



Market Update

May 7th, 2020

With all the ups and downs, ins and outs of “shelter in place”, one thing we can say is business is good! We’ve weathered Easter and business was up. Now we are in the midst of Mother’s Day and we are on target to be up again. There are many opportunities to be had – take a look.

Artichokes: Quality is good, prices reasonable.

Asparagus: Eating quality is excellent on Washington State grass. Prices remain consistent for most of the season. Push it now, because once cherries come on the grass farmers lose their workers to the better paying cherry harvest.

Crowns & Cauli: Now is the time to sell some broccoli and cauliflower. Markets are depressed and there are deals are to be had.

Carrots: Cello carrots have been difficult to source. You may see some other labels for the next 10 days, after that we expect Bolthouse to be running 100%.

Corn: Quality is excellent out of Coachella Valley. With the weather breaking corn is perfect for your weekend BBQ.

Cucumbers: Great item to promote. Full color straight cux are the order of the day. Prices are down – time to sell some cucumbers.

Garlic: Maybe you thought of this, but I didn't! Garlic sales are up 3-4 times normal because of the pandemic. Shippers are prorating and eliminating production to only a few sku's. No end in sight.

Lettuce: Prices are down. Rains over the past few weeks has created less than optimum growing conditions. Product is average, but prices are cheap.

Onions: No change here, Vidalia will be our sweet onion for the next month.

Peppers: Greens remains high, and colored are starting to rise.

Potatoes: After the initial flood of potato business things seem to be back to normal. Markets are easing some.

Tomatoes: Market remains on the high side. Canadian greenhouses are slow to produce, so TOV's are not at the price point we typically see this time of year.

Apples: Quality remains very good and so does pricing. Study shows that many customers prefer the ease of shopping and the perceived sanitary advantages of bagged product. Ask you sales rep for promotional opportunities!

Soft Fruit: Its time! We have apricots, peaches, cherries and nectarines on hand now. They look very good for the first shot!

Berries: It's been a tough season so far for strawberries. Too much rain early in the deal. We believe we have quantities for Mother's Day but have had to deal with prorates and delayed loading. Blues and Rasp has been hit and miss, we hope blueberries will be more consistent as we move to California in the coming weeks.

Grapes: Mexico has started with greens, quality and size are good. Prices are high. We should transition from Chile/Peru reds to Mexico reds next week.

Citrus: It's been a banner year for sure. Navels and mandarins will end this week. Off shore navels are not expected until late June.

Cantaloupe: We are in the last of the import melons. And expect to be into California desert in two weeks. Early reports product small fruit out of the desert, might be a year where we have to look at selling 12's.

Watermelon: If you haven't started bins yet, now is the time! Cutting and eating quality is outstanding!

With all the additional challenges we have to deal with it would be easy to lose sight of some routine practices we do every day. Now is our time of year – spring & summer selling. In the coming weeks it will be time to refresh your department and transition it to a summer selling theme. Open up on the melons, fruit, and berries. Plan those buy spots to set the table for your exciting and ever-changing produce department. Selling is fun – and it's time to sell!

There is so much we'd like to do. I miss camping and baseball, hugging my kids and grandkids. All this will return, maybe in a different way, but it will return. So..... I'll give thanks for my job – and let's go sell some produce!