

Dale's Market Update

July 25, 2019



The summer of 2019 is flying by fast! We are at the peak of the summer selling season with lots of opportunity left. August brings us local fruit - always an exciting time for the produce business. Keep in mind that we only have the summer season once a year and if we miss it, it's gone for another nine months. Make plans now to capitalize on what is left of our most exciting time of year!

APPLES

Apples sales are still strong; we expect new [Rave apples from Stemilt Growers](#) in about two weeks. Stemilt describes their Rave apples as "outrageously juicy with super zing!"

AVOCADOS

The market is easing some, a little more on 60 count than 36 count. We expected to still remain high for several weeks.

BERRIES

- Blueberries are outstanding and the sales opportunities are tremendous. Don't forget to purchase and display blueberry glaze along with your blueberry ads.
- Strawberries are outstanding and have become a little more aggressively priced.

BROCCOLI & CAULIFLOWER

Prices are back down to normal levels. Quality is good and, even in hot weather, sales can be significant.

CARROTS

We will transition into Washington carrots next week.

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CHERRIES

We still have some good sales to be gained in the Cherry category. Don't give up on this product too early - BIG ticket sales!

CORN

Extremely difficult to get. I know it doesn't make a great deal of sense with 80° temperatures, but plantings were started late and product has been immature. We expect to be strong into the corn business by the beginning of August.

CUCUMBERS

We are into Washington cucumbers and will be for a couple of months.

GRAPES

Grapes are getting into full swing out of the San Joaquin Valley of California. Quality is very good on reds and outstanding on greens. Now is the time to get on the grape wagon!

MELONS

- Cantaloupes are outstanding and reasonably priced.
- Watermelons are transitioning to the northwest; we will have both California and Northwest Fruit next week. We do have some on hand now, give them a try.

ONIONS

We expect to see new Washington onions in about 10 days. Walla Walla Sweets have been outstanding.



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PACKAGE SALAD: ROMAINE

Romaine has been through some difficult weather in the growing regions of California. We are seeing some of the effects in our package salads. It is important to keep your inventory geared to day-to-day.

PEPPERS

We will be receiving Washington green bell peppers next week. Northwest-colored peppers are about two weeks away.

TOMATOES

We will be using Oceanside pool tomatoes for our two-layer and Roma programs. They are consistently a very hearty and strong tomato worthy of promotions. Vine tomatoes continue to be the leader of the pack, a great value.

STONE FRUIT

Nectarines and peaches are coming from Washington this week. Presentation is outstanding and the eating quality will not let you down.

The produce business is a very fast paced business. Opportunities can be here today and gone tomorrow. It is very important that you react to the opportunities that present themselves when they present themselves! It makes for a very hectic day, but that is what we live for. Happy selling!