

## Market Update

January 15, 2020

Winter has made its presence known in the Pacific Northwest and in the growing areas as well. Near freezing temperatures diminish yields and also delay the daily harvest until conditions thaw. This affects most leafy vegetables driving the price up. We have been experiencing many shipper prorates and we are not seeing any light at the end of the tunnel.

**Artichokes:** Expensive and hard to find. We'll keep them coming, as we can source them.

**Asparagus:** Big Bucks – no change in sight. After saying that sales continue to be decent.

**Broccoli/Cauliflower:** Crown price is way up. Cauliflower has not reacted as dramatically but we have experienced prorates on both.

**Cabbage:** Price is up some, quality remains good.

**Cucumbers:** Seems stable at the moment. Quality has been very good.

**Lettuce:** Iceberg prices have gone through the roof! We will see smaller heads and epidermal peel. Now is the time to tighten your displays and keep product turning load to load. Leafies have not been as dramatically effected, but prices are up and quality is average.

**Packaged Salads:** Salad quality can only be as good as the raw product, and we know that all lettuces have been stressed. So far conventional orders have been filled, no such luck for organics. Many of the baby and tender leaf items are hit the hardest with conditions like we are experiencing today. Production on these items is near zero. We expect this pattern to continue for some time.

**Onions/Potatoes:** No big changes here. We will bring in some Mayan Sweet Onions to take a look.

**Tomatoes:** Still very expensive, no relief in sight on rounds, romas easing slightly.

**Apples:** It's Apple Cup time! Orders are outstanding – we look for this to be a record apple sales week. Build those displays and send your pictures to Peirone. This is a two week contest so keep it up!

**Avocados:** Not cheap, but not expensive either. The market is tight but we expect to be able to cover your Super Bowl needs.

**Berries:** Strawberries continue to be difficult to source, we order 400 and get 200. We are working on supplies for Valentine's Day and we'll keep you posted. We have had some good successes with blueberry and raspberry promotions.

**Grapefruit:** Steady as she goes – ads drive sales.

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

**Citrus:** This year's navel crop has been outstanding! Exterior quality is bright and eating quality is superior. We received our first Sumo mandarins today. Add to the mix Halos or Peelz, Caras, and Bloods and you can generate some great sales from your citrus category.

**Soft Fruit:** We brought in our first shot of Chilean tree fruit. Product looks good – take a look for yourself.