



Market Update

July 22nd, 2020

Where does the time go? July is almost past us and we are as busy as ever! I would say we are headed into the “Dog days of August”, but I don’t think that applies anymore! We expect the momentum to continue throughout summer.

Asparagus: Quality has been very good on this Mexican grass, prices are at reasonable levels. Grilling grass has become very popular, I think I might throw some on the Barbie tonight!

Crowns/Cauli: Very promotable prices. Don’t get caught in the mentality that these are winter items only. Great time to push!

Cabbage: Northwest grown!

Corn: New crop corn out of Washington has been wonderful. Full ears, clean husks, and super sweet make corn a must have for these 90* days.

Cucumbers: Local cucs are in stock now.

Lettuce: Terrific item to feature right now. Both iceberg and leafies are priced right and look great.

Salads: Sales continue to grow in this category. Raw product has been good so we are seeing better shelf life in the packages.

Nasoya/Azumaya: We started this program about a year ago and the results have been off the chart. If you haven’t added this category yet,

or if you need suggestions of how to increase your sales, contact your sales rep for input.

Onions: No changes here. WW sweets will be around most of August; then we will transition into a northwest sweet onion.

Bell Peppers: We hope to see Washington bells in a couple of weeks. Colored bells out of Canada remain stable.

Tomatoes: Sales have increased during the pandemic. Nature Sweet and Sunset/Mastronardi have struggled to keep up with demand where demand far exceeds supply. Oceanside Pole has started with romas. They have experienced COVID related challenges and have not started packing layers yet.

Apples: As the season winds down we are experiencing many last minute prorates. Seems odd to be missing staples like red delicious but this year is like no other. We are able to keep up with most varieties but have missed occasionally.

Soft Fruit: Cots are nearing the end. We now have some outstanding one layer peaches from Brandt Orchards. We will be into Washington nectarines by the first part of next week.

Avocados: Markets have been favorable and we have been able to offer several avocado promotions lately. Ask your sales rep to keep you aware of opportunities as they arise.

Berries: Demand far exceeds supplies. Blues have been our best option, we have moved to Canadian fruit this week. Strawberries continue to be prorated at shipping point and raspberries are extremely tight. No break foreseen in the short term.

Grapes: Quality is outstanding as we move to Central California. Greens are 14/16th and eat great. Reds are a bit smaller but have a wonderful flavor profile.

Melons: Local watermelons are off to a slow start. We expected them last week and as of this writing we are subsidizing our inventory with California fruit. Cantaloupes are coming into peak production and are “ripe” for promotions.

There are so many unknowns in our lives today. When will there be a vaccine? When can we gather with friends again? What about my vacation? Will the kids return to school – and what will that look like? None of us know the answer to these questions. But we do know is that we are doing all we can to keep our families safe. We know we have been able to keep working – thank God. And we know that the produce world keeps on turning – perhaps faster than ever. Produce people have always been a flexible bunch, able to think on their feet. And that’s what will keep you successful personally and professionally – the ability and willingness to adjust, adapt, and make lemonade out of lemons.

P.S. – In an effort to follow current protocol, we have cancelled the Sept. 1. Expo. As in the spring we will circulate a “no show” show book, filled with great deals for the fall/winter.