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Market Minute: Promote more exciting strawberry ads

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Even though hot summer days are behind us, that's no reason to slow down promoting California strawberries. But as the fall season slowly moves toward the winter months, we will see less production. Right now, the fall strawberry crop is looking good and peaking so it is a good time to go after those ad promotions while you are able.



It's obvious that strawberries are in the top 10 categories that contribute some hefty sales for the produce department. Displays should be kept in place and not reduced in size at this point. There is still time and product available to cash in on the sales while the opportunity exists.

Salinas demand is very light and the market is slightly lower. Oxnard demand is very light with the market about steady. Santa Maria demand is very light with a slightly lower market.

Displays should still consist of all berry varieties with strawberries dominating the space allocation since they are the biggest draw. A display at the entrance to the produce department is ideal.

Get together with your strawberry suppliers and plan more ad promotions while the crop supply is still in fall production — you'll be glad you did when the week's results show favorable sales.

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