

Spring Produce Fresh Opportunities!

Spring supply continues to create fresh retail opportunities across several produce categories. Watermelon, tomatoes and button mushrooms are presenting improved value, while strawberries, avocados, mangoes and bananas require closer supply and quality management.



SUPPORTING
LOCAL STORES

FRESH PRODUCE OPPORTUNITIES

GREAT PRODUCE. STRONGER DISPLAYS. HAPPIER CUSTOMERS.



WATERMELON

Pricing is easing as supply improves. Increase display space and take advantage of warmer-weather demand toward the weekend.



TOMATOES

Lower pricing creates an excellent opportunity for value-focused promotions. Cross-merchandise with cucumbers, salad lines, barbecue products and meal solutions.



BUTTON MUSHROOMS

Supply is becoming plentiful, improving availability and promotional potential. Maintain fresh, full displays and promote across breakfast, barbecue, stir-fry and family-meal occasions.



AUSTRALIAN GRAPES

New-season white, red and black varieties continue to improve in quality and availability. Build stronger displays as individual lines present well.



ASPARAGUS

Australian supply is building, supporting seasonal displays and increased promotional activity.



BROCCOLI & CAULIFLOWER

Dependable spring vegetables suited to family-meal promotions and full retail displays.



ASIAN GREENS

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



PUMPKIN, POTATOES & CELERY

Reliable everyday staples offering good versatility and consistent customer appeal.



QUALITY AND SUPPLY WATCH

STAY INFORMED. PLAN AHEAD. PROTECT YOUR MARGINS.



STRAWBERRIES

The transition from Queensland to Victorian production continues. Quality, availability and tray configuration may vary. Order regularly in shorter cycles and monitor firmness, colour and shelf life carefully.



AVOCADOS

Demand remains high while availability is limited, keeping prices elevated. Confirm supply before advertising and manage different stages of ripeness carefully.



MANGOES

New-season activity is increasing, but good, clean fruit remains premium priced. Focus on quality and position mangoes as a seasonal treat rather than a discount line.



BANANAS

The shortened trading week is creating some pressure on coloured banana availability. Manage stock levels carefully, order early and allow flexibility on colour and ripeness. We will continue sourcing the best available fruit, but preferred colour cannot be guaranteed while supply remains tight.



APPLES AND DELICATE BERRIES

Maintain conservative stockholding and continue monitoring quality and shelf life.



RETAIL FOCUS FOR THE WEEK

PLAN DISPLAYS AROUND THE WEATHER AND CUSTOMER DEMAND.



COOLER CONDITIONS MID WEEK

Support mushrooms, broccoli, cauliflower, potatoes, pumpkin and warming meal solutions.



WARMER CONDITIONS TOWARD THE WEEKEND

Create stronger opportunities for watermelon, tomatoes, grapes, mangoes, salads and barbecue displays.



NSW SCHOOL HOLIDAYS

Continue through Friday 9 October, supporting convenient fruit, snack packs, easy family meals and grab-and-go products.



NATIONAL BANANA DAY

WEDNESDAY
7 OCTOBER



Use National Banana Day to create customer interest with colourful displays, social-media content and healthy-snacking promotions. Keep advertised quantities flexible and manage stock carefully while coloured banana availability remains limited.



RECOMMENDED ACTIONS

1

Lead displays with improved value on watermelon, tomatoes and button mushrooms.

2

Increase grape and asparagus presence as spring supply develops.

3

Build meal-based promotions around mushrooms, broccoli, cauliflower, potatoes and Asian greens.

4

Keep strawberry orders shorter and closely monitor fruit quality.

5

Position clean mangoes as a premium new-season product.

6

Confirm avocado availability before committing to promotional volumes.

7

Manage banana stock levels carefully, order early and remain flexible on colour and ripeness.

8

Prepare larger watermelon, tomato, grape and salad displays for the warmer weekend.

9

Allow for possible delivery delays and stock-allocation pressure following the public-holiday closure.

Plan ahead. Fresh displays. Stronger sales.

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.