

## Market Update

December 30, 2019

We are in the midst of the holiday excitement, two days before we enter 2020. Can you believe it? So today we execute those plans for New Year's and by the end of the week you'll be setting up for January sales.

**Asparagus:** We sold a boatload for Christmas! Weather has caused the market to escalate rapidly. Be sure to make the retail price adjustment!

**Broccoli/Cauliflower:** Prices are reasonable and quality is good. Sales will be good for New Year's and the weeks after. We are watching the market, there may be increases in the future.

**Celery:** No changes here. A great item to promote for those New Year's diets!

**Carrots:** Another good item to feature. Quality has been very good, prices are reasonable.

**Cucumbers:** Another good item to feature. A great item to promote for those New Year's diets!

**Lettuce:** Currently leafies remain stable, iceberg is showing signs of getting stronger. Adverse weather in the desert will have an effect on the quality and shelf life.

**Green Beans:** Quality is excellent and prices have dropped. A great item for an in out weekend push.

**Potatoes:** Supplies a little lighter than expected, market may rise but not too high.

**Tomatoes:** Sky high we don't see this market coming off soon. Be sure your retails reflect your costs. Best bets are vine clusters, grape toms, and cherubs.

**Apples:** Deals all over the place! Keep pushing fruits from Washington.

**Avocados:** We are in the middle of one of the biggest weeks for avocado sales. Keep pushing through January and into the Super Bowl.

**Berries:** Quality is very good on variety berries. Strawberries are hard to source and expensive, keep displays turning over load to load.

**Grapefruit:** They need to be advertised! Sales are punky week in and week out, but skyrocket when placed in an ad.

**Grapes:** We are now into import grapes from Peru and Chile. Quality and size are excellent. Prices will come down in February.

**Oranges:** This has been an outstanding crop so far. Quality is extraordinary, choice look almost as nice as fancy grade. Now is the time to build some massive citrus displays.

**Varietal Citrus:** Halo's & Peelz – great tasting mandarins are looking great. We also have blood oranges and cara caras, ask your sales rep for details.

**Pears:** This week we will transition into 27# Euro box D'anjou pears. These pears have been conditioned like bananas and will eat like none other. We will have some POS signage available to tell the story.

It's hard to believe we are about to begin the year 2020. There is no better time to thank you for your support, and wish you healthy, happiness and prosperity in the coming year. 2020 – may it be your best year ever!