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**Market Minute: Promote grapes and strawberries**

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By

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As we get closer to the transition period for California grapes, there is still time to get in another promotion or two. Quality is good but the supply will taper off until the Chilean crop becomes available.

California strawberries are also tightening up considerably. Demand is moderate and the market is steady. Mexican berries will start production in a limited way while the Florida crop will be set back a couple weeks due to hurricanes.

### Other Crop News



Peppers are in short supply as many regions have finished up. Eastern and western green and colored pepper supplies are unsettled this month due to the crops winding down and damage from the hurricanes. The red and yellow Bell peppers are extremely limited; Mexican pepper production will start soon.

Tomatoes remain on a very shortened supply out of Florida, California and Mexico at this time due to weather. Current demand exceeds the supply.

The new California Navel orange crop has started up in a very limited way. Sizing is peaking on 163s, 138s and 113s. Quality and demand are good. Larger sizes will pick up as the season progresses.

Blueberry demand is moderate with a steady market. Look into some possible promotions with your suppliers as blueberries are peaking from Peru.

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The blackberry market out of Mexico is lower and will be promotable.

The Chilean cherry prices will be reduced each week as more supply is imported. The availability will pick up in the next couple of weeks. Start planning some promotable ads through December.

As always, review these items with your suppliers for more information on the best promotable dates, availability amounts and prices.

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