

Spring Supply is Improving!

Spring supply continues to improve across several fresh produce categories, creating strong opportunities for colourful displays and seasonal promotions. Market conditions are also improving on watermelon, tomatoes and mushrooms, giving retailers more options to drive value and volume.



*Quality Produce
Happier Communities*

**SUPPORTING
LOCAL STORES**



FRESH PRODUCE OPPORTUNITIES

GREAT PRODUCE. STRONGER DISPLAYS. HAPPIER CUSTOMERS.



AUSTRALIAN GRAPES

New-season white, red and black varieties continue to improve in quality and availability. Increase display space as fruit quality strengthens.



ASPARAGUS

Australian supply is building and pricing should become more competitive. Begin introducing stronger seasonal displays and promotions.



BROCCOLI & CAULIFLOWER

Dependable spring vegetables ideal for family-meal promotions and well-stocked retail displays.



ASIAN GREENS

A strong addition to quick-meal, stir-fry and healthy-eating displays.



PUMPKIN, POTATOES & CELERY

Reliable everyday staples offering versatility and good value for customers.



WATERMELON

Pricing is beginning to ease as supply improves. Review current pricing and consider increasing display space to take advantage of warmer-weather demand.

IMPROVING



TOMATOES

Prices have fallen, creating an excellent opportunity for stronger displays and value-focused promotions. Cross-merchandise with salad ingredients and barbecue lines.

IMPROVING



BUTTON MUSHROOMS

Supply is becoming plentiful, improving availability and promotional potential. Maintain fresh, full displays and consider meal-based promotions.

IMPROVING



MANGOES

New-season supply is increasing, but good, clean fruit remains expensive. Position mangoes as a premium seasonal arrival rather than a discount line.



MARKET PRESSURE AND QUALITY WATCH

STAY INFORMED. PLAN AHEAD. PROTECT YOUR MARGINS.



STRAWBERRIES

Queensland production is finishing as Victorian supply begins. Quality may vary during this transition, so monitor firmness, colour and shelf life carefully. Tray counts may vary between 18s and 15s.



AVOCADOS

Demand remains very high while availability is limited, keeping prices elevated. Confirm supply and pricing before planning promotions, and manage ripeness carefully.



APPLES

Prices are expected to remain toward the higher end until new-season fruit becomes available.



BERRIES

Buy with quality and shelf life in mind. Shorter, more frequent orders will help protect margin and reduce shrink.



RETAIL FOCUS FOR THE WEEK

MATCH DISPLAYS TO THE CHANGING WEATHER.



COOLER CONDITIONS EARLY IN THE WEEK

Support displays featuring potatoes, pumpkin, broccoli, cauliflower and other family-meal vegetables.



WARMER WEATHER MID TO LATE WEEK

Create opportunities for grapes, watermelon, tomatoes, mangoes, salads and other fresh spring lines.



LABOUR DAY LONG WEEKEND

Review expected customer traffic and secure stock early. Maintain sensible quantities on strawberries, berries and other sensitive products to avoid excess stock and unnecessary waste.



RECOMMENDED ACTIONS

Plan ahead. Fresh displays. Stronger sales.

- Expand displays of Australian grapes, asparagus and reliable spring vegetables.
- Take advantage of easing watermelon prices and improving warmer-weather demand.
- Increase tomato display space and promote their improved value.
- Build mushroom volume through meal-based promotions and well-stocked displays.
- Position clean mangoes as a premium new-season product while pricing remains elevated.
- Keep strawberry orders shorter during the Queensland-to-Victoria transition.
- Confirm avocado availability before advertising promotions.
- Match displays to the changing weather — warming meal lines early, followed by fruit, salad and barbecue lines as temperatures rise.
- Finalise long-weekend orders early while continuing to protect margin and minimise shrink.

*FRESH PRODUCE.
FRESH OPPORTUNITIES.
STRONGER SALES.*



QUALITY
PRODUCE



LOCAL
SUPPORT



STRONGER
TOGETHER



Contact your Dark Earth Fresh sales representative for current availability, pricing and tailored retail promotional recommendations.