

Healthy Foods Proven to Impact Your Health & Wellness

February is Heart Health Month. Over the course of the month, you have no doubt heard the statistics and promotions for heart health screenings. Heart disease is the leading cause of death for men and women in the United States; every year, 1 in 4 deaths are caused by heart disease.

The good news is that heart disease can often be prevented when people make healthy food choices and proactively manage their health conditions. In fact, certain foods can influence blood pressure, triglycerides, cholesterol levels and inflammation, all of which are risk factors for heart disease.



While there may not be one single 'magic' food to completely remove the risk of developing heart disease, there is evidence that plant foods – especially whole grain cereals, legumes, nuts, fruits and vegetables – decrease the risk of heart disease.

February is a great time to learn more about the benefits of healthier food options and how they can impact overall heart health, as well as a great time to start taking the necessary steps towards a healthier lifestyle.

Heart Health Month offers an on-target platform to build produce promotions around. Isn't it great to work in an industry that provides consumers with great tasting food that is also great for their health?

15 foods that maximize your heart health.

1. Leafy Green Vegetables
2. Whole Grains
3. Berries
4. Avocados
5. Fatty Fish
6. Walnuts
7. Beans
8. Dark Chocolate
9. Tomatoes
10. Almonds
11. Seeds
12. Garlic
13. Olive Oil
14. Edamame
15. Green Tea

Sources: Project BOLD Life® 2019; Best and Worst Foods for Heart Health; Better Health Channel 2019; Heart disease and food, Healthline, 2019; 15 Incredibly Heart-Healthy Foods.

Merchandising Tips



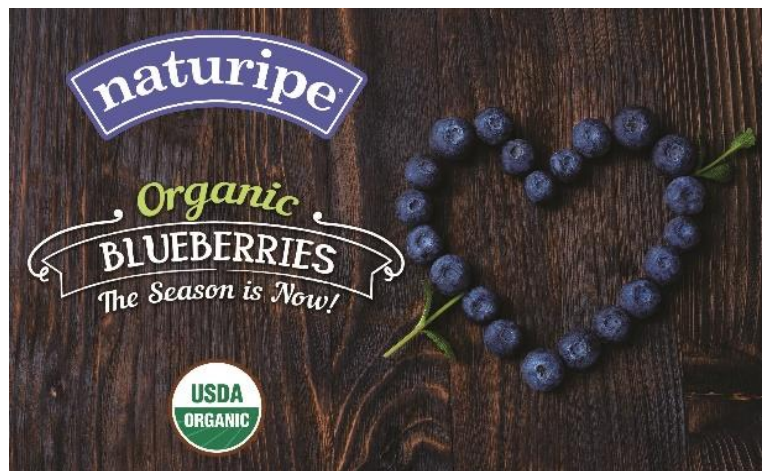
Millennial consumer behavior and trends have been highlighted in the industry for a few years now. But what about the generation after the Millennials that will soon be entering the marketplace as consumers? Generation Z, better known as "Gen Z", are those born in and since 1996 and currently make up 25% of the U.S. population. The Millennial and Gen Z generations together will soon make up the largest demographic of

shoppers. Freshness and transparency are at the core of both the Gen Z and Millennial food decision-making process. These generational groups want to know the origin of the items they are purchasing and have a strong loyalty to buying local. And they want fresh over processed foods. Produce hits the sweet spot for these shoppers. Going "fresh forward" in your stores by placing high quality, fresh, in-season produce front and center is a great way to stimulate impulse purchases and build shopper loyalty as both Gen Z'ers and Millennials begin to develop their shopping habits.

Naturipe "FeBLUEary" 2019 Display Contest

It's not too late to enter the 2019 Naturipe FeBLUEary Contest! Crosset is teaming up with Naturipe to help you sell more blueberries and to make participating in this annual display contest easy. The promotion runs February 18th through March 10th with several great prizes for the winners.

For full contest details, [click here](#) or contact your Crosset Company team member for additional information!



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 tighten up yet again. The constant periods of rain have limited supply.
- **Broccoli:** Like celery we are seeing supply tighten up due to weather. We are looking at options in Florida to keep quality up and cost down.
- **Cauliflower:** Like Broccoli and Celery, supply is getting tight. Some suppliers are already citing insect issues in the heads.
- **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 OG Mexican crop we normally see is almost non-existent.
- **Kales:** Great supplies of Kale with plenty of regional product from all over the Midwest available. We are currently sourcing from Georgia, Florida and North Carolina.
- **Beets:** Both red and gold beets will hit a supply gap the week of 2/17 and we will see significant prorates on in-bound supply from western suppliers. We will reach out to our Florida growers to make sure we keep in-stock (Customers may want to move to 12ct product).
- **Radishes:** Supplies are impacted by weather out west as heat has really affected what supply is available. We are seeing 50-100% cuts from our suppliers and will struggle to come up with supply.
- **Bunch Carrots:** Good supply available with 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 there.
- **Cucumbers:** Supply is starting to bounce back and we will see cost come down over the course of the next week or two. Sizing will remain smaller, with most suppliers shipping 42ct product.
- **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 Zuke 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 order are filled.

