



Market Update

August 2nd, 2021

Holy Cow – July has passed and we are looking at the Dog Days of August! But you know what? There are simply no Dog Days any more in the produce world. Every new day brings a fresh start filled with exciting challenges.

Asparagus: Great item for additional sales. Quality is outstanding and prices are low.

Broccoli & Cauli: Keep pushing these two staple. Great movement to be had, cauli is bright white and broccoli is deep green and consistent. We also have local broccoli crowns available.

Celery: Still a great value. Take a look at some Washington celery, nice & clean dark green stalks.

Corn: We ship the season's largest amount in our history last week. Quality remains good and this hot weather keeps demand high. Thank you for your support!

Cucumbers: Recent extreme heat has reduced the yield in cucumbers. We have had to subsidize out inventory with bushels out of Baja. I think we will be all Northwest by next week.

Lettuce: Sales are very good in all varieties. Take a look at the Washington leafies out of Carpinito Farms, very big and full heads.

Local Vegetables: We have a full lineup of cooking veg out of Washington and Oregon. A complete list is available daily on our website, or ask your sales rep for details.

Onions: No changes here, Walla Walla Sweets have been outstanding!

Peppers: We expect to move into Washington green bells this week. Colored bells out of the Canadian hothouse are a great value and add terrific color to your displays.

Potatoes: Transition into new crop russets will happen next week.

Tomatoes: No big changes here, TOV's are still the main event.

Apples: We should see new crop Rave apples from Stemilt at the end of the week.

Berries: Local blueberries can't be beat. 2# or 18oz, keep your foot on the gas as long as there is gas in the tank! Strawberries represent a great sales opportunity as well.

Cherries: We are into "Kyle's Peak" cherries this week. Great quality and quick ring up in the till.

Grapes: As we get deeper into the Central California deal quality and size improve with every week. Prices are very reasonable.

Citrus: Lemons are expensive and sporadic in supply. Limes aren't cheap. Chilean navels are worth taking a look at.

Melons: Keep pushing – lots of sales to be had in the month of August. Cant's are solid and eat great. Honeydews need some ad activity – great for feature in ads or in store. NW watermelon have been cutting red are sweet as can be.

Soft Fruit: Peaches were a struggle last week, but that is behind us. We will phase into local nectarines this week. Plums will remain from California all season.

Litehouse: As you know Litehouse has and continues to have some struggles filling certain product lines. Labor challenges, port backlog, and freight have all been factors in this challenge. They are shooting for October 1 to be back in on all items.

Skateboarding. 3x3 basketball. Surfing. Bicycle MX events. All Olympic sports! Who would have thought it? Times are changing from sporting events to shopping habits. Just as it is important to embrace new sports cultures, it is important to be in tune to your customers wants and desires when it comes to grocery shopping. Read trade publications, look for articles on the web, (may I suggest peironeprodcue.com) and be observant of what works and what doesn't work in your stores. Remember; just because you are on the right track if you don't move forward you will get ran over!