



Market Update

July 11th, 2021

Record heat = record sales. Peirone Produce set an all-time sales record for the 4th of July, and two daily records! Thank you for your support! We definitely have momentum, so keep your foot on the gas and let's see how much produce we can sell.

Artichokes: Perfect for extra sales. Prices are right and quality is outstanding.

Broccoli & Cauli: Both cheap and nice. We have both items grown in Washington to compliment the Taste Local Theme.

Carrots: We expect to move into Washington product in two weeks.

Corn: Washington corn next week!

Cucumbers: 110* has been hard on cucumbers. Many losses in the field has stressed the supply chain and we struggled last week. Supplies are catching up to demand and we should be able to keep up with it going forward.

Lettuce: Iceberg showing some signs of heat stress, leafies doing ok. Take a look at local leafies – great value and adds to your local theme.

Ready Pac: These folks have been hit harder than most due to COVID related challenges. They have scaled back their SKU assortment in an effort to concentrate on their best sellers. When they have the labor force we will see them work their way back to normal.

Litehouse: Litehouse has and continues to have many supply issues. There are several SKU's that have not been produced. We will see some better fill rates in the coming weeks as they are able to fulfill our orders.

Mushrooms: Even though mushrooms are grown in climate controlled environments, this excessive heat still can affect the end product. Now is the time to keep displays & back room stock turning load to load and make sure they are displayed in the best temperature range possible.

Potatoes: We expect new crop russets the last week of July. Crop expectations are that there will be enough old crop to make it, but it will be close. New crop poly may go up a bit in price, cartons are already there. We have moved back to California for most of our colored potatoes until new crop Washington become available.

Tomatoes: As usual TOVs are the hot ticket. Cherub tomatoes are in a demand exceeds supply situation – many prorates. We look to September before consistent supplies are available.

Apples: Some varieties are winding down, typical for July. Raves and Sweet Tango will be the first of the new crop available and are about a month away.

Berries: Strawberries continue to be very promotable. We are in the Northwest Blueberry season – time to capitalize on berries before it's too late.

Cherries: Still some good movement to be had. Stemilt will move into "Kyle's Pick" fruit this week, some of the best fruit of the season.

Melons: Cantaloupe from the west side are in full swing – best cants in the deal. We will keep pushing Kiss melons – great fruit and something

different from the competition. Also we'll offer Tuscan cantaloupe when available.

Citrus: We expect this to be the last week of California navels, moving to Chilean.

Soft Fruit: Washington peaches will start to harvest this week. Plums, nectarines will continue to be from California.

Many of us will close out our fiscal year this month. And what a year it was! Affected in so many ways by the COVID virus, escalating freight rates, difficulty sourcing product and record heat! All that to deal with and produce sales continue to grow, I've said this before, but this speaks volumes to the resilience of produce people. It seems the bigger the challenge the bigger the success. We thank and compliment you folks at retail, because without your determination and dedication none of the sales records Peirone Produce just set would have happened. Keep up the good work!