Market Update

December 09, 2019

We are in the middle of the holiday selling season. Time goes by so quickly, so there is no time to lose if you are trying to capture all of the sales this time of year. Make plans now of what and where you will create displays. Be ready to promote fresh produce in place of your floral displays as they sell down, utilizing every square foot of selling space available!

**Asparagus:** Great item! Prices are down, quality is good, and demand will be high. A great item for secondary displays, and a big dollar ring in the till!

**Broccoli/Cauliflower:** The dynamic duo will be priced reasonably and perfect for the space vacated as your floral displays condense.

**Celery:** No change in the market is foreseen.

**Carrots:** Steady as she goes!

**Lettuces:** Iceberg remains high and quality is average. Leafs are reasonable. Romaine sales have rebounded nicely, and to clarify all romaine is from growing districts not indicated in the FDA warning.

**Packaged Salads:** All salads are back in stock and all ingredients are not from Salinas Valley.

**Potatoes & Onions:** Status quo here.

**Beans:** Green beans will be very hard to come by, both bulk and packaged. Expect prorates, all weather related.

**Tomatoes:** Market is on the rise with no relief in the near future. This will be a good time to promote cherub tomatoes.

**Apples:** The selection is wide and the prices are low. Mix and match new varieties with old favorites. Cosmic Crisp were a huge success! Supplies are exhausted for the rest of the month, we are looking under every rock for additional shippers. We will keep you informed.

**Avocadoes:** The market is rising as supplies get tighter.

**Berries:** Strawberries are non-existent. We have ample supplies of blues & raspberries, great for the holidays.

**Oranges:** Quality is excellent on this season’s navels.

**Varietal Citrus:** Mandarins are as hot as ever. We have both “Halo” and “Peelz”, same fruit, different packer. “Peelz” are packed by Fowler Packing; Fowler was a grower for Halo last season and ventured off on their own this season. Great pack, same fruit, little better price point. Bloods and Cara’s still a couple of weeks away.

**Grapes:** Headed into imports by the end of this week.

**Cantaloupe:** We will be featuring “Cantagold” melons this season. Meatier flesh, better flavor, truly a highbred piece of fruit.

Such a busy season! Holiday parties will provide an opportunity to sell product that you may not sell at any other time of year. Customers will be in a hurry as well, so customer service will be key to satisfied customers. Also you will get customers in your store that may not shop your store on a regular basis. What a great opportunity to set a good impression in their minds.

It’s easy to get caught up in the hustle and bustle of Christmas. Be sure to “keep it real”, hug your family, your dog and your friends. Enjoy the season… and we thank you for your continued support!