

Valentine's Day Items & Trends that Inspire Transactions



Unlike Christmas and birthdays, shoppers do not typically plan ahead for Valentine's Day. Forty-six percent of consumers say they will start shopping in early February for their loved ones, and the majority of spending for this particular holiday takes place the day before and the day of the actual holiday.

With Valentine's Day falling on a Thursday this year, retailers will likely see an increase in Valentine's Day shopping traffic starting the weekend before (February 9th and 10th). Given that most Valentine's Day gifts are impulse purchases and the sales cycle is so short, highlight promotions for the one or two weeks leading up to the big

day. This will help maximize ROI and capture shoppers' attention when they are ready to make that (last minute) purchase.

Long-stem winter strawberries are always a top pick to showcase for Valentine's Day. Whether they are covered in chocolate or sold in a bunch like a bouquet of flowers, this tasty fruit is attractive to every hopeless romantic. Be sure to display near other items that pair well with this delicious red berry, like chocolate and champagne. And don't forget the floral department! Strawberries, roses, and wine set the stage for a delightful evening. Or build strawberry displays near salad mix and assorted cheeses and nuts. These creative cross-selling tactics help guide shoppers on their journey to create the perfect Valentine's Day celebration without having to shop anywhere else...and that means more revenue for your store.

Top 5 Valentine's Day Purchases

More people shop for less expensive gifts, supporting the adage that it's the thought that counts. Here are the top five gifts, the percentage who buy them and how much they spend in total.

Purchase	Percent	Billions Spent
Candy	55%	\$1.8
Greeting Cards	45%	\$1.0
Dining / Entertainment	35%	\$3.7
Flowers	36%	\$2.0
Jewelry	19%	\$4.7

Sources: ShopperTrak, 2019; Valentine's Day Retail Spending and Traffic; Produce Business, 2019; Heat Up Holiday Produce Sales | Produce Business Magazines; SuperFloral, 2019; 68 Percent of Florists Report Increased Valentine's Day Sales.

Don't Forget About Fresh Cut Floral Arrangements

It's estimated that consumers in the U.S. alone will spend \$3.3 billion on flowers for their loved ones this year. The only day of the year that tops Valentine's Day in terms of floral sales is Mother's Day. Of the 124.6 million households in the U.S., it is predicted that 43 million of them will purchase flowers for Valentine's Day. That's a lot of lowers...and a lot of revenue for you! Among the top ranking items are long stem red roses.



Merchandising Themes & Tips

Dare to be different this Valentine's Day! Even if you do not have a huge advertising budget to promote the holiday, there are creative ways that you can display items in-store and attract customers. By now you will have pre-ordered all your roses and other various floral items. Couple creative produce displays with staged floral displays to draw the eye to the focal point you are trying to spotlight. Position these displays in high-traffic areas and close to the front of the department.



Don't forget February is Idaho Potato Lover's Month. Believe it or not, potatoes are a popular vegetable for Valentine's Day dinner. Stage areas of your departments with a variety of potatoes for the shopper looking to make a meal for their special someone. Get all the content details here.

Create extra buzz by decorating your produce department with the colors of the Patriots and the Rams. Sampling also helps sell product. Provide your customers with a taste of the product and you'll score big with extra sales!

If you haven't done so already, contact your Crosset Team member to pre-order all of your special items for this holiday!

Naturipe "FeBLUEary" 2019 Display Contest

Crosset is teaming up with Naturipe for their 2019 "FeBLUEary" Display Contest! The contest runs February 18th through March 10th with several great prizes to be awarded to the winners. More details will be distributed soon! However, it isn't too early to start thinking about how to layout your display and win!



Market Update

Organic Produce

- **Lettuces** – We are primarily getting product from Florida (Lady Moon). Quality is amazing and supply is great! Supply out west has been greatly affected by cooler temperatures and periods of rain. To ensure the best quality we are staying in Florida product.
- **Celery** – Product is starting to become more readily available and supply is bouncing back. Cost should come down over the course of the next couple weeks.
- **Broccoli** – Supply has really come on in the last week and we are going to start seeing very promotable pricing in the next weeks or so. Be on the lookout for DEALS!
- **Cauliflower** – Supply has bounced back much like that of organic Broccoli and Celery. We are seeing much better pricing that we will be able to take advantage of in the near future.
- **Cabbage** – Supply is coming on out of Florida from Lady Moon and the quality has been perfect! Cost this year has remained high as the organic Mexican crop we normally see this time of year is almost non-existent.
- **Kale** – Great supplies of Kale currently, plenty of regional product from all over the Midwest available. We are currently sourcing from Georgia, Florida and North Carolina.
- **Beets** – Beets will continue to see insect pressure to the tops as well as yellowing.
- **Radishes** – Supplies are impacted by weather out west as heat has really affected what supply is available. Product out of Florida is very clean and looks great!
- **Bunch Carrots** – Good supply available and good quality.
- **Green Peppers** – Early season Mexican crop has been affected by cooler temperatures and periods of rain, but we are starting to see supply come back in a good way. Pricing will remain firm over the next several weeks, but supply will be available.
- **Cucumbers** – Regional supply has ended, and we are seeing limited supply out of Mexico. We should not see prorates on orders as we are staying ahead on volume.
- **Zucchini & Yellow Squash** – Supply has turned around from non-existent markets a couple weeks ago and we are seeing more product available. We are still fighting heavy scarring on both zucchini and yellow, but we are working to clean that up in our value-added department.
- **Limes** – With colder temps freezing the blooms in all growing regions out of Mexico we will see the cost on limes jump significantly over the next several weeks. Supply will be on the smaller side, but we will try and stay ahead to ensure orders are filled.

