Market Update

November 25, 2019

Happy Thanksgiving! By now all of your plans have been enacted and it’s time to let’er rip!

**Asparagus:** A great holiday item and priced right to sell! An extra display of this high ring item will give added success this week.

**Broccoli/Cauliflower:** The market is easing some. Sales will be strong for the holiday regardless of retail.

**Carrots:** We will move to California carrots this week.

**Celery:** Market is up due to the holiday demand, we expect it to come off in early December.

**Lettuces:** The market is strong and quality is only average. We hope to see improvement as we get into new fields in the desert, but that product will show the effects of rain and hail.

**Romaine:** As you know by now we are working through a romaine warning issued by the FDA. This warning for consumers not to eat romaine from the Salinas Valley. Any romaine products we ship will contain romaine grown elsewhere than the Salinas Valley. Contact your sales rep for further details.

**Packaged Salads:** Varieties will be limited due to the romaine incident. All processors will pack non-Salinas grown romaine going forward, but it will be the weekend before we have the new product in house. To add to the supply shortage, Fresh Express is experiencing quality problems with butter lettuce and drastically prorating blends that contain butter lettuce.

**Green Beans:** Recent weather in Mexico and the desert has taken its toll on beans. We are receiving limited supplies on both bulk and packaged beans.

**Onions:** No changes here. Quality on Sweetie Sweets, reds, and whites are outstanding.

**Potatoes:** The supply of potatoes tightened this week. Prices are up some.

**Tomatoes:** No big changes here. Quality is good, prices are steady. Most product is Mexico grown.

**Apples:** This season is off to a great start! Prices are reasonable and quality is excellent. Apple shippers need to move fruit, so keep featuring apples weekly. We expect Cosmic Crisps the first week of December.

**Grapes:** The California season is winding down. Top quality grapes are getting difficult to find, we will use our inspection service to find the best lots.

**Citrus:** Navel quality is outstanding. We have had great sales results in Halo and Peelz mandarins. Expect Cara Cara’s and Bloods mid-month.

Yes, it is very interesting that we had a romaine warning in the same day two years in a row. This always causes adjustment to your plans. But that is what separates produce people from the rest, the ability to adjust and create opportunity form challenge.

All of us at Peirone Produce are thankful for the relationship we have with our customers. We wish you a Happy Thanksgiving!