



Market Update

October 26th, 2021

We have jumped from summer to fall in what feels like overnight! The ongoing message in this week's update is transition into fall selling mentality and the effects this summer's heat had on row crops.

Crowns & Cauli: Very expensive, no end in sight until new districts get started. Keep displays turning and have an empty back room load to load. Prices will remain high, so be sure to adjust your retail.

Brussel Sprouts: Kind of a sleeper but good for extra sales. As soon as Brussel trees are fit to ship we will bring some in. A great item for in store pushes for Thanksgiving.

Cabbage: We'll stay in Washington cabbage as long as Carpinito has good product.

Mann's Value Added: Now is a good time to review this category and get your schematics revised for winter sales. Great category for the holidays!

Asparagus: Jump now! Prices are cheap & quality is good – can't miss on this one.

Carrots: No change, will be NW until Thanksgiving.

Celery: Up slightly, still good item to feature.

Cucumbers: Supers are very reasonable and solid. English cucumbers need to be kept turning as shelf life is reduced.

Lettuce: Big concerns here. Extreme heat all summer has had an effect on late season iceberg. Mis-shapen heads, tip burn, russeting, dark butts, you name it, shippers are fighting it in a big way. Yields are significantly reduced driving the market sky high. Tighten down those displays and fill often. You will see salads with weaker lettuce in them as well, processors can only do so much when the raw product is stressed. Expect this to last several weeks, so it's important to react now.

Leafies: Although not as severe as iceberg, leafies will follow the same pattern.

Mushrooms: We now offer 4 specialty varieties from Mother Fungi, a producer out of Missoula, MT. Ask your sales rep for details.

Bell Peppers: Green are just average as we transition to Mexico. Colored bells are bouncing between the last of Canadian greenhouses and Mexico.

Potatoes: Bales look to be stable for Thanksgiving. Cartons dropped a little this week.

Squash: Zux & Yellow are cheap – jump in now! Bins of hard squash still have a place in your department, grab some now for early November sales.

Tomatoes: Romas and layers are up slightly. Recent hurricane weather will have a lasting effect on tomato markets. Nature Sweet was hit hard which will result in limited supply of cherubs.

Apples: It's go time! 2021 Apple Cup will run November 3rd -16th. Ask your sales rep for details & deals. Don't forget the side dishes such as Jazz, Lemonade, Opal, Rocket, Rome, Smitten, and SweetTango.

Avocados: Prices remain fairly high. You will see spotting on this fruit out of Mexico – a result of all the rain. These spots do not show up at harvest or pack out, but as the fruit matures post-harvest.

Grapefruit: We now have Florida product. Texas supplies are greatly reduced as a result of the cold snap that happened last winter.

Navels: We'll wrap up with the Chilean fruit and be into California by the weekend.

Varietals: Halo forecast harvesting Nov 8, Peelz Nov 15. We should have Halo's for Thanksgiving – we'll keep you informed.

Fall is here – just look outside. We should all merchandise our departments with that in mind. Remember we have two very talented merchandisers that can assist you if you need help planning. Give Marty a call to check on their availability.

And are you watching the baseball playoffs? Great games regardless of who you are rooting for. I do see the Mariners in post season play next year! I have volunteered my services as a short reliever but haven't heard back.

You know sometimes it's hard to clear your head of all the noise and distractions. So much going on in the world; conflict, disease, and unrest. I don't think any of us would have predicted we would still be dealing with significant COVID issues a year ago.

When you can push all that out, it's actually a joy to think of the business we are in. Aside from providing an essential service to the

public, produce is fun! Never lacking of challenges & opportunities, so much remains the same and so much changes daily. Take some time in the coming days to plan your Thanksgiving merchandising plan – really think it out. Set some goals and work toward exceeding them. It's important to live in the present and plan for the future – like seeing the M's in post season play. Thank you for all your support during these unprecedented times.

Sincerely-

Your Peirone Team