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**Market Minute: California grapes readily available for promoting**

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By

Ron Pelger

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The top leading fruits worldwide are bananas, apples and grapes.

Ninety-three percent of grapes sold in the U.S. are from California vineyards. The California climate is perfect for growing grapes with its warm days and cooler night.



The popular green, red and black seedless grapes are in full swing right now. California grapes are always of superior quality; the supplies should be available through September, October and into November.

Although some losses developed, most grapes actually survived the heatwave period in better shape than expected. Sizes are excellent in jumbo and extra-large. This is a great time to promote California grapes in your ad flyers throughout the next two months while this opportunity lasts.

When merchandising grapes at the store level, try to expand displays like you mean to sell plenty. You can do this by setting up grapes at the entrance to the produce department.

Use waterfall displays off a table endcap directly onto the original grape boxes facing the labels up — not upside down. Do it professionally. Remember to place false bottoms into the boxes to prevent overstocking, which can cause damage and shrink loss.

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Grapes are a huge portion of your produce sales percentage. They can generate massive sales results. So, go after that tonnage.

Check with your grape suppliers for further information, availability, top labels and pricing.

*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).*

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