

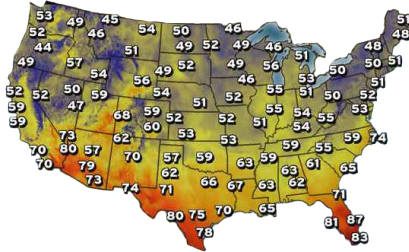


OCTOBER 2, 2015 BOTTOMLINE

THE SUN GROUP OF COMPANIES MARKET OUTLOOK

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WEATHER update



A cooling trend and showers are in this weekend's forecast for Central California coastal districts. A warm front and clear skies are expected early to mid-next week and a high of 79 predicted in Salinas for Saturday, October 10th. Inland highs will be in the mid 70s early next week to the low 90s late next week. A late-week cooling trend is in the forecast for Northern Baja California; recent highs in the mid 100s will decline to the low 90s early next week. Northern Mainland Mexico will experience thunderstorms this weekend and temperatures decline to the mid 80s early next week. Daily thunderstorm activity continues in the high elevation districts of Central Mexico and highs will be in the 70s.

PREMIUM picks

- Pretty Lady Green Seedless Grapes [US]
ITEM #:



- Kumato [CAN]
ITEM #: 195521



- Mini Seedless Watermelon [US]
ITEM #: 197101



- CLICK HERE!** Honeycrisp Apple [US]
ITEM #: 197101



WHAT'S NEW IN Produce

APPLES AND PEARS

Exclusive at Sun is the kid-friendly Lil' Snappers™ collection and now available in organic! The small-sized fruit is always packed in a convenient, resealable, stand-up pouch bag. Gala is the first variety to be available in both conventional and organic. U.S. apple and pear season is well among us with a new variety arriving everyday, including organic! Arriving this week are the baker's favorite, Red Rome and a relative of Honeycrisp, Sweetango™. Other late varieties, such as Pinata and Pink Lady, will be available within the next 7-10 days. Bartlett is almost finished as we transition to new crop D'Anjou. New crop Bosc from Washington is available in organic and various pack sizes. Many varieties from the northwest, such as Asian Brown, Comice, Forelles, Reds, Seckle, and Starkrimson; are all packed in half-cartons. **POS and merchandising opportunities, click here to request!**

AVOCADO

Peruvian Hass continues to arrive in plentiful volumes. California and Mexico continue to produce excellent quality and good supply. Great promotional opportunity for Mexican Hass.

BERRIES

Strawberry market continues to be active this week and supply is tight. This includes organics, stem berries and export packs. Berries are easy to bruise and running smaller due to the extreme high temperatures and humid weather. Blueberry market is active as demand is exceeding the available supply. Imported blueberries have started in a light way with 6 oz. packs available. Volumes are expected to ramp up the end of October. Raspberry and Blackberry markets are also active. Supply is tight and there is strong demand.

CITRUS

New crop California navel will be harvested mid-October with sizing expected to peak 72/88/113/138. Florida Citrus is starting in a light way with Tangerines and 10 ct. Pummelos launching the season. Just in fresh from Florida is Red

Grapefruit (seen pictured here) packed in 40 ct. and 5 lbs. bags. Look forward to Florida's Citrus season to ramp up late-October. Stay tuned for Sun's Citrus crop report! The Southern Hemisphere citrus varieties are starting to wind down. The exceptionally and candy sweet Australian Mandarin, Afourer, continues to be available. As well as, Peruvian Minneolas and South African Navels are available.



40 ct. ITEM #: 125103
8/5 lbs. ITEM #: 125107

GRAPES...click here for more info!

Exclusive at Sun are the World Famous "Pretty Lady" grapes! Pretty Lady grapes are the best of the best in the marketplace. All varieties readily available and always packed in an easy-to-display, resealable pouch bag. Red Globes continue to arrive from Coachella in 18 lb. box. Add variety to your shelves with Bi-color (Thompson and Crimson) grapes in a 2 lbs. clamshell. Black Muscadines and Bronze Scuppernongs are available the next 7-10 days.



POS materials available
click here to request

LIMES

The market is starting to experience mild relief from the recent weather situation. Supplies are improving and sizing is running large. Quality is good.

MANGO...click here for more info!

Brazilian Tommy mangoes are dominating the marketplace. Sizes are running large. Organic Keitts from California are available. Peru's season is expected to start in October.

MELONS

Current supply is from Arizona. Mexico's harvest is just around the corner. Specialty varieties are starting to wind down. Golden Honeydew and Tuscan, both 6 ct., continue to be available.

WATERMELONS

Mexico has started production. Supplies are good with volumes increasing on a daily basis. Minis are finishing on the east coast. California has just started their harvest. Yellow flesh continues to be available.

