



Market Update

December 04, 2020

Merry Christmas! Wow – Hard to believe its time for the Big Guy in the red suit to come calling! Now is the time to make plans for the Christmas / New Year's season.

Asparagus: Perfect item for Christmas dinner regardless of the size of your gathering! Prices are down and quality is excellent.

Brussels Sprouts: Maybe not the big attention getter but promoting sprouts for the holidays will result in additional sales.

Carrots: We are back into all California carrots from Bolthouse. Remember the BH juices and dressings for extra sales.

Broccoli/Cauli: Prices are back down to reasonable levels. Always great items for the holidays.

Celery: Cheap! Great item for now and New Year's promos.

Cucumbers: Reasonable pricing and good quality make cux a natural for this time of year. English cux have dropped in price and are a great alternative.

Lettuce: Return to normalcy is the theme of the week. Extreme cold in the desert will cause some epidermal peel especially on iceberg & romaine.

Value Added: This is that time of year, peak season for value added veg. Snap and snow peas are typically difficult to source – we'll do the best to stay ahead.

Mushrooms: So far so good. We may experience prorates but as of this writing its full steam ahead.

Potatoes: Expect no changes with spuds.

Squash: Hard squash will sell well for the holidays. Zucchini market fell big time last week – zucchini bread anyone?

Tomatoes: TOVs & Romas falling, should stay very promotable for New Years.

Apples: Cosmic Crisp – hottest thing since the slinky! Fruit runs toward large sizes. We are fully stocked and ready to ship.

Avocadoes: Prices remain very reasonable. We feel the market will rise for New Years, but still be promotable.

Berries: Strawberry supplies have been very hit and miss. Blues are consistent. The berry category will sell well the next few weeks.

Grapes: Greens are winding down fast. We expect to have reds through Christmas. A great addition to your grape show are Adora black seedless. Big berry, great flavor, you need to try this grape.

Citrus: Its been a great start to the navel season. Halo mandarins command the category. We will have Caras & Bloods next week.

St. Patrick's Day, Easter, Memorial Day, Independence Day, Labor Day, Halloween, Thanksgiving. We have experienced almost every major holiday under the cloud of COVID. From our viewpoint, sales have been great and we made the best of the situation we were given. I don't doubt it was tough at retail. You are the ones working with masks, dealing with stressed customers, and exposing yourself in a greater way than most of us. Congratulations on a job well done and thank you as a partner in the food distribution chain and as a consumer.

So now we prepare for Christmas. If past practice holds true, business will be good. With Christmas falling on a Friday we will have all week to sell. Expect the weekend of December 19 & 20 to be very strong and continue up to Christmas Eve.

Thanksgiving it was just me, Martha (my wife), and Hazel (our 5 month old Golden Retriever). Desert featured a zoom chat with our 3 children and 6 grandchildren. I expect Christmas will be much the same. It is an adjustment, but it's not forever. We will get COVID behind us and emerge more resilient than before both personally and professionally.

Thank you for your continued support of Peirone Produce.

Happy Holidays & Go Hawks!

Dale