



Market Update

January 31, 2020

By the time this goes to print the Super Bowl will be over and there will be a new champion. It's kind of crazy to think about how the game affects sales – it's been a great week!

Now we spring into Valentine's Day... and berries are very hard get. We will turn over every rock trying to find good berries and do our best to cover your needs.

This mild weather makes us feel like spring is just around the corner. I hope so, but Mother Nature is in charge and February can still have a bite to it! All I know is that pitchers and catchers report in 11 days, and the first spring training game is Feb 11!

**Asparagus:** Price has plummeted. We expect to load 28lb units the tail end of next week.

**Broccoli/Cauliflower:** Crowns are back down to typical price points. Cauli is slow to react, once warm weather hits we'll see the market decline.

**Celery:** Steady as she goes.

**Cucumbers:** Quality is excellent and prices are reasonable – a great item to promote!

**Lettuce:** Prices have come back down. Quality is still average, many loose and light weight heads. Still some epidermal peel, especially in romaine. Expect romaine to be peeled down as outer leaves are removed.

**Green Onion / Radish:** Onions are down significantly as production increases. Radish markets is steady, bulbs are large and deep red.

**Onions:** Steady as it goes. We have moved into Mayan Sweets, quality and taste are top notch. We also moved into NW red onions, price dip here.

**Potatoes:** Poly down slightly, cartons up. Large counts are tight.

**Peppers:** Green bells are very reasonable, walls are thick and dark green. Colored bell quality is very good and prices are down slightly. Mini sweet peppers are dropping and we expect that trend to continue to a promotable level by the end of the week.

**Tomatoes:** Finally! Rounds took a big drop this week. Expect beefsteak and TOV's to be promotable items for next weekend.

**Apples:** The 2020 Apple Cup was a huge success! We had a 50% increase in apple purchases from Stemilt Growers, the sponsors of this event! Thanks to all of you that supported and participated. Now comes the hard part – reviewing all the fantastic photos and determining the winner. We will tackle that task next week – stay tuned!



There are so many varieties to choose from! We will always have the standards of Fuji, Granny, Gala, Honey, etc. and also feature some of the proprietary varieties such as Cosmic Crisps and Rockits. Ask your sales rep for details.

**Berries:** As mentioned earlier strawberries are scarce. You will see multiple labels as we call in markers from everyone we know. All supply struggles are weather related – as usual. Variety berries will provide some relief and opportunities within the category.

**Grapes:** Quality and size is excellent. We will move from Peru and Chile as opportunities arise. We expect the market to move to promotable levels toward the end of February.

**Citrus:** Navel quality is as good as it gets! And prices are at the bottom as well. Mix in Sweet Scarlett grapefruit, Halos or Peelz, Bloods, Cara's, Lemons & Limes for great citrus push.

**Melons:** Cantagolds are here! If you haven't tried these – you need to. Basically an upscale cantaloupe with far better flavor, better external appearance, and smaller seed cavity! How can you go wrong! Ask your sales rep for more details.

You know, it wasn't long ago when February was our least favorite month in the produce world. Holidays over, spring too far away, all we sold was bananas, apples, and oranges. Not so anymore! We have a full lineup of fruits and vegetables to choose from, plenty of choices to push and feature each week!

Keep an eye on the website for daily deals and new items daily!

I'll leave you with this thought – Baseball is almost here! So