



Market Update

April 30, 2021

As you know by now we will present our Spring 2021 Expo May 5 at Northern Quest Casino. It's been too long since we've been able to see you eye to eye (because that's all we see above masks), and we are looking forward to getting together again. We have a great line up, inspirational and entertaining keynote speaker on Tuesday, and the introduction of Peirone's "Taste Local" program. If you have any last minute questions just ask your sales rep today!

Asparagus: Local grass is beautiful! Prices remain stable and probably will throughout the season. May will be the peak time for promotions.

Broccoli/Cauli: Crowns remain cheap while cauli skyrockets. We don't think this is a long term market, but cauli prices are so high a retail price change is in order.

Corn: Coachella Valley corn is excellent! Currently we have all three varieties in house. Good item for in store Mother's Day promos.

Cucumbers: Market is rising.

Lettuce: No changes here. Moving from Huron to Salinas this week.

Onions: Selling the last of the Texas 1015 sweet onions, making way for Vidalia's.

Peppers: Green bells are back in California, prices are down some and quality has improved over the tail end of the Mexican deal. Colored bells are from Canada – very promotable.

Potatoes: Status quo here – cheap and available. One thing to note RPE is between crops with their value added line and experiencing notable shortages that will last through May.

Tomatoes: Great deals here! As usual, TOV's are at the top of the class. Layer toms have been awesome, and grape toms offer a great value. Nature Sweet cherub toms are back in stock daily.

Apples: We still have a full line up of apple varieties to choose from. Fuji's and Cosmic Crisp represent some great values.

Soft Fruit: California is started and it looks like a good year is in the forecast. We have peaches and nectarines in the house with cherries and cots on the road. California is forecasting a bumper crop, great news as cherry sales can move the needle about as fast as anything.

Berries: California blueberries about two weeks away. Black and rasp are still hit and miss. Strawberry market will remain high through Mother's Day.

Citrus: Quality remains good on oranges and varietals. Lime market is high with no signs of weakening on the horizon.

Melons: It's time! Bin watermelon is here. We are about two weeks from domestic cants and honeydews.

See you at the Expo!