



Market Update

May 26th, 2021

Memorial Day! The start to the produce department summer selling season! By now your department should look like summer-highlighting soft fruit, melons, berries, and cherries.

Local Produce: By now most stores have received their POS packet – all the tools you need to shout about the local items you carry each day. A complete list is featured daily on the Peirone website, and every product description starts with the word “local.” We will see many new local items as we head into the month of June.

Artichokes: Currently featuring 12ct chokes at peak of the season pricing. It’s time to jump in with an extra display this weekend.

Asparagus: Washington grass is still available and has dropped some in price. We won’t have it around for long, so catch every sale while you can!

Crowns/Cauli: Near bottom pricing. Quality is very good, great items for sales and profits.

Celery: Quality remains very good and pricing is promotable.

Corn: Grown in the California desert, always a Memorial Day staple. Increased freight rates have had an impact on corn pricing. Rates are up \$1000 -\$1500 per load, and when you only have 48 cases on a pallet the per box fee adds up fast.

Lettuce: All varieties are nice and cheap. Great for warmer weather weekends. Check out the offerings from Local Bounti out of Hamilton Montana. Ask your sales rep for details.

Value Added Items: All the major companies are doing well, but there are some spot shortages. Some companies are reducing their sku assortment because they are short on labor, most notably Ready Pac.

Mushrooms: We have experienced some shortages on browns, Champs is working to fill the orders ASAP.

Onions: Vidalia Sweets eat almost as good as Walla Walla, great item for Memorial Day. And to add to the sweet onion category we have Sweet Red Italian Onions out of California.

Peppers: Greens remain fairly high, colored out of Canada are reasonable.

Potatoes: No changes on the horizon.

Tomatoes: Grape toms, beefsteak, and TOV's are your best bet.

Apples: Still great sales in the apple category. This will be the last week of Cosmic Crisp – it's been a great run!

Berries: Entire category is easing and supplies are increasing. It's time to start writing berry ads again.

Citrus: Navels still eat great! Halo's finished their domestic production and Poppies have filled in nicely. Limes figure to remain high for a couple more weeks, and lemons look to become tight in June.

Grapes: It's been a slow start to the new crop Mexican and desert deal. There is very little product to be had and the fruit is running small. But the good news is demand is still high and puts dollars in the till quickly.

Melons: We will have our first California cants in this week. Expect quality to be very nice. “Kiss” variety melons will follow shortly.

Stone Fruit: California cherries look and eat great. Currently 10 row from Stemilt, dark red and very sweet. Also available are apricots, peaches, nectarines, and plums.