



## Market Update

August 28<sup>th</sup>, 2020

It's hard to believe August is almost over! It has been a whirlwind season for sure. Increased demand for produce coupled with irregular weather in the growing areas (Washington & California) has created challenges like we've never seen. Add to that a temporary truck shortage for the next two weeks. The DOT will set up random inspection stations all over the country, checking everything from manifest to hours of service to turn signals! Many carriers just park their rigs during this period to avoid the hassle.

**Broccoli/Cauliflower:** Heat has effected these two commodities as well as other row crops grown in Salinas. Brown bead, pin rot, and yellowing are showing up in broccoli. Sunscald and discolored curds are troublesome in Cauli. Our inspectors on the ground and those in house in Spokane are keeping a watchful eye to make sure we have the best quality considering the situation as possible.

**Leafies:** Also effected by the heat we are seeing some sun burn, most defects will be cleaned up by pulling a leaf or two.

**Grapes:** Currently quality is very good. Barry works with an on-site inspector who daily picks out the best lots of the best varieties as possible. Heat has reduced the hours crews can pick, and the virus has taken its toll reducing the work force. We see how great an effect this will have down the road.

**Stone Fruit:** Just when you think you've seen it all. Starting last Friday we have received 200 of 1500 peaches ordered. The Washington harvest just stopped as product in every orchard was unfit to ship. We were out for a couple days this week and are trying to source for the weekend. We will go back to California for peaches and nectarines.

**Apples:** Sales continue to be strong! Honey Crisp, Galas, and Raves are new crop, more coming in a few weeks.

**Berries:** Unprecedented market fluctuations continue. Heat has weekend strawberry quality – very important to keep refrigerated and order load to load. Raspberries should be promotable through September and blueberries have a good 2-3 weeks of good volume left.

**Melons:** Quality on all melons is great! With 80\* plus weather forecast for the next 10 days the timing is right for big melon displays.

**Tomatoes:** Volume is steady. The Canadian hot house deal never gained the steam it usually does. Mexico will start soon, and with a higher level of greenhouse technology in play we expect to see some high quality fruit from down south.

**Mangos:** Something to think about. Quality is outstanding and prices are promotable.

**Garlic:** As the California harvest is now underway, supplies are catching up with demand.

**Avocados:** Peru is winding down and California numbers are decreasing. Supplies from Mexico are decent, we don't expect prices to go crazy but we will see an uptick, especially on larger fruit.

**Vegetables:** This heat will probably cause the northwest season to end early. Currently we are still sourcing corn, beans, watermelon from Washington & Oregon.

It seems like I end every Market Update the same way –“Business is good!” It’s still true today, but I wonder how long it will last. It is important that none of us take this surge in business for granted, and that we still look to maximize sales every day. It is our job to continue to offer top quality produce every day, while beating the bushes for deals that will continue to grow your bottom line.

As always, we try to earn your business every day, and appreciate the support you give to Peirone Produce Company. After all this is **your** produce company.