Market Update

Conventional Fruit

- **Apples (West Coast):** Supply and quality of apples coming from Washington/California remain good.
- **Apples (Midwest):** Supply has slowed down. Quality of apples coming from Michigan / Pennsylvania remain good.
- **Blackberries:** Demand for blackberries out of Mexico still exceeds supply, but a slight bump in harvest production was helped by a warming trend in the growing region. OG Blackberries are still a very viable promotion item, but not Conventional. Look for an uptick on peak Blackberry production cycle in mid-March.
- **Blueberries:** Blueberries continue to have overall strong volume and will still be a key item to drive sales in berry category throughout the month of February. Chilean Blueberries have already hit peak production and while volume will continue for rest of February, supplies will start to fall off as we move into March and will push markets upward. Organic Production is also at a peak; great pricing being offered for OG Blueberries until the first week of March. Early report on domestic Florida blueberries will be starting in front of March, but will not see volume until latter part of month.
- **Cantaloupe & Honeydew:** Cantaloupe at normal seasonal levels with good sized fruit (6ct jumbos available). Supplies are prime for promotion. Overall quality is very good with high color, sugar and flavor levels. Honeydew volumes have improved, but are still experiencing limited availability compared to Cantaloupes.
- **Cherries:** Imported cherries have finished for the import season. There will be a gap until the first California Cherries are available in April.
- **Grapes:** Imported Grape availability remains tight, particularly compared to past seasons at this time. Chilean delivery stills remain well below last year levels, but warmer weather in Southern Chile is favorably impacting harvest and helping levels return to normal production. Markets will continue to hold firm until early March. Grape quality has been excellent despite these challenges, particularly Green seedless varieties and newer variety of Reds.
- **Pineapple:** Steady supplies and market pricing; however, we are starting to see some decreases on inbound arrivals. Demand remains moderate.
- **Raspberries:** Supplies on CV Raspberries have picked up in the last week, and new cost structure has prices dropping. The opposite is true for OG Raspberries as supplies are far more limited and costs reflect that situation.
- **Strawberries:** Strawberries in Southern and Central Mexico have rebounded with overall better weather conditions, bringing on a large volume of fruit for a temporary period of time. Strawberries are still struggling with spurts of cold weather and rain, but as we progress into March this trend will change.

Market Update

Conventional Fruit (Continued)

- **Kiwi:** Supply remains steady. Best quality out of New Zealand. Italian kiwi offer is best value. California Kiwi has now entered the market.
- **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.
- **Mangoes:** Conventional Mangoes currently out of Peru with supply limited. Sizes peaking on larger 7/8ct causing shortages for 10ct and 12ct smaller sizes. Quality is excellent. Market will stay firm until volume picks up once Mexico supply begins to enter the market.
- **Maradol Papayas / Gold Papayas:** Demand is increasing and we are experiencing some supply shortages.
- **Star Fruit:** Supply will begin to decline as Star fruit starts to climb in market over the next few weeks.
- **Peaches:** Peak seasonal volume out of Chile. Good sizing and color with the month of February prime promotion time.
- **Nectarines:** Steady supply with a small decrease in volume.
- **Plums:** Great quality with best sizing available. Red varieties have been limited over last few weeks due to small sizes, but back in for upcoming week. Blacks probably best stone fruit variety coming out of Chile.

Market Update

Conventional Vegetables

- **Western**
 - **Lettuce:** Supply will continue at moderate levels. Experiencing below-average cooling temperatures for the rest of the month.
 - **Romaine/Romaine Hearts/Mixed Leaf:** Supplies at moderate levels. Cold weather from the last few days could impact quality.
 - **Celery Stalks:** Supplies will be lighter than normal next week due to weather conditions.
 - **Broccoli:** Supplies will be lighter next week due to cold weather, returning to normal with weather permitting the following week. Overall quality looks good.
 - **Cauliflower:** Supplies will improve next week with warmer weather in the forecast, this will bring all cauliflower back to normal volumes.
- **Asparagus:** Excellent volume continues come from Mexico with very strong quality. This will be a prime promotional item for next 10 weeks into March. Large 28# wood crates offer better promotional cost. Organic Asparagus now in full swing and market cost continues to level into the bottom range.
- **Baby French Beans:** Markets remain at strong levels.
- **Sugar Snap Peas/Snow Peas:** Snow peas declining rapidly and market is at bottom. Sugar snaps remain reasonable and should hold at these levels for next few weeks.

Crosset New Item & Deletion Sheet

W/B: 02/24/19

Item #	NEW ITEMS	Size
500453	Aloe Vera Leaves OG	12ct
38060	OG Bartlett	40#
35185	Honeycrisp	12/2#
22565	Mushroom Stuffed w/Fiesta	4/8.5oz
22566	Mushroom Stuffed w/Art Spinach	4/8.5oz
22567	Mushroom Stuffed w/crab	4/8.5oz
22568	Mushroom Stuffed w/Bacon	4/8.5oz
97650	POM Arils	12/4.3oz
16533	Asparagus 28#	28/1#
70020	Black Mission Figs	12/8oz
106400	Pet Grass	12ct
106430	Wheat Grass	1/5#
55033	Clementines	5#
55040	Calif Halo Mandarins/Clementines	4/5#
69128	Green Muscato Grapes	20/1#
27002	OG Avocados	48ct

Crosset New Item & Deletion Sheet (Continued)

W/B: 02/24/19

Item #	DELETIONS	Size
25865	Organic Turnip Greens	24ct
774021	Medium Veggie Trays	6/20oz
28484	Red Delicious	45ct
34850	Lil Honey Tote	18/2#
34865	Koru Apple	27#
38040	Bartlett	70ct
610525	Chocolate Maple Nut Cluster	25lb
611718	Chocolate Pretzels	25lb
68020	Imported Cherries	11#
67015	Imported Bulk Apricots	14#
78507	Mighty Blue Blueberries	12/9.8oz
78035	Stem Strawberries	4/16oz
55052	Clementines	5#
68035	Clam "Taz" Cherries	12/12oz