



## Market Update

March 6, 2021

A few warmer days and we get all kinds of excited about spring! Truth of it is, spring *is* just about here, and with Easter early this year there is no time to waste.

**Artichokes:** Nice drop in pricing this week, should be reasonable for Easter. Barry scored some purple chokes for the holiday, ask your sales rep for details.

**Crowns/Cauli:** Crowns fairly stable, cauli on the move. Broccoli quality is average. Make sure you keep cauliflower displays turning as shelf life will be reduced.

**Cabbage:** Biggest week of the year is upon us. Order early to stay ahead of demand.

**Carrots:** Check out the price reduction in carrot pricing. Much more room to promote and still make some cash!

**Celery:** Prices and quality can't be beat.

**Lettuce:** No changes here, great category to promote in ads or in store features.

**Local Bounti:** Check out these lettuces grown in Hamilton, Montana. Rocky Mountain, Valley Crunch, Butter Cut Leaf clamshells, and Living Butter in a 2ct clam. Early results are good and demand is growing every week.

**Mushrooms:** We seem to be out of the woods with production shortages on criminis. Good time to get back on the mushroom wagon.

**Onions:** Status quo here. We will use Mexican 1015's as our sweet onion and progress to Texas 1015's when they are available.

**Corn:** It's Spring! We took a look at some Florida corn this week, pretty nice. We have some from Mexico on the road now, much better price point.

**Peppers:** Feast or famine. What was dirt cheap last week is showing significant price increase today. Be sure to retail accordingly.

**Potatoes:** No changes here.

**Apples:** You have to try the new "Honnyz" from Gee Whiz Farms. Wow- what flavor! We have moved to a fancy grade Cosmic Crisp that offers a drastically reduced price point. Lots of steam left in apple promotions

**Avocados:** The avocado market is gaining strength quickly. All of our fruit is conditioned and treated with Apeel. We expect to see breaking fruit staying at a stage 2 longer, creating more sales & less shrink for you.

**Grapes:** Heavy rain in Chile has created problems with the late season deal, especially with green. Fruit will have less legs to it, and will not be as strong as the grapes we have been accustomed to. Keep displays turning. We expect a gap between Chile and Mexico in early April.

**Citrus:** Halo's & navels are the best bet. We have moved to California for grapefruit, the Texas deal ended abruptly due to the recent storms in the area. Limes are going through the roof, large sizes just don't exist. Lemons remain stable.

**Melons:** Quality is improving but is still just average. Sales will increase as spring emerges.

So here we are, a year after the effects of COVID started impacting our business. I just reviewed some sales history data, noting increases of 50% plus for three days and then a big drop with a notation “nothing left to sell!” I have a video clip of our warehouse shot on March 19, showing more empty product slots then when we first moved into the building eleven years ago. We have all met the challenge of unprecedented sales gains and benefitted from increased sales in grocery stores.

We may be entering even more challenging times. How do we improve on last year’s results? What happens to volume as restaurants open back up? Will the mix change? And when? One of the greatest things about working produce is the constant change. No two days, weeks, months, or years are the same. We have so many options of products to work with and ways to merchandise them! All we have to do is pick which train to get on today, ride it for all its worth, then switch it up for the next hot seasonal deal. And to accelerate the opportunity we are at produce peddler’s time of year. Let’s keep the momentum we’ve built and make 2021 even more profitable than 2020!