



Market Update

April 18, 2021

70 degrees, can you believe it? Sales were great this weekend, a little sun the best stimulus we have.

Seasons are transitioning, availability and pricing of produce is great, and baseball season is in full swing. (Full “swing”, get it?) What more could we ask for.

Apples: Sales remain very strong, especially on Cosmic Crisp. We are getting a lot of mileage out of this new variety of apple – there are many good weeks of promotions still available.

Artichokes: Prices have come down to promotable levels. Great spring items.

Asparagus: Washington grass has started. It is beautiful! Northwest asparagus growers do their best to keep the market high, we don’t expect much relief as the season progresses.

Avocados: Prices dropped a little for Cinco de Mayo. As you know we are now featuring fruit that is conditioned and been treated with “Apeel”. Product lasts longer and looks better than ever before. Apeel is participating in our Spring Expo, stop by and visit with Nicole for more details.

Berries: Variety berries have been tough to source over the past few weeks. California blueberries are starting this week, expect

promotional volume early May. Strawberry market will stay where it is, possibly gaining strength for Mother's Day.

Soft Fruit: Soon we will see the first arrivals of California fruit. Current forecast for a banner cherry crop. Make some plans to promote for Memorial Day.

Crowns/Cauli: Cheap! Quality is excellent and prices about as low as they go. Great week to push!

Melons: As the weather warms up so do the melon sales. We'll have carton watermelon this week. Domestic melons will start mid-May, expect quality and presentation to improve.

Corn: Early California corn has been very nice. Most farmers plant heavy to bi-color, so that will be our dominate variety. Prices will drop substantially next week, time to go for it.

Mary's Harvest: It's time to make your value added set say July 4 rather than December 25. Out with the winter set and in with spring! If you need suggestions let your sales rep or one of our merchandisers know.

Grapes: The import season is nearly at an end. Recent inclement weather in the southern hemisphere has caused damage to the late season grape crop, bringing an earlier end to the late season than anticipated. We are done with import greens, but the reds still represent a good value. We hope to see new crop Mexican grapes mid-May.

Lettuce: Perfect item to compliment spring promotions. Iceberg and all the leafies are positioned to promote.

Citrus: Sales are still strong in navels, varieties, and mandarins. Fruit is still solid and sweet.

Onions: This will be the last week for Texas 1015 Sweet Onions. Vidalia's will fall into place in about a week.

Potatoes: Steady as she goes. We are seeing some significant prorates on RPE specialty spuds. They expect the gap to last about 30 days as they transition crops.

Tomatoes: Many choices, many deals. We believe Nature Sweet is past their supply issues and Cherubs will be available daily.

“Even if you are on the right track, you will get run over if you don't move.” I don't know who said that or even how accurately I wrote it. But it is so true, we have to constantly be looking forward for ways to increase sales and profits.

I use that as a lead in for our new “Taste Local” program that will launch this season. We have sold local produce for years but never did enough to educate customers about it. Peirone Produce will launch a complete and comprehensive program in the coming months. It is fresh, timely, attractive, and informative. We are very fortunate to have a creative and forward thinking CEO who has spear headed this effort – I believe you will find it second to none. All of our sales reps and merchandisers are fully informed about the program and will keep you informed as we grow closer to lift off. Stop by the Taste Local booth at our Produce Expo to get a look into what is ahead.

Speaking of the Expo, we look forward to seeing as many of our customers as possible May 5. It will be a great opportunity to reset and refocus on sales, capitalizing on the energy that is ever present at these events.

It feels as though we are emerging from the darkness. I encourage you not to take the events of the past year lightly – continue to protect yourself and your families, just because we can see the light doesn't mean we are out of the woods!

As always, thank you for your support.