a stone fruit with an old-fashioned flavor and a pinch of citrus taste.



There are now many stone fruit varieties available for retailers that can make up a host of colorful displays in the produce department. There are pluots, plumcots, apriums, pluerrys, nectaplums and a lot of other assortments that most customers probably never knew existed. Show them something different.

Since this is the big kickoff of the stone fruit season, here is a short summary of the markets:

- **Cherries out of California** will experience a gap while in a transition to the Northwest region. We can expect an excellent crop and outstanding quality in Washington. Plan those ad promotions early.
- **California Apricots:** Excellent quality and a good supply available for promotion.
- **California Peaches and Nectarines:** Both yellow and white are available and plenty of supplies for some good seasonal advertising programs. The Southern peach deal is also available.

- 
- **California Plums:** The plum deal will start soon with many different varieties. Your suppliers can give you more information as to when you can promote.

Now through the summer is a good time to take full advantage of this excellent crop of stone fruit to drive your sales. Merchandising some massive displays will add mega dollars to your produce department.

Your suppliers are ready to go with helping you plan some aggressive promotions. Check with them for Peacherines too.

*Ron Pelger is a produce industry adviser and industry writer. He can be contacted at 775/843-2394 or by e-mail at [ronprocon@gmail.com](mailto:ronprocon@gmail.com).*

[Print](#)