



Early Fall Citrus Outlook

August 2018

At this point, the stars have aligned and all looks good for this year's citrus harvest. We will feature "Halos" as one mandarin line. Potential start date is October 29th. Halo will offer new POS material this year and we expect to have a sample of it at our Fall Expo on September 27th, 2018. Keep your eyes peeled (citrus pun ☺) for upcoming information on this informative and fun twice-a-year exclusive Peirone event.

Halo will spend approximately \$28 million this season, so let's be ready when the media hits. Mandarins, lemons, and limes are the fastest growing citrus categories. Keep this helpful information in mind when planning your Fall ads. Lemons will remain high until the Fall districts start harvest (usually November). Small sizes are more readily available, so we will look at some key opportunities.

The navel cup looks to be large with peak sizing being 72-88-113. We will look for some bag promotions to hit that sweet spot in moving some of the smaller fruit.

We have a lot of Summer selling left to do, but it is always good to take a peak over the hood to see what the next season will bring. Happy Citrus selling!

