



## Market Update

January 8, 2021

With the holidays behind us its time to refocus our attention and capitalize on the opportunity that January offers.

**Asparagus:** Sales were great for the holiday and continue to be strong this week. It will be a couple of weeks before new regions in Mexico really start producing. Prices continue to rise.

**Crowns/Cauli:** Crown sales were amazing over the holidays. Sales continue to be strong, expect some easing in the market soon.

**Cabbage:** Back to California. Quality is good.

**Carrots:** It's that carrot time of year. We do a good job of promoting shortcuts but maybe missing opportunities on cellos.

**Celery:** After months of cheap pricing the market is beginning to strengthen significantly.

**Cucumbers:** Right price and quality to promote.

**Lettuce:** Iceberg hit the bottom and is starting to rise a bit. Red leaf is commanding a premium over green, romaine is very reasonable.

**Salads:** Looks like everyone made the same resolution as in years past to eat more salads!

**Mushrooms:** Champs did a good job trough the holidays, only challenge was criminis for Christmas. Supplies are solid now – good to promote.

**Onions:** No big changes here. We will bring in some Peruvian sweet onions next week.

**Bell Peppers:** Green bells are nice – blocky and solid. Colored bells are stable and selling well.

**Potatoes:** Steady as she goes.

**Squash:** Hard squash still from the northwest, will move to Nogales soon. Zux have been crazy cheap for quite a while – terrific image item to sell now.

**Tomatoes:** Prices on the rise. TOV as usual is the best value.

**Apples:** Time to give Cosmic Crisp another push. Newest variety to hit the streets, build some big displays and let them fly.

**Apple Cup:** The 2021 Apple Cup will take place between January 18<sup>th</sup> and 30<sup>th</sup>. So many varieties of apples and pack sizes are offered for promotion. Use them in ads and in store promotions. Flyers have been circulated that include POS presells. Contact your sales rep for details!

**Berries:** Strawberries are far and few between. All orders are prorated from shippers. Be sure to keep displays tight as shelf life will be reduced. Varietal berries are where the action is, spread out on blues, rasp, and blacks.

**Grapefruit:** Put it on ad! Sales go from “who cares” to “OMG” when grapefruit are advertised.

**Grapes:** First Chilean fruit is excellent, large with lots of flavor and snap. It’s time to jump in and make a new display of this high value fruit.

**Citrus:** Navels have been excellent! We now have bloods & caras with Sumos in two weeks. Halo sale have been great as always.

**Avocados:** New Year sales were good – next stop Super Bowl.

Hindsight is 2020 – never more appropriate than now. No question we learned a great deal about ourselves and our businesses during the past nine months. We can all be grateful that we are in a business that not only survived the pandemic but thrived in it. But that doesn't diminish the feelings of sadness for those businesses in our communities that did not survive, and the hardships many of our friends and family have faced.

We truly thank you for your support in 2020, more than in any year I can think of. We wish you all health and happiness in 2021 – we will overcome the challenges in front of us and be stronger at the end.