



Market Update

December 1, 2021

Asparagus: Sales were tremendous for Thanksgiving! Prices are still very reasonable, and December is a great time to feature grass.

Broccoli/Cauli: Cauli very reasonable. Broccoli market is unsettled, showing signs of weakening then shoots back up.

Carrots: All California now.

Celery: Stable market, quality is very good.

Lettuce: The market is getting weaker. Romaine seems to be the last to move. Prices inching down each week.

Mushrooms: Floods in BC caused havoc with Champs' mushrooms. Fortunately, only criminis have been affected, and they expect the shortage to last into January. We have some new specialty mushrooms available from Mother Fungi grown in Missoula Montana. Ask your sales rep for details.

Onions: No big changes on the horizon. Check out Mayan Sweets for a truly sweet onion.

Bell Peppers: Fairly steady, green coming down slowly.

Potatoes: Steady market.

Tomatoes: Not much to shout about here. We've had trouble with grape tomatoes making arrival and still struggle with cherub production. Most varieties stable.

Apple: Led by Cosmic Crisp the apple category is booming. Be sure to feature at least one variety a week.

Avocados: 60ct are moving down slowly. 36ct are staying very high. No big swings are foreseen in the near future.

Bananas: Note that the banana companies have increased their handling charges with fruit you will receive this week.

Berries: Strawberries are in a demand exceeds supply situation with no relief in sight. Variety berries are reasonable but subject to prorates as shippers struggle to get consistent supplies.

Grapefruit: We are into Texas Rio Star fruit now. The Sweet Scarlett crop was severely damaged by last years' freeze, we won't see much of that fruit this season.

Citrus: Navels have been excellent! We will load blood oranges this week and caras by the weekend. Lemons and limes continue to be high priced. We will carry both Halo & Peelz mandarins. Note that we have 15/2lb Organic Peelz on hand.

We continue to receive price increases from most suppliers most every week. This goes for fresh and the non-fresh items such as the supplements. Now is a good time to review the pricing structure in your entire department to be sure you are current.

Thanksgiving was very successful from all indications. Looks like families are gathering again and celebrating all we have to be thankful for.

There isn't much time to catch your breath for the next big deal – Christmas. Looks like ads will break on December 15th, so it's not too early to start planning how to maximize sales with the real estate you will have to work with.

Thank you for your continued support and Happy Holidays!