



## Market Update

February 28th, 2022

Last week's snowstorm and frigid weather reminds us that Spring is not here yet. Cold weather impact will be a reoccurring theme in this week's update.

**Value Added Veg:** I know, a weird place to start. In spite of the challenges that shippers face trying to fill orders, this category continues to grow. With the trend of more at home meals shoppers are still looking for a way to make meal preparation more convenient. Now is a good time to evaluate your display case, what items are not paying the rent and what items should I be looking at. Your sales rep can aid in this process.

**Artichokes:** Spot buy this week – great sales, thanks for the support. We will continue to offer hot buys as they become available.

**Asparagus:** Doom and gloom here. Very cold weather hit Mexico last week and did significant long-term damage. Some shippers say they will not get back to normal levels this season. We'll have to wait and see what that means for Easter ads.

**Broccoli & Cauli:** Broccoli down, cauli up.

**Cabbage:** We're all on board for St. Pat's. Prices are up from last year, some the cost of goods, some the cost of freight.

**Lettuce:** Markets are stable except romaine. Big price increase here, you will see some epidermal peel on romaine.

**Onions:** Business as usual. We expect Texas 1015 will be available around mid-March.

**Potatoes:** No change here. Build extra displays of reds for St. Patty's Day.

**Tomatoes:** Tov is still where the impact is. Layers are cheap, consider them for something different to promote.

**Apples:** Sales are still very strong. Some organic varieties are starting to fade out. New apples include Jazz and Envy.

**Avocados:** There were some tense moments over the past two weeks in the avocado world. When it's all said and done, we never missed a sale, but it did drive prices higher.

**Berries:** Prices are down, quality is good. Weather over the next month will determine the promotability for Easter. Variety berry prices are easing and will be promotable in the coming weeks.

**Grapes:** It has been a struggle to get grapes since the first week of the year. It looks like there is light at the end of the tunnel, prices should ease, and quality should improve.

**Citrus:** We think the navel season will end early, but for now, there is plenty of good fruit to promote. Mandarin supplies are steady. Lemon market seems stable but hold on to your hat when it comes to limes!

**Pears:** Bartletts will end this week. Many groups have had great success promoting anjous. Reds and bosc are also available.

So much is going on in the world today. We just finished the Olympics with surprise winners, losers, and of course enough drama to create 3 or 4 soap operas from. We have new unrest in Europe. And we have no baseball. With so much noise in the world, I am thankful

for my job. We can focus in on just selling more produce than we did yesterday. It's a chance to have an effect on a subject that is within our control (somewhat). And it is so very rewarding at the end of the day to step back and say "that's one stellar looking produce department," then come back the next day and do it all again!