Market Update

Conventional Fruit

- **Apples (West Coast):** Supply and quality of apples coming from Washington/California remain good. Jonagold Apples, Rave Apples, and Ambrosia apples were removed from guides.
- **Apples (Midwest):** Supplies have slowed down. Quality of apples coming from Michigan/Pennsylvania remain good.
- **Blackberries:** Blackberry production is beginning to increase out of Mexico. Promotions starting to be available and next month should be a prime promotion period on both Conventional and Organic.
- **Blueberries:** Heavy volumes are driving the market down on blueberries and they continue to be key item to drive sales.
- **Cantaloupe & Honeydew:** Cantaloupe continues to be in short supply, as Guatemala was the only volume region producing in Central America. Some Honduras cantaloupes are arriving to help offset the gaps in volume. First of the season Del Monte "Mag" melons are entering the market with the branded Cantaloupes and offer some of the best quality of the import season, with very high eye appeal. Honeydew remains in very limited supply and markets have shot upward; quality is very good with sizing leaning toward larger size melons.
- **Cherries:** Quality remains solid with good color as well. Typically cherries are high impulse purchase items by customers; adding this item to a high traffic location will help to capture sales from impulse shoppers.
- **Grapes:** Availability remains very limited for imported grapes, with transportation delays out of the port. Chilean arrivals are currently well below the standard from last year and will remain low until mid-February. Grape quality continues to be excellent despite these challenges, particularly Green Seedless varieties.
- **Pineapple:** Demand remains moderate and supply is steady. However, there have also been some signs of volume declines on inbound arrivals that could begin to affect the market.
- **Raspberries:** Supply on raspberries have resumed after the shortages the industry was experiencing earlier in month.
- **Strawberries:** Strawberries continue to be very limited in all growing regions due to various weather factors. California and Mexico are battling through rain and Florida remains very limited as cool weather continues to depress yields from this area. Expect supply and quality to remain depressed through January.
- **Kiwi:** Steady supplies with the best quality coming from New Zealand. Italian Kiwi offer is best value.
- **Limes:** Prices have firmed up and increased on some sizes with better demand this week. Size 200 and larger remained limited. Overall quality is very nice.

Market Update

Conventional Fruit (Continued)

- **Mangoes:** Conventional mangoes currently out of Peru with the Kent's predominate variety in the marketplace. Quality looks excellent and market will stay firm until volume picks up.
- **Maradol Papayas / Gold Papayas:** High volume on papayas continues.
- **Star Fruit:** Good supply; sizing ranging from large 16ct to 25ct for value.
- **Citrus:** Navel Oranges are in full swing! Color looks great as does quality. Markets are steady.
- **Watermelon:** Winter watermelon supply has been tight due to cold weather in Mexico. Offshore watermelons will become available at the end of the week.

Market Update

Conventional Vegetables

▪ Western

- **Lettuce:** Volumes remain steady at budgeted levels. Currently experiencing cooler than normal temperatures in certain parts of the Yuma region and even had a bit of rain that could impact quality.
- **Romaine/Romaine Hearts/Mixed Leaf:** Good supply. Due to the cooler temperatures in the Yuma region and the level of rain, quality may be impacted.
- **Celery Stalks:** Very good supplies. Over demand numbers with all sizes available with excellent quality.
- **Broccoli:** Fulfillment will be right to the numbers with good quality.
- **Cauliflower:** Good supply with all sizes available.

▪ Southern

- **Cabbage:** The market is strong with good supply and quality.
- **Cucumbers:** Supply and quality are good.
- **Summer Squash:** Cold temperatures continue to impact supply. Quality is still a concern, with heavy scarring.
- **Corn:** Good supply and quality.

- **Asparagus:** Product from Mexico is beginning to provide additional volume, but overall cost remains strong due to lack of volume as Peru continues to slide downward on arrivals. Demand is easing due to high markets, thereby keeping shortages at a minimum. Quality is good.

- **Baby French Beans:** Market continues to be on the rise,

- **Sugar Snap Peas/Snow Peas:** Snow peas on the rise with significant increase in market cost. Sugar Snaps remain reasonable.

Crosset New Item & Deletion Sheet

W/B: 02/03/19

Item #	New Items	Size
35040	Pink Lady	12/3#
39004	Cara Cara Oranges OG	18#/36ct
55045	Mandarin Ruby Tango	13#/30ct
1430	Mag Melons	9ct
73060	Black Plums	16#
78029	Packer Strawberries	8/1#
78004	OG Packer Strawberries 1#	8/1#
1315	Honeydews	6ct
27094	Bagged Avocados 3pk	20/3pk
39005	Orange Cara Cara OG	38#
55078	Mandarin Super Nova JMBO	25#
Item #	Deleted Items	Size
38370	OG Concorde	22#
33415	Gold Delicious	8/5#
34015	Red Delicious	8/5#
34255	Jonagold	8/5#
22521	Baby Bella	5#
107248	Cindy Sun Dried Tomato FF	6/16oz
39030	Orange Navel	38#/88ct
205	Cantaloupes	6ct
73055	Red Plums	16#
69010	Cotton Candy Grapes	16#
69420	OG Red Sdls Grapes	18#
73330	FM Black Plums	16#