

# SPECIALTY PRODUCE MARKETING CALENDAR

# May Picks

**JOHN VENA, INC.**  
SPECIALTY FRUIT • VEGETABLES • HERBS

## May 2017

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### HOLIDAYS:

MAY 5 Cinco de Mayo  
MAY 6 Kentucky Derby  
MAY 14 Mother's Day  
MAY 27 Ramadan Begins  
MAY 29 Memorial Day

May is *National Salad Month*

## WHAT'S HOT

### FOODSERVICE TRENDS

**Ethnic mash-ups** are on the menu at Vermilion's Dosa & Frankie Bar with Indian street food favorites like Mumbai burritos and dosas (via Rest. Hospitality).



### RETAIL INSIGHTS

It's estimated that Americans will consume more than 81 million **avocados** on Cinco de Mayo. With the avo market remaining high, maximizing value will be essential. Offering pre-ripened, ready-to-cut avos can boost sales by 2 or even 3x. Increase basket size with complimentary hispanic produce items.

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Haitian Mangoes



Passionfruit



Fresh Mint



Tomatillos



Fresh Chile Peppers

## MAY PEAK SEASON PICKS

**FRUIT:** Golden Berry ▪ Kumquat ▪ Mango ▪ Papaya ▪ Passionfruit ▪ Tarocco Blood Orange  
**VEG:** Asparagus ▪ Baby Gem Lettuce ▪ Baby Beets ▪ Fava Beans ▪ Fennel ▪ Fiddlehead Ferns ▪ French Breakfast Radish ▪ Green Garbanzos ▪ Japanese Eggplant ▪ Baby Leeks ▪ Machê ▪ Mizuna ▪ Purple Garlic ▪ Ramps ▪ Rhubarb ▪ Spring Onion (Cebollitas)  
**ETHNIC:** Bitter Melon ▪ Chayote Squash ▪ Lime Leaves ▪ Malanga ▪ Nopales ▪ Turmeric

## Create the Plate: Cinco de Mayo

This year, Cinco de Mayo falls on a Friday. Be prepared for a surge in demand for all things taco and especially margarita all week and weekend long. Capitalize on the opportunity with a full line-up of hispanic produce essentials grouped by menu category:

### SPICE IT UP

- Poblano
- Jalapeño
- Habanero
- Dried Guajillo
- Dried Pasilla

### MARGHARITAVILLE

- Lime
- Young coconuts
- Blood orange
- Passionfruit
- Guava

### TACO TOPPINGS

- Jicama
- Tomatillo
- Gem lettuce
- Plum tomato
- Mango

### SEASONAL GUAC

- Ramps
- Spring onions
- English peas
- Heirloom tomato
- Fresno pepper

## Mother's Day Brunch

The biggest day of the year for brunch. Seasonal essentials:



- **Ramps** | Bold onion-and-garlic flavor that pairs perfectly with eggs. Highly seasonal.
- **Coraline Endive** | Brand new variety. Super sweet, frilly leaves with a frisee-like appearance.
- **Chives & Mint** | For the perfect omelette and most refreshing mojito.
- **French Breakfast Radish** | Mild juicy radish with an elegant appearance and flavor.
- **OTHER ESSENTIALS:** Edible Floweres ▪ Baby Lettuces ▪ Blond Frisee ▪ English Peas ▪ Rhubarb

## Required for Ramadan

Ramadan begins May 26 and continues through June 25. During this holy month much like the Christian Lent, Muslims all over the world abstain from food and drink during the day. When the fast breaks, it's important to eat energy rich foods to get through the next day!



- **Dried Dates** | The most important fast-breaking snack, especially moist Medjool dates.
- **Dried Apricots** | Add variety and color to the dried fruit snack bowl.
- **Hand-Peeled Baby Carrots** | For vegetarian tagines and crudites to accompany baba ghanoush.

**RETAIL PRO TIP:** Offer dried dates loose by the pound, but ensure they are stored in an airtight container to prevent moisture loss. Place tongs by the container for handling. Also offer retail clamshells for ease-of-use. Merchandize in the produce department, as well as with ethnic foods.



### Avocado Market Update

Mexican hass avocados are anticipated to remain high through September with peak pricing in June/July. Cheaper Peruvian avocados will hit the market in June, but the quality is not expected to match Mexican product.

### COMING SOON:

Rambutan, Lychee, Spring Garlic

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