



Market Update

September 29th, 2021

Iceberg Lettuce: Fairly stable pricing at elevated levels. Lettuce is showing effects of this season's extreme heat, showing up as fringe burn, sun scald, and rib discoloring.

Leaf Lettuce: Romaine remains steady, showing some heat related stress damage. Red & green leaf remain cheap but expect the market to rise as the homegrown deals diminish.

Celery: Cheap & staying that way!

Broccoli: Experiencing some quality issues. Pin rot is currently the biggest challenge. Cool foggy nights with increased moisture in the air leaves beads of water sitting in the domes in the morning. Warm sunny days heat up those beads, causing a boiling effect which leaves brown & black marks on the domes. Prices will remain high for at least another week.

Cauliflower: Usually follows the broccoli market and currently is starting to react. Quality is not effected as significantly as broccoli is, only some off-white heads.

Brussel Sprouts: We are now into Oregon grown sprouts, note the significant price drop.

Green Onions: Improved production in Mexico will bring the market down.

Strawberries: Not much change in the market. We have moved with the “new crop” fruit to acquire the best fruit. Be aware of cheaper fruit that may be in the market from older fields.

Raspberries: Expect volume to increase mid-October.

Grapes: Great fruit – great pricing! New Adoras are in the house.

Citrus: Import product is still being held up at the ports. Most shippers are re-running the fruit upon arrival. Keep displays turning as the citrus has more age on it than typical import fruit. Lemons are in the same boat, no pun intended.

Cants: Still nice fruit, typical fall look with slightly more green cast.

Apples: Almost all new crop! Try some of the additional varieties such as SweeTango, Smitten, Sweetie, and Rave.

Avocados: Big fruit still stupid, 60ct showing signs of easing.

Cucumbers: Market high product hard to find which explains the 24ct you saw last week. Expect market to drop.

Mary's: Now is the time to switch from summer selling to a fall/winter schematic. Let your sales rep know if you need some ideas on how to merchandise your value-added section.

Pumpkins: It's time! We have some fall decorative items as well, ask your sales rep.