



Domestic Market Report

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RETAIL NEWS FROM CFTA'S MARKETING CATALYSTS IN THE UNITED STATES AND CANADA

Period Ending September 5, 2003

CTFA Director, Domestic Market Development *Dovey Plain*

- Domestic Market Development Subcommittee met Aug. 28 and approved continuation of the "custom account planning" program through the 2004 season. Subcommittee wants a few promising retail accounts to be added in each Marketing Catalyst's territory to expand our reach beyond our current "Top 50" approach.
- Four of our six Marketing Catalysts were in the area Aug. 25 – 27 to tour orchards and packing operations. With the discontinuation of CTFA-sponsored retailer tours, some of them had not been here during harvest for a few years. As one subcommittee member put it, "we need to make sure that they know as much about this side of the industry as they obviously know about the retail side."
- Dale Janzen related some shipper worries about the volume of Angelenos and other plums in the pipeline. Notified Marketing Catalysts, and they started looking for ad opportunities utilizing any remaining or unused promotion funds. They are getting some take, but say existing ad coverage looks pretty good in a lot of cases.

Northeast / Eastern Canada *Cece Krumrine*

MARKETS VISITED: New England, NY/NJ

ACCOUNTS: A&P; Big Y; Market Basket; Food Emporium; Giant Eagle; Hannaford Bros.; Metro, Montreal; Pathmark; Penn Traffic; Price Chopper; Shaw's; Stop & Shop; Ahold, Tops; Wakefern/Shoprite; Wegman's; Bozzuto's; King Kullen, C&S

*visited this period

MARKET OBSERVATIONS:

- Spent last week in Fresno and had great visits touring and talking with shippers and growers. I always learn something new on these trips. The consumers should all

visit stone fruit farms to see how much work, money, time and worry goes into putting fruit on the table!

- I am starting the daunting task of documenting promotion fulfillment. This is always at least a 2-month process. I try to have them collected on my final round. Many accounts set up promotions for volume increases by month or period. It will be telling to see the "weak vs. strong" areas and analyze them.
- Ad counts are diminishing somewhat, but still almost every factor was on ad at least one week of the last two. Several accounts that usually don't advertise this late in the season are doing so this year. (**Hannaford and Market Basket**).
- I am also working on "squeezing" some late season plum ads.
- Weather has turned cool in New England, but the weekend is promising to warm up. Hopefully, sales will stay strong.
- Visited hometown stores (**Hannaford, Market Basket, Stop & Shop and Shaw's**) and displays are still up front and full. Even a week after Labor Day, the racks aren't reversed yet.
- NJ peaches are in an "overload" situation according to accounts and support for local crop is being pushed hard.
- I will be starting my "wrap up" calls in the next several weeks.

Mid-Atlantic *Sheila Carden*

MARKETS VISITED: Richmond

ACCOUNTS: *Acme; DeCA; Giant-Landover, Giant-Carlisle, *Harris-Teeter; Ingles; Kroger-Columbus, Kroger-Louisville, *Kroger-Roanoke, Kroger-Cincinnati, Weis

*visited this period

MARKET OBSERVATIONS:

- **Ukrops** had 28 feet of prominent display space for peaches, plums and nectarines this past weekend. They ran their Crown Orchard local peaches and our CA peaches at the same price \$.99. There was NO

comparison. The CA peaches looked great. I didn't see anyone with local peaches in their carts.

- **Harris Teeter** wants to know if there are plans for a pre-conditioned PLU sticker. Their buyer doesn't think a Tree Ripe PLU number is needed now.
- Real mix of displays seen this past week. Some displays look just like they did in July, while others had already reversed their racks.
- **Acme** says their soft fruit season gets an A+. From July 4 through September 2 volume is "way up." Their dedicated displays were moved over to pre-conditioned fruit this year.
- When **Acme** ran CA peaches at \$1.50 against local peaches at \$.99, local fruit really declined. **Acme** discovered to their surprise that customers would pay more when the fruit is consistently good.
- **Acme** ran soft fruit as their fruit of the month July 26 – August 22. However, they were so pleased with sales they extended the ad price of \$1.88 the week of August 23.
- **Ukrops** now labels all produce as either "organic" or "conventionally grown".

