



Market Update

October 7th, 2020

Can you believe it is October already, Wow! Baseball playoffs are underway and the Seahawks are undefeated!

It has been a unique year that has affected many facets of day-to-day life, including the growing conditions in the Salinas Valley. All indications show the recent heat event has caused stress to product and thus will expedite the end of the Salinas season. Typically the desert doesn't begin its season until November. We have already seen the market rise and expect conditions to exist through October.

Asparagus: We've had a good run, but it looks to be over. Prices are up for this week, however, quality remains very good.

Broccoli/Cauli: Broccoli crown market is fairly steep, but is showing signs of weakening as Santa Maria supplies increase. Cauliflower market never reacted as dramatically as broccoli. Both commodities are showing signs of heat related issues and need to be kept turning.

Cabbage: Washington cabbage from Carpinito Brothers Farm is very good quality and a great value. We should continue to secure local cabbage through October and is a great item to feature.

Celery: Very steady.

Cucumbers: Nogales has started off light. We will receive our first delivery early next week. Baja cucumbers were getting tired, but we hope to find sharper product out of Nogales.

Lettuce: Lettuce has been greatly affected by the recent heat events. The market should rise increase sharply—be sure you adjust your retails to reflect the higher market. Iceberg and leafies will show signs of heat damage. It is very important you skinny down your displays and keep product turning load to load.

Salads: If raw product is affected, salads will be as well. Order tight, best to have an empty back room when your load arrives.

Onions: Yellows are dirt cheap. We will start moving to Nevada for reds and whites.

Potatoes: Status Quo.

Bell Peppers: We will transition to Mexico from Canada on colored bells. Canadian product starting to look tired.

Tomatoes: Field grown markets are starting to rise, TOVs and beefsteaks remain promotable.

Apples: New crop fruit is looking good! Keep an eye out for new varieties every day. Ask your sales rep about the 8/4# tote program—pretty cool idea!

Avocados: Keep pushing! A bright spot for sales opportunities every day.

Berries: Tough sledding all varieties. All are difficult to secure and we are being prorated every day. Be sure to keep displays tight and under refrigeration.

Grapefruit: We have new crop Florida fruit in the building. Very clean fruit. We'll move to Texas as fruit becomes available in a week.

Grapes: Another commodity that is prime for promotions. We use an on the ground inspector to choose the right fruit for you. We will stay with the most current varieties and biggest berries we can find.

Citrus: We look for new crop California navels the third week of October, new mandarins the week after.

Time moves so fast. It seems like just yesterday I was watching my sons play high school football in October. Heck, it has been 14 years since the youngest played for the mighty Lewis and Clark Tigers. Just like we need to live everyday to the fullest, we need to work our departments with the same mindset. Each day we delay resetting our departments is a day of lost sales in fall merchandise. Now is the time to get out of summer and into autumn. Don't let these 80-degree days fool you, fall is upon us and it brings new and exciting opportunities.

I won't go as far as to say the Hawks will win the Super Bowl, but they do look good. Who would have thought it would be the Seattle defense we would find in need of improvement and their offense to be the source of bragging rights. But I will predict the Mariners will be in the playoffs in 2021. Remember you heard it here first, mixed in with a bunch of produce stuff.

NEW ITEMS FOR FALL:

Ornamental Corn & Gourds Pumpkins & Sugar Pie Pumpkins

Hubbard Squash, Braeburn, Jazz Apples and Organic Jazz Apples

Cranberries & Persimmons.