



## Market Update

February 18, 2021

Once again Mother Nature has stated she is in charge, and her efforts have been felt across the country. Obviously, you are acutely aware of the cold temperatures here in the Northwest, but storms have hit the south as well doing a great deal of damage to crops and transportation lanes in Texas. Let's see what we have left to work with!

**Asparagus:** Terrific deals to be had right now!

**Crowns/Cauli:** Push, Push, Push! Pricing is right, especially on broccoli.

**Cabbage:** Biggest event of the year is only one month away!

**Celery:** Back down to normal retails. Quality is very good.

**Cucumbers:** Quality is excellent and prices remain stable.

**Leafies:** Your choice, mix and match. All are value prices and sourced from the desert growing region.

**Mann Packing:** Ask your sales rep about the new value added items from Mann Packing.

**Onions:** Not much change in Washington onions. We recently brought in some sweet 1015's from Texas. Current weather events have put future Texas onions on hold.

**Peppers:** Green bells are very reasonably priced. Colored bells are in the hunt as well – time for a pepper sale.

**Potatoes:** Status Quo.

**Tomatoes:** Many deals to be had. Your pick from layers to romas to grapes. Not sure what recent weather did to Mexico, so best to act now.

**Apples:** Full cupboard of apples to choose from. Organic, Conventional, bagged or bulk. Try the new Honnyz, quite possible the sweetest apple ever.

**Avocados:** Prices remain stable, but markets look to rise by Holy Week.

**Berries:** Strawberry supply is getting stronger, no gaps in the picture at this time. Pending decent weather we should be able to promote for Easter. Variety berries are another story, demand exceeds supply.

**Grapefruit:** We are in a wait and see mode, waiting for damage assessment out of Texas.

**Grapes:** Heavy rains in Chile have done significant damage to the late season grape crop, especially greens. Heavy rainfall followed by hot humid weather causes strain on the fruit and leads to slip skin. A gap is expected between Chile and Mexico which will drive the new crop Mexico fruit sky high.

**Citrus:** A bright spot for sure. Navels are beautiful and full of sugar. Be sure to offer, bloods, caras, sumos, and Halo's for the full line up.

I was just looking up the definition of resiliency (the capacity to recover quickly from difficulties, toughness) when I saw that an incredible amount people are without power in the US. Americans are a resilient lot indeed.

Now not to the degree of being without power in a storm, the produce gods have added some challenge to the late winter season. But as always, we find a way to keep the sales going strong and

enthusiasm strong. Take a look at some of the opportunities mentioned above and put some extra cash in the till this week.

I was able to clean my office last Sunday, only having the “Super Bore” playing in the background. And in the second most disappointing game since some offensive coordinator called for a pass on the one (with the best halfback in the back field) resulting in an interception, we once again witness that  $12 > 15$ , and likely the best of all time.