Southeast

Terry Vorhees

MARKETS VISITED: CA

ACCOUNTS: Albertson's – Maitland; BiLo; Bruno's; Dillon's; Food Lion; Kash N Karry; Kroger – Atlanta; Publix; Winn-Dixie, Lowe's, Basha's, Albertson's –Phoenix, Fry's

*visited this period

MARKET OBSERVATIONS:

- This reporting period includes the visit to CA with several growers and shippers.
- Store checks reveal that stone fruit displays are still dominant in produce departments and quality of fruit has been excellent.
- Heavy plum ad activity this period. (see pricing) **Lowe's** and **Bruno's** are the low price leaders at .69 and .77 a pound.
- Activity over the next month will involve getting fulfillment on this year's promotion.

Midwest / Toronto

Jim Hager

MARKETS VISITED: Orchard/shipper visits

ACCOUNTS: A&P Canada; Cub; Farmer Jack; Hy-Vee; Jewel; Kroger – Detroit, Indianapolis; Loblaw; Marsh; Nash-Finch; Meijer; Roundy's; Schnuck's; Sobey's; Super Target.

*visited this period

MARKET OBSERVATIONS:

- It's always interesting and informative to meet with growers/shippers. Despite all the modern handling equipment, I was reminded again recently of how very important people are in the selection and packing process.
- Plums will get strong promotions from several of my accounts in September. **Pick 'n' Save**, Milwaukee, has a front-page ad breaking on September 15 along with weekend demos on September 20 and 21 in 40 stores. **Hy-Vee** headquarters will offer demos to stores that stock "Holiday Plums" (a **Hy-Vee** term).
- Tree Fruit continues to get lead displays; unfortunately, Washington and Colorado peaches and nectarines are often being featured now. I see inconsistent color (CO); smaller sizing even for Tree Ripe (CO and WA); and sunburned peaches (WA). One large chain store I visited in Minneapolis had Washington and California nectarines in the same bulk display.

South Central

Jeannetta Davis

MARKETS VISITED: via phone, fax and email

ACCOUNTS: Albertson's – Denver, Ft. Worth, Brookshire Grocery; HEB; King Soopers; Kroger – Houston/Dallas, Memphis; Minyard's; Sam's Club; United Supermarkets; Wal*Mart; Whole Foods; Wild Oats

*visited this period

MARKET OBSERVATIONS:

- Working on developing booth materials for **HEB** Produce Expo to be held on September 24. Theme is 5-A-Day the Color Way. We will feature salad ideas using peaches, plums and nectarines.
- Produce Managers at the **HEB** show will be asked to complete a questionnaire to provide ideas for a "Pocket Guide for California Peaches, Plums and Nectarines" being planned as an educational tool for next year's program. An **HEB** produce manager suggested this as a helpful tool for his produce team.
- **HEB** reported that red plums were rejected last week due to lack of flavor and this week black plums are being rejected due to shrivel.
- **HEB** was told by a California Pears ripening consultant that the lower than normal sugar content being seen in stone fruit could have been caused by the effects of extreme heat on the juvenile fruit. Apparently grapes are also experiencing low sugar content.
- Peaches bought last week in **Kroger** were very flavorful and juicy. Peaches bought Saturday at **Sam's** looked good. Half of them showed signs of internal breakdown (brown and mealy) when I cut them.

Western U.S. / Western Canada

Matt Ellison

MARKETS VISITED: Seattle

ACCOUNTS: Albertson's – Boise, L.A., Portland, San Leandro, Salt Lake City; Costco; Federated Co-op; Fred Meyer; Overwaitea; Raley's; Ralph's; Safeway—all divisions; Save Mart; Stater Bros.; Von's; Winco

*visited this period

MARKET OBSERVATIONS:

- Washington peaches and Washington nectarines are dominant in Western Washington. CA plums continue to demand the same amount of shelf space of past months.
- **Albertson's** NW stores have switched back to CA nectarines. Produce Managers have been pleased with the late season quality.
- **Costco** continued to have problems filling orders on peaches and nectarines during last half of August. However, volume on Summerwhite® peaches and nectarines are up compared to last year during this same time period.

