



Market Update

October 26th, 2020

Snow! Holy Cow! I was not prepared for this. If we weren't ready for winter selling this weekend should put us over the edge.

Asparagus: Prices are dropping back down to reasonable levels. May not be the super deal it was three weeks ago, but it will be a key commodity for the holidays.

Crowns & Cauli: Back in the promo column! Both items are priced right for ads & in store features, and the weather can easily help! Keep cauli turns close as most lots don't have much legs.

Cabbage: We expect to stay into Washington cabbage until Thanksgiving.

Carrots: Supplies steady, we'll move back into California for all carrot needs in a couple of weeks.

Celery: So far prices remain stable. Expect somewhat higher prices as the Thanksgiving demand drives the market.

Cucumbers: Push Push Push! Cux are about as cheap as they get! These early variety Mexican cux are not the bullets we like, so keep them turning,

Lettuce: Keep inventory turning! Quality remains fair as we finish Salinas and head south. We are loading iceberg in Huron, hoping for better results. We expect the situation to continue through Thanksgiving.

Nasoya/Azumaya: We added four new skus this week. Category continues to perform well, ask your sales rep for details.

Mushrooms: Some prorates in browns.

Onions: No changes here.

Peppers: Greens are extremely tight. Prices will remain high. Very important to keep displays turning.

Potatoes: Can you believe we offer over 30 types of potatoes? Market remains stable, we expect adequate supplies for the holidays.

Tomatoes: Rounds and romas remain a bit high with only decent quality. TOV's are the deal as usual, also take a look at grape tomatoes.

Apples: Not far behind the potato category with 30 products offered. Take a look at some of the unique varieties such as Jazz, Opal, Sugar Bee, Autumn Glory, Koru, and Rockits to name a few!

Avocados: Still a bright spot! I hope they are still reasonable to be enjoyed while we watch the Seahawks in the Super Bowl! (one loss does not end a season!)

Squash: Hard squash is always on our minds this time of year, but I encourage you to do something with zucchini & yellow this week – never cheaper!

Berries: We seem to be able to fill our needs, but berry prices remain up and shelf life down.

Grapefruit: New crop Texas on hand now!

Citrus: We will have new crop California navels this week. First shots will be 72ct, we'll get into 56's as available. Expect Halo's around November 9th.

Grapes: Still a great commodity to push. Late fall varieties are here – Scarlottas & Autumn Crisp! Keep pushing, prices are perfect to reach a promotable retail and grapes provide a good ring in the till.

2020 has been a year of its own – that we can all agree on. As different as it has been, some things remain the same. We still go to work each day with a passion to sell more produce than we did before. We plan, we execute, and we do it over and over. The basics of produce remain the same no matter what year it is, stay fresh, stay current, stay creative and flexible and you will reap the benefits through maximizing your produce sales.

And Remember to vote!