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Market Minute: Berries steady as the holiday season approaches

By

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Even though the summer season has passed, that's no reason to cut back on berry displays. There will still be a supply of berries that consumers continue to crave — especially strawberries. Keep in mind that the berry category contributes major sales and gross profit dollars to the total produce



income.

Boost your berry display for consistent sales. There will be import supplies of new crop berries coming from Mexico, Peru and Chile. Stay in business to keep the sales rolling, especially during the holidays.

California strawberries out of Salinas-Watsonville are showing a light demand on a steady market. Santa Maria has a moderate demand and steady market. Product out of Mexico is increasing, and Florida currently has a very limited quantity while the crop improves.

Blueberries, blackberries and raspberries out of Mexico are showing a steady production. Plan to keep those displays well stocked. Peru is peaking on blueberries with a steady supply.

Plan on promoting berries through the holidays, but always check ahead with your berry suppliers on availability as well as your ad planning ideas for the holidays.

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