Market Insight is available online at:

www.caltreefruit.com

Please send any suggestions or comments to :

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To receive this report via email rather than U.S. mail, please send request to :

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Retail Price Report

All prices are per pound unless otherwise noted

Chain	City	Date	Yellow Peaches	Reg	Ad	Yellow Nect.	Reg	Ad	White Peach	Reg	Ad	White Nect.	Reg	Ad	Plum	Reg	Ad	Local Peaches	Reg	Ad	Pluots	Reg	Ad	Comments	
Albertsons	Auburn, WA	9/5	na			1.99	X		na			na			1.99	X		1.99		X	2.49	X		Good size on nectarines, color OK. Local WA peaches are hard	
Albertson's	Bradenton, FL	9/3	1.69	X		1.69	X								0.99		X								
Albertson's	Bradenton, FL	8/28	1.49		X	1.49		X																	
Basha's	Phoenix	9/3													0.99		X								
Big Y	W. Springfield	8/24							1.92		X	1.92		X											
Big Y	W. Springfield	8/31													2lb/\$3			X							
Bruno's	Birmingham								0.99		X	0.99		X	0.77		X								
Cub	Minneapolis	9/4		X		1.59	X		1.59	X		1.99	X		1.29	X		1.59	X		2.49	X			CO P/ white P WA Or CA
Cub	Minneapolis	9/7							1.49		X				0.88		X								Red or Black
Food Lion	Richmond	9/5	1.99	X		1.29	X		1.99	X		2.49	X		1.99	X						3.99			
Fred Meyer	Bonney Lake, WA	9/5	na			na			1.99	X		1.79	X		1.79	X		0.98	X		na				Red and black plums look good
Fry's	Phoenix	9/3	0.99		X	0.99		X							0.99		X								
Giant Eagle	Pittsburgh	8/24	0.88		X	0.88		X	0.88		X	0.88		X	0.99		X								
Giant Eagle	Pittsburgh	9/4	0.99		X							0.99		X				0.99		X					
Hannaford	Nashua	8/26	0.99		X																				
Harris Teeter	Charlotte	9/4	2.49	X		1.49	X		2.49	X					2.49			1.49	X						Yellow peaches on ad for \$1.49. Plums on ad for \$1.99. Local peaches were from NJ. Italian Plums \$1.29 and Pluots (Dragon Plums) 2.99
HEB	Houston	8/26													0.77		X								
Hy-Vee	Des Moines	9/1				1.38		X																	Approx. retail; cond. N; WA Peaches on ad
Kroger	Houston	8/26	1.69		X																				
Kroger	Indianapolis	9/4	0.99		X																				
Kroger	Roanoke	9/3				0.99		X	0.99		X				0.99		X					2.49			Donut peaches 2.49
Lowe's	Winston-Salem	9/3													0.69		X								
Metro	Montreal	9/4	0.99		X										0.99		X								
Metro	Montreal	8/26													1.99			3.99		X					3 liter baskets of Ontario peaches and and nectarines on ad for \$3.99
Pathmark	Carteret	8/26	1.99		X	1.99		X							1.99		X								
Penn Traffic	Syracuse	8/26	0.99		X										0.99		X								Peaches were unspecified.
Penn Traffic	Syracuse	9/4	0.99		X										0.99		X								
Pick' n Save	Milwaukee	9/1	0.98		X	0.98		X							0.98		X								In-store Tree Ripe specials
Price Chopper	Albany	8/29	0.99		X										0.99		X					1.99	X		
Price Chopper	Albany	9/4	0.99		X										0.99							0.99	X		Both Premium and Select peaches and plums were advertised for \$0.99/lb
Publix	Bradenton, FL	8/28	1.49		X	1.49		X	1.49		X	1.49		X	0.99							0.99	X		\$1.00 off coupon on one pound or more of CA peaches & nectarines SW peaches or SW nectarines with the purchase of one Dole packaged salad blend.
Rainbow	Minneapolis	8/31-9/6													1.29		X	1.59	X						TR WA P or N
Rainbow	Minneapolis	9/7																0.79		X					WA P or N
Safeway	Bonney Lake, WA	9/5	na			1.99	X		1.99	X		1.99	X		2.29	X		1.99	X		3.59	X			Plums look and taste good
Shaws	Nashua	8/24	0.99		X	0.99		X							0.99		X					1.99	X		
Shaws	Nashua	9/2							1.69		X	1.69		X											
Shoprite	Elizabeth	8/26	0.79		X	0.99		X	1.99		X	1.99		X	0.99		X								Peaches were unspecified.

