



## Market Update

March 15th, 2022

Seasonal transition and unstable weather make for some volatile markets. Most row crops are up substantially with no relief for about 3 weeks.

**Artichokes:** Very reasonable right now. May show some signs of frost, just enough to add character.

**Asparagus:** Not much good news here. Mexican crop will finish early, supplies look to be down for Easter and prices will reflect the lack of supply.

**Crowns & Cauli:** Crowns very promotable, Cauli not so much. Weather has reduced cauliflower yield driving the market upward.

**Cabbage:** Quality and sales have been good for St. Patrick's Day. The market appears to be stable.

**Carrots:** No change, some prorates in the organic line.

**Celery:** Quality remains fairly good, but the market is rising as supplies from the desert start to diminish.

**Iceberg Lettuce:** Limited supplies, head size and weights are down. Occasional epidermal peel and tip burn. Be sure to adjust your retail price.

**Leafies:** Sizes are down. Expect some blistering and tip burn related to cold weather. Practice good trim habits and keep displays turning. Romaine prices are through the roof.

**Packaged Salads:** With lettuce quality being weak, salad shelf life will be reduced. Keep tight turns and order load to load.

**Mushrooms:** Orders are being filled with the exception of oysters. Champs is instituting a fuel surcharge next week, adjust your retails if necessary.

**Onions:** Reds are on the rise. Sweet Texas 1015 are in the house and are wonderful.

**Tomatoes:** Here is the bright spot. Lots of value in several varieties.

**Apples:** Keep the fire burning! Apple sales are very good and most varieties are still available. Mix and match varieties in ads, expand your sales base.

**Pears:** Bartletts are done, we'll look for imports shortly. Anjou sales grow exponentially when placed in ads.

**Avocados:** No relief in sight

**Berries:** Strawberries are dropping in price and quality is outstanding. We are almost 100% Well Pict, a well-respected brand in the industry. Supplies look good for Easter. Variety berries are becoming a little easier to source.

**Grapes:** Quality is very good on the Chilean grapes. Prices come down each week. The next 6 weeks will be peak of the season for this year's import crop.

**Citrus:** Navels eat great! The domestic season may end early, so keep pushing while you can. Sumos are done, mandarins are available in moderate supply. Limes remain at historic high levels.

**Melons:** As soon as the weather pops so will melon sales. Cants and mini watermelon will lead the way.

Easter is only a month away. Now is the time to start making plans. What will your ads be? What will you promote to build profit? How will you display it? The more planning you do today, the more profitable your holiday sales will be, and less stressful too.

Soon we will be in the middle of “our” time of year. Melons, soft fruit, salads, cherries and so much more. This is the time we shine and really have some fun.

A common challenge for us all is finding help to staff our businesses. Truck drivers, clerks, loaders, all are hard to come by. This is one more area you need to plan for, summer sales and vacation staffing needs. It’s common in every business. Heck, I hear Seattle is looking for a quarterback and linebacker!