



Market Update

March 22, 2021

Its time! Easter is upon us – Spring has sprung and its off to the races. We are in a spot for some great Easter sale opportunities, more excitement than you can believe!

Artichokes: Prices have dropped, and the effects of frost on the chokes has diminished. Great item for Spring.

Asparagus: Although prices have risen from the rock bottom deals we've seen these past few weeks, grass is still a great value and a sure sign of spring. You need to have grass in a highly visible location – great ring at the register too.

Crowns/Cauli: The desert is winding down and the coastal regions are starting to produce. Expect quality to improve as we source from new fields. Cauli prices are starting to fall.

Celery: Something we can easily forget except for the winter holidays. Prices are at the bottom – great time to get on the celery wagon.

Corn: We have bounced between Florida and Mexico for our needs. Florida corn is better – but they can't fill our orders which sends us to Mexico. Typically, Mexican corn needs some refreshing, but after a quick pass by with the knife its good to go. Desert corn is still a month away.

Cucumber: Field grown or hot house, both represent great product and a good value.

Lettuce: Iceberg prices are up a bit, seasonal change. Leafies continue to be cheap and nice.

Onions: Texas 1015 sweet onions are now in the house. All onions are cheap!

Bell Peppers: Greens are winding down in Nogales and have not yet started in the Coachella Valley. Prices remain a bit higher than we like and quality is only fair. Very important to keep displays turning over daily. Red & yellow bells have dropped some – it's a good time to add some color to your ads!

Potatoes: No changes here – cheap! We now have white rose potatoes available daily.

Tomatoes: TOV's are the hot ticket always. Roma's are very reasonable as well.

Avocados: Prices have been on the rise. It's very important to react in both pricing and display size. Keep them turning!

Berries: Rain this week will have an effect on Easter berries. Market prices are on the rise, we feel we are in a good place for Easter. Variety berries continue to be difficult to source.

Grapes: We have our first Cotton Candy grapes of the season in. We'll continue to get a few as they are available. Chilean green grapes are getting very tight, very fast. Big fruit is hard to come by, weather has not been kind to the late season deal. Reds are a good value, berry size is large and prices are promotable.

Citrus: Lemons are down a little and limes up a lot. We are purchasing limes treated with the Apeel process which has proven to extend shelf

life. Supplies on navels and mandarins are plentiful, so keep the promos coming.

Melons: Cants have been hard to source, a by product of vessels being delayed in the harbor. The freeze in Texas will have an effect on watermelons, how much remains to be seen. But after all the doom & gloom, now *is* the time to get back in the melon game.

Produce is a funny business. The basics of sound practices hasn't changed since I started in 19?? Be seasonal. Rotate. Stay clean. Keep displays turning. Keep backroom empty. Color breaks. Continuity, etc. etc. As much as the basics stay the same, it is in most fluid area in the store. Weather, transition, port delays, new items, new processes, new customers all play a big part in your daily decision-making process.

It's never boring!

Happy Easter – We appreciate your business every day!