Market Update

Oct. 24th, 2019

As we do every year at this time we have begun the transition from Salinas growing district to the desert district, with a brief stop in Huron. Complicating the year’s transition is the fact that many harvests are 2-3 weeks ahead of schedule in Salinas. This will create a gap in production on iceberg and leaf lettuces. Expect the market to rise during this time. Also the past few weeks weather in California has seen the full spectrum from rain to 90\*, effecting broccoli and cauliflower as well. We expect the next few weeks to be a bumpy ride, not what any of us want going into Thanksgiving. But as always Produce People are a resilient lot and will handle this challenge and make hay where we can.

**Asparagus:** Sell, sell, sell! The market is about as low as it gets and the quality is great.

**Broccoli/Cauliflower:** As mentioned above, market is high and quality only average. We expect pricing to remain high for several weeks. Keep displays turning and order load to load.

**Cabbage/Brussels:** Good items to push. Check out the Brussel sprout trees!

**Carrots:** No changes here. Washington carrots typically run until Thanksgiving!

**Corn:** We have moved back into 4 pack overwrap corn

**Lettuces:** Demand exceeds supply and will for a few weeks. It is imperative that good handling practices are followed during these times. Quality will be average, trim carefully, prep accordingly, and clean your cooler between each load.

**Packaged Salads:** Given the quality of raw product, salads will be weaker too. Keep stock levels tight!

**Tomatoes:** We are transitioning to Nogales for tomatoes. We expect to get more legs from new crop.

**Potatoes:** No change here.

**Apples:** Tis the season! Many new crop varieties to choose from. Prices are reasonable and quality is outstanding.

**Avocadoes:** The market has slid to reasonable levels.

**Berries:** Strawberries have been tough to get, but demand is easing and supplies a bit more plentiful. Berry size is medium, remember it is almost November. Blues and raspberries have been very nice.

**Grapes:** Autumn has become a great time to promote grapes! These new varieties, autumn crisp, and Scarlett’s are big, sweet, and beautiful! Keep pushing!

**Grapefruit:** Texas Rio Stars are in house now.

**Oranges/Varietals:** The first navels are in the house today. Crop forecast is for large fruit. We have new crop satsumas in stock now and plan to load new crop Halo’s in 10 days.

**Seasonal:** Pomegranates and persimmons are in stock now. Also available are in shell nuts.

Whoa! Where did October go? We are only 4 weeks away from Thanksgiving! It is not too early to start planning how to best use the real estate you have for the holiday. Investing time planning today and you will reap the rewards in the end.

So….. who’s your pick, Houston or Washington?