



Market Update

April 18th, 2022

Snow for Easter week! Not the first time, but certainly an exception especially when Easter falls in mid-April! After all is said and done, it was a very successful week and will launch us into Summer Selling.

Asparagus: Cold weather has stunted the progress of Washington grass. We will load sometime this week, be aware the growers are very proud of their crop and have prices to match.

Crowns & Cauli: Broccoli market is reasonable. Cauliflower is still a bit above promotable levels and quality is just ok. Expect both to improve as Salinas gets more production when the weather heats up.

Carrots: No change, we don't expect Washington carrots until July 4th.

Celery: Prices are coming down some, time to consider again for ads & in store promotions.

Corn: California corn from the Coachella Valley is in the house now. Very clean, 7 to 7.5 inches, medium girth.

Cucumbers: Market pricing a bit above average. Quality has been good overall, with some lots showing inconsistent length.

Lettuce: Iceberg prices are holding above normal for this time of year. Quality is only decent, some light weights and misshapen heads. Pricing and condition will improve in the coming weeks. Leafies are dropping in price and becoming promotable again.

Local Bounti: Those of you that have tried this product grown in Hamilton, Montana know what a success it has been. You also know that LB has had production issues over the past few weeks. They are back in full swing filling orders, so you can promote with confidence.

Packaged Salads: You may have heard that Taylor Farms experienced a catastrophic fire Wednesday night. The good news is no one was hurt. The second part of good news is the facility that burned was the industrial processing shed, so our retail business should see little impact.

Onions: The Washington deal is starting to wind down. We moved to Mexico for ads, and had to return to Washington because the Mexican crop had heat damage. Wash. Yellows are still very clean. We will continue to offer NW sweet onions along with Texas 1015's. We expect Vidalia sweets next week.

Peppers: Green Bells have been tough for several weeks. Mexico is at the end of their season. We are seeing some weak walls, and early shriveling. The California desert is starting but only in a small way. Green Bells could be tough until June when they start in Bakersfield. Colored bells are priced right for extra sales.

Tomatoes: All are cheap-pick your pleasure, and let it rip!

Apples: Still many varieties to choose from, Cosmic Crisp leads the way in sales and value.

Avocados: Prices are high, and show no signs of easing. Plan for extra guacamole sales for Cinco.

Berries: Barry did a great job securing berries for Easter. Remember that it rained in California just 12 days ago stressing berry plants and Barry's comfort level. Even though the berries weren't bullets, Well-Pict

did a great job of shipping good berries and enabling us to sell around 20,000 flats for the holiday.

Melons: Desert melons out of California should start next week. We will begin to carry bin watermelon. It is important to understand what is driving the higher melon prices. We are paying \$50/bin more than last year just for freight; about 7 cents a pound.

Citrus: Although the markets are high, navel sales remain constant and eating quality is good. Mandarins are about done. Lemons remain the same, and limes are still delivered in an armored car.

The world is changing so quickly. From conflict in Europe to the homeless in Spokane. Seattle lost a quarterback and one of the best line backers in the game. The Mariners are considered contenders, and the Kraken made it through their first season.

As we gear up for our time of year, it is important to set goals and create plans to achieve their goals. Remember what you did well last summer, and where you may have missed an opportunity.

All successful organizations review their performances searching for ways to improve. You can bet Gonzaga basketball is already building next year's program. And you know it will be upper tier. Whether you are Gonzaga, Peirone Produce, or Eddie the produce manager, it will pay big dividends to make a plan and carry it through. And just like Gonzaga did so many times, if you need a half-time adjustment, then do so, and finish the season on top.