TROPICALS

Imported sweet Mexican Maridol papaya is limited in supply. However, Central American papaya has good supply. Lychee's exotic relative, Rambutan, is available in abundant supply. Limited supplies for Fresh Green Coconut and Pineapple. Just in from Costa Rica are Crownless Pineapple (10 ct.), double box Pineapple (14 ct.), and California Passionfruit in 5 lbs. single-layer boxes.

TREE FRUIT ...[click here for more info!](#)

Premium quality Prima Gattie peaches continue to be available in 2-layer 15 lbs. boxes. California Black and Red plums are peak of season. Plums are running large in size. Back in season, also from California, Baby Kiwi in half-pint packs. Just in and a huge indicator autumn has arrived, Fuyu Persimmons (seen pictured here) are here! New crop Pomegranates from California are available and Wonderful™ POM display bins will be available mid-October. California Kiwi is starting this week. Until we transition, New Zealand Zespri Kiwi green and gold varieties continue to be available in 40 lbs. boxes; **POS and display bins opportunities are available - [click here to request!](#)** New crop Tanzanian Cherries will be available late October.



ITEM #: 170122

ASPARAGUS

Market is active this week. Peru continues to be our main source. Larger sizes, such as extra large and jumbo, are tight in supply. White grass is available. Quality is excellent.

BROCCOLI & CAULIFLOWER

The high temperatures and poor water conditions in California have affected quality and yields. Supplies continue to be tight.

CABBAGE

Canada experienced planting skips creating a supply gap. Supplies continue to be limited.

CARROTS

Canada has started their harvest. Supply continues to arrive from Colorado as well. The market is steady and supplies are plentiful. Jumbos are readily available.

CORN

Corn is in the same situation as Cabbage. Several crops have experienced planting skips due to weather. The weather has affected crops and yields. As a result, supply is limited. The market is active and we expect the market to climb until further notice.



CUCUMBERS

Michigan is in full production. Canada, New York, and Ohio are also in full production. Quality is good.

GREEN BEANS

Supplies have improved from recent planting skips. There are good supplies available to meet demand. Quality is good and market is steady.

HOT HOUSE...[click here for more info!](#)

Canadian Euro cucumbers are available in 12 ct. boxes and excellent eating quality. Fresh and snappy mini cukes are available in 14 oz. tray packs. HH rainbow peppers from Canada are available. HH Colored (yellow, red, and orange) 11 lbs. and are limited in supply. Ancient Sweet Pepper in 8 oz. sleeves. HH tomatoes from Canada are in a variety of offerings and excellent quality. Heirloom tomato varieties are in 10 lbs. boxes and consistently perfect greenhouse quality. Specialties, such as, the sweet Stramato, the petite Cabernet cherry, yellow TOV, orange TOV and the premium gourmet medley of Wild Wonders™ are available.



ITEM #: 148319



ITEM #: 148309

LETTUCE

Lettuce is currently available from California. By next week, we will transition to new crop New Mexico Iceberg Lettuce. Romaine and Romaine heart supply continues to be tight. Organic hearts are in good supply and good quality. Celery continues to be tight as well. Canada's supply is producing light volumes. Michigan is almost finished. Expect celery supplies to be tight over the next 1-2 weeks. Thereafter, we will transition to California as our main celery source.

ONIONS

Market is stabilizing. Sweet onion supply is arriving from Peru. Red, White, and Yellow are abundant in supply with several growing regions in full production.

PEPPERS

All growing regions, such as Michigan and Canada, are in full stride production. Supply is plentiful on all colors and quality is excellent.

POTATOES...[click here for more info!](#)

New crop Washington and Idaho are in full production. All colors are available in 40-100s and consumer packs. Larger sizes are trending to be the better deal. Organic fingerlings from Colorado are back in season; Buttercream, French, and Russian Banana. New crop Washington Fingerlings are available in 50 lbs. bulk.

SQUASHES

All varieties are in good quality and plentiful supply. Several autumn squashes are expected to arrive next week, such as: Acorn, Golden Acorn, Blue Hubbard, Butternut, Carnival, Spaghetti, Sweet Dumpling, and Turban. Mark your calendar in November for squash deals. Seasonal ornamental squashes and pumpkins have just arrived in display bins with many varieties to offer your customers!

TOMATOES

New crop Florida season is expected to start production with the next 3-5 days. However, the weather forecasts heavy rains of 2"-3" daily over the next 3-7 days with scattered thunderstorms throughout the region. This may delay harvest considerably for 7-10 days. Stay tuned as we watch Mother Nature.



NEW IN THE *Market Place*

Baby Kiwi

12/5 pt. #196118 [US]

A relative to the fuzzy Kiwi varieties. Baby Kiwi fruits are small berries, just shy of the size and similar in shape to a grape. The flavor is synonymous with fuzzy Kiwi and lend themselves to sweet and savory preparations.



Buddahand

#131510 [US]

A delicious fragrant symbol of happiness, longevity, and good fortune. Closely related to the lemon, the Buddha's Hand is one of the most unique citron varietal. This tangy spectacle is utilized for its zesting properties. The zest is powerfully fragrant and bittersweet with lavender notes and bright lemon taste.



