

Spring Opportunities

FRESH DISPLAYS. HAPPY CUSTOMERS.

Changing spring conditions are creating several strong retail opportunities this week. Watermelon, truss tomatoes, button mushrooms and baby broccolini are presenting useful promotional options, while bananas, broccoli and most tomato varieties require careful price and stock management.



FRESH PRODUCE OPPORTUNITIES

GREAT PRODUCE. STRONGER DISPLAYS. HAPPIER CUSTOMERS.



WATERMELON

Pricing has eased as supply improves. Take advantage of warmer-weather demand with fresh, full displays, while adjusting quantities as cooler conditions arrive.



TRUSS TOMATOES

While pricing across most tomato varieties is increasing, truss tomatoes continue to provide a stronger buying opportunity. Use them as the main feature line and cross-merchandise with salad ingredients and barbecue products.



BUTTON MUSHROOMS

Supply is becoming more plentiful, improving availability and promotional potential. Feature across breakfast, pasta, stir-fry, barbecue and family-meal displays.



BABY BROCCOLINI

Pricing is beginning to ease, creating a better opportunity for stronger displays and meal-based promotions.



MANGOES

Harvesting is increasing across northern growing regions, with availability expected to improve progressively. Good-quality fruit may still command a premium, so increase displays gradually as pricing and volume improve.



AUSTRALIAN GRAPES

New-season white, red and black varieties continue to improve. Increase display space where individual lines are presenting well.



MARKET PRESSURE AND QUALITY WATCH

STAY INFORMED. PLAN AHEAD. PROTECT YOUR MARGINS.



BANANAS

Availability remains extremely limited following warmer weather bringing crops forward and creating a gap before the next flush. Prices are increasing, and fruit colour, sizing and availability may vary. Order early, remain flexible on size and variety, and manage stock levels carefully. Conditions are expected to improve over the next 3-4 weeks.



TOMATOES

Pricing is increasing across most varieties, with truss tomatoes currently the exception. Review orders carefully and consider directing promotional activity toward truss tomatoes while they continue to present better value.



BROCCOLI

Pricing has increased as market conditions tighten. Confirm current pricing before planning promotions and manage display quantities carefully to protect margin.



MANDARINS

The season is approaching its end, with approximately one to two weeks of supply remaining. Secure final-season stock early and begin transitioning display space into mangoes, grapes and other spring fruit.



STRAWBERRIES

Supply is transitioning from Queensland to Victorian production. Quality, firmness and shelf life may vary during this changeover, so shorter and more frequent ordering is recommended. Tray configurations may also vary between 18 and 15 punnets.



AVOCADOS

Demand remains strong, while availability, size and pricing can vary. Confirm supply before planning promotions and maintain mixed maturity levels to protect shelf life.



BERRIES

Continue buying with quality and shelf life in mind. Avoid excessive stockholding and inspect fruit carefully on arrival.

RETAIL FOCUS FOR THE WEEK

MATCH DISPLAYS TO THE WEATHER AND CUSTOMER DEMAND.



HOT CONDITIONS EARLY IN THE WEEK

Support demand for watermelon, mangoes, grapes, truss tomatoes and salad lines.



COOLER, WETTER CONDITIONS LATER IN THE WEEK

Create opportunities for mushrooms, potatoes, pumpkin, cauliflower and baby broccolini. Manage broccoli carefully while pricing remains elevated.

Fresh Displays
for Every Season!



RECOMMENDED ACTIONS

Plan ahead. Fresh displays. Stronger sales.

1

Order bananas early and remain flexible on fruit size, variety and colour.

2

Use truss tomatoes as the preferred tomato promotional line while other varieties increase in price.

3

Take advantage of easing baby broccolini pricing with stronger displays and meal-based promotions.

4

Manage broccoli quantities carefully and confirm pricing before advertising.

5

Promote remaining mandarins while stock is available and begin transitioning displays toward spring fruit.

6

Use watermelon and mushrooms as reliable value and volume opportunities.

7

Expand mango displays gradually as northern supply improves.

8

Keep strawberry and berry orders shorter to protect quality and reduce waste.

9

Match displays to the weather — fresh fruit and salads during warmer conditions, followed by family-meal vegetables as temperatures cool.

FRESH PRODUCE.
FRESH OPPORTUNITIES.
STRONGER SALES.



QUALITY
PRODUCE



LOCAL
SUPPORT



STRONGER
TOGETHER



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