



## Market Update

February 12, 2020

I am starting a campaign to move Valentine's Day to June – Strawberries are just too hard to secure in February! It has been an extra rough go this year. Weather has slowed production at a time when demand is high. Add to that blueberry imports were held on the ships and availability has been next to nothing. So we “weather” it the best we can and find other avenues to create sales – because we’re produce folks!

**Artichokes:** High winds beat up the plants and caused significant damage.

**Asparagus:** Here is a real bright spot! Quality out of Mexico is outstanding, and prices have dropped to very promotable levels. Other than cherries, grass sales add up about as fast as any other item.

**Broccoli/Cauliflower:** Back to normal price levels – great items for ads or in store features.

**Celery:** No change here

**Leafies:** A good category to feature. Prices are good and quality is average or above.

**Iceberg:** Prices cheap – time to promote!

**Cucumbers:** Storms in Mexico have damaged the cuc deal – expect prices to rise.

**Onions:** Quality is good – price is cheap. We will move to Mexico sweet onions soon, Texas 1015's are a month away.

**Bell Peppers:** Prices are still reasonable and quality has been good. Blocky with firm walls.

**Potatoes:** Big sizes for cartons are tight, driving the price up. Poly remains cheap.

**Tomatoes:** Again – affected by the storm in Mexico. Quality will be average and prices will rise. Keep displays tight and turning.

**Apples:** Thank goodness! A list of varieties as long as your arm – lots to pick from here. Ask your sales rep for ideas and promotional offers.

**Berries:** Toughest item to source this week! We are doing all we can to get berries to you. California weather has been too cool to produce good yields. Add the Mexico weather wiping out the Mexican berry deal and you have every geographical market attempting to source from California. Things will turn around when the sun comes out.

**Citrus:** This year's navel crop has been one of the best in recent memory. Big, bright and juicy fruit at great prices. Be sure to add caras, blood, lemons, grapefruit and mandarins to your citrus display.

**Pears:** Take note of our 27# Anjou pears from Stemilt. These pears are preconditioned for a better eating experience than rock hard green fruit. Stick with this program and your repeat pear sales will grow.

Time sure flies by! Next we are looking at St. Patrick's Day with Easter right on the heels. Keep planning, executing, and adjusting to maximize spring sales.

Keep an eye open for Citrus Bowl 2020 sales and display contest to come in March!