Ocean Spray Cranberries

#110510 [US]

Fresh from the bog! Back in season are the exceptionally crisp and tangy, premium fresh cranberries from the trusted brand Ocean Spray. Every autumn, cranberries reach their peak of color and flavor. Its no wonder 10.8 billion cranberries are eaten each holiday season. That's nearly two berries for each man, woman, and child on earth!



Apple Cider #155401 [US]

SweetTango™ Cider #155454 [US]

Made from a premium apple blend without any concentrate! A smooth, great tasting flavor, and with "no bite". Apple cider is highly anticipated every autumn season. This year we have a new flavor, SweetTango™. As their name implies, SweetTango™ apples are from the same breeders that brought us the Honeycrisp apple. They very sweet, yet they also have the classic, tart apple flavor.



Red Rome Apple

80 ct. #100071 [US]

56 ct. #100074 [US]

12/3 lbs. #100073 [US]

Red Rome has an overall deep red color with small white dots or lenticles and a thick skin. The inner flesh is a creamy yellow, in addition to having a crisp texture. Its flavor offers a mildly sweet taste with tart nuances. The Red Rome apple is often referred to as the "queen" of baking apples, because the cooking process enhances its overall flavor.





PRODUCT ROTATION

Rotating all of the product in your department is one of the most important and critical tasks that occur regularly in any produce section. How this process occurs is very dependent on the style of "produce set" that you use. Here are strategies for three very popular and commonly used styles:



THE HAND-STACKED HIGH PROFILE SET

This set is typically used by stores with a large department and high volume sales. What's nice about this style is that it is very dynamic in appearance and keeps very full throughout the day. The downsides to this set when rotating is that you cannot just isolate one item and rotate it. Because the items are interwoven together, you have to take down entire sections in order to rotate a single item. And, because the displays are quite large, rotation with this type of set becomes a massive task. The best approach to rotation when using a high profile, hand stacked set is to set up a rotation schedule. The wet rack, of course, gets rotated daily (and this should be true with any type of wet display); however, the fruit tables and dry racks will need to have more of an every other day rotation due to the volume of food that needs to be gone through. It typically is just not possible to handle every piece of food during the set up time with the volume of product that is displayed. Where this type of display is very effective is that it has a distinct top and bottom so that when you do rotate the food, the newer product is on the bottom and the older, culled product is on the top. Just the nature of the display forces the customer to buy the product that you want to move out first, as taking an item from the bottom is not an option as most customers quickly learn.



THE CONVENTIONAL ROW SET

This style is quite popular and favored by most stores. The "rotation challenge" with this set is to make sure that the product gets completely rotated with newer product on the bottom and older, culled product on the top. What often happens is that the older product gets pulled forward and the newer product gets placed in the back of the row. These days most customers are aware of that strategy and will often begin shopping from the back of the row, going for the newer product first. Pulling the product forward and filling in the back may work while restocking during the day, but for your morning setup a complete rotation will be necessary.



THE EUROPEAN BASKET SET



As with the conventional row set, the European basket set is very popular, particularly in stores that are fairly low volume in sales. Smaller, tighter displays can present a very colorful look as well as create the feel of abundance without having much product out at all. A handy strategy for rotating the basket displays is to have an extra set of baskets on hand. You first load up the empty basket with newer product and then cap off the display with the older product that was out from the day before in the basket that is currently in the display. What makes this type of display very efficient is that even when restocking during the day it is easy enough to completely rotate the product because there is not a lot out in any one display. Where it is not so effective is that because most displays only contain a small amount of food, keeping the displays looking nice and full requires constant restocking throughout the day.

No matter the size of your department or the volume of food that moves through it, if rotation does not occur regularly, not only will you have issues with shrink, but most likely you will have product on the rack that is not suitable for your customers. Typically, allotting the labor resources to enhance your margin as well as the quality standards of your department is a strategy that will be well rewarded.



what to expect OUTLOOK

	Quality	Price
Asparagus	**	**
Beans	**	**
Broccoli	*	***
Cabbage	**	***
Cauliflower	**	***
Celery	**	***
Cucumbers	**	***
Lettuce	**	***
Onions – Red	**	**
Onions – Yellow	**	**
Peppers – Green	**	**
Peppers – Red	**	**
Potatoes – Russet	**	**
Squash – Yellow	**	***
Squash – Zucchini	**	***
Tomatoes	**	***
Avocado	**	**
Berries	**	***
Grapes	***	***
Lemons	**	***
Limes	***	**
Cantaloupe	**	***
Honeydew	**	**
Apples	**	**
Citrus	***	***
Pineapple	**	**
Strawberries	**	***

Quality: * = Average ** = Good *** = Excellent

Price: * = Low ** = Average *** = High

