



ON JUNE 22,  
CUSTOMERS,  
PARTNERS, AND  
VENDORS WILL BE  
REQUIRED TO WEAR  
A MASK OR FACE  
COVERING WHILE  
INSIDE THE STORE.

HELP US  
STOP THE SPREAD.

*CentralMarket*







# Prime time for PUMPKINS

*G*rower-shippers anticipate a festive fall with gatherings galore – in other words, perfect conditions for pumpkins. “Last year, demand was driven by people living their lives at home and so we saw increased demand as a result of people decorating their homes more and celebrating with their families,” said Jeanna Hoff, saleswoman for Manteca, Calif.-based Van Groningen & Sons. “While that isn’t as much the case this year, we don’t anticipate demand falling off. Our expectation for this year is based on the trends we have seen for other holidays and events. Since people were unable to celebrate Halloween traditionally last year, there is likely pent-up demand to celebrate this year. Our expectation is that we will see robust demand as a result.” ➔

Shoppers are eager to celebrate fall festivities again this year, so build eye-catching, colorful displays that give them plenty of ideas for autumnal decorating, cooking and baking.

Photos submitted by (top, from left to right) Sherryl Mendoza of Atsugi Commissary; Laurie Thompson of Healthy Living Market & Cafe; Sherryl Mendoza; Alan Ethridge of AWG; and (background) Roger Reyes and Dylan Terwilliger of Central Market.







Get a little spooky with your display.  
Photo: Danilo R. Agmata of Nellis AFB Commissary

Michele Youngquist, owner of Mount Vernon, Wash.-based Bay Baby Produce, also noted strong demand as a result of more social gatherings. The different colors and textures available make pumpkins ideal for decorating not only for holidays but throughout the fall, Youngquist said. She noted that it has been hotter and drier than usual in their area but that so far the crop looks good. Hoff also reported that weather has been mostly cooperative.

Both women noted that plenty of other variables have the potential to cause headaches this season, however.



Include plenty of fall floral with your pumpkins and squash.  
Photo: Submitted by Miguel Baldovino of Cardenas Market

“We expect that the most troublesome variable this year will be found within the supply chain,” Hoff said. “Obtaining materials (cardboard and pallets), finding labor, and also diminished capacity in trucks and drivers has proven to cause issues in packing and shipping product. The pumpkin season is a short and intense season. This consolidated supply and drastic increase in production will likely be difficult for an already stressed supply chain to handle. We are working ahead to try to mitigate these challenges as much as possible.” *pmg*

— Ashley Nickle



Include props like carts, haybales and scarecrows for a farmstand feel.  
Photos: Submitted by (left) Elizabeth Dery of Iwakuni Commissary and (right) Alan Ethridge of AWG





Take it outside with a massive cart-stopping display. Photo: Submitted by Bruce Meidinger of Four Seasons Produce