



Market Update

June 15th, 2020

Very different times indeed! So many additional factors effecting the supply of fresh produce. Limited workforce to harvest, limited inspectors to inspect, and reduced access to fields has added to the impact that the unstable weather has created. All that said, we'll find some bright spots and sell some fruit and veggies.

Artichokes: Great items for spot deals. Cheap this week, ask your sales rep for details.

Asparagus: The Washington season is dwindling quickly. Market remains stable.

Crowns/Cauli: Both on the rise. We don't expect this market to last long, but be sure you don't miss a price change and be upside down for a couple of weeks.

Cabbage: We will be into Washington cabbage by the end of the week.

Carrots: No changes here, expect Washington to start around July 10.

Corn: Hold on to your hats! Price is very high for this time of year. Farmers in the south had to disc up field because they had no labor force to harvest. The north deal is behind due to cooler than normal spring weather. Prices look to be high for July 4 ads, but don't get caught on your heels, we will still sell a boatload of corn.

Cucumbers: Quality is excellent – great value this week.

Garlic: Demand is still up three fold. Shippers are starting to catch up and prorates are less dramatic.

Leafies: Quality is just fair. Hot, then cold, then hot, then rain is not a good recipe for leaf lettuce. Prices remain very promotable.

Iceberg: Weights are average, quality and have been good. Priced right for promoting.

Salads: By now your Taylor customers know they have transitioned TF Organics to the Earthbound label. First impressions are favorable.

Onions: Old crop Washington are nearing the end of the season. Walla Walla sweets will be available by the end of this week.

Peppers: Green bells have been the biggest struggle we've had for the past month. Growing conditions have been very hard on the bell crop. We are moving to Bakersfield this week, hoping for some relief. Colored bells are starting to ease, quality is very good.

Tomatoes: Expect some downward movement in hothouse product over the next few weeks. Forecasted warm weather will be just what we need.

Apples: This may be one of the best late season apple deals in years. Keep pushing, we haven't hit the end of the road yet. Try some lemonade apples or organic Kanzi's!

Soft Fruits: Color and condition on peaches and nectarines has been great. Peaches are very reasonable. Apricots will start in Washington this week. Cherry production has been slowed by recent rains. With good weather in the forecast product will become more available. Great item for July 4 promos.

Berries: Strawberries are the hot ticket right now. Quality is outstanding and prices are great for promotions. Northwest blueberries will start next week, weather has pushed the start date back.

Grapes: Yields are for less than anticipated. Eating quality is good, size is down. We are using an inspector service to give us reviews daily on which lots are the biggest and brightest. Trouble is Coachella just doesn't provide big fruit.

Melons: Look for cantaloupe size to improve, lots of jumbo fruit in the market. We have mixed melons on hand now.

Watermelon: Another of sporadic weather we will have melons for the 4th, but prices will be higher than typical and quantities limited.

Normally by now we have had some warm days, barbeques, and trips to the lake. Normally by now we are cussing the Yankees and starting to say "wait until next year" for the Mariners. So it's not a normal year. Pandemic, social unrest, and crazy weather patterns take a lot of our lines out of our control. We can be creative and make things happen in our stores. We can think out of the box and make this the best July 4 ever. Not only is it our job, but it's in our DNA. We like to sell produce, and we'll find away!

When you can't control what's happening around you, challenge yourself to control the way you respond to what's happening. That's where your is. Very difficult times indeed.