



Market Update

March 25, 2020

I really don't know how to start this update. To say we are in unprecedented times is an understatement. We all have so much on our minds regarding the safety of ourselves and our loved ones. Add to that the responsibility of attempting to fulfill the wants and needs of your customers and the mountain can seem pretty high. But as always, grocers are a strong group and will rise to the task at hand once again. Here is a rundown of some of the key items and how they are reacting to these volatile markets.

Asparagus: Quality is excellent, and prices are reasonable. Grass is one commodity we have been able to source relatively easily. Key item for the upcoming Easter holiday.

Broccoli/Cauliflower: It seems as though crowns are on a roller coaster, they jumped sky high at the end of last week but have eased significantly as some product becomes available from new growing districts. Cauliflower has spiked and not shown much relief yet.

Carrots: Wow! Demand for escalated so quickly neither us nor Bolthouse could keep up. Supply of shortcuts has been easier to source; cellos continue to be demand exceeds supply.

Corn: Spring is here! We have some very nice bi color Florida corn in the house now.

Cucumbers: Prices have gone up significantly. Quality is very good which doesn't always happen when prices rise.

Lettuce: Iceberg prices have risen, and leafies only a little. As production increases up North, I believe the market will settle.

Salads: For the most part the salad companies have done a remarkable job staying up with the increased demand. We have experienced some prorates most noticeably in the organic mixes.

Onions: We are now into Texas 1015 onions as our sweet onion. Supplies have stabilized and prices have increased some.

Bell Peppers: Greens are expensive, and quality is average. Colored bells are also up in price, but quality has held very good.

Potatoes: Definitely the hardest hit commodity of all. Cartons have been fairly easy to source, bales not so much. Demand for bales went crazy last weekend and there just isn't many small potatoes in the market. We expect bales to remain tight for some time. We will source some bales from Idaho, more money but we will have spuds.

Tomatoes: Here is a bright spot in the middle of all these tough markets. Quality is good and prices have remained stable. Romas and rounds are great items to promote.

Apples: Another great category to feature. All varieties are outstanding and at the peak of the season.

Avocados: No relief in sight.

Berries: Rain for the past two weeks has created havoc for berry growers. At this point we plan on having strawberries for Easter but doubt the price will be what we typically expect.

Grapes: The Chilean season is winding down quickly. Size is getting smaller and prices are rising especially on greens. Reds will still be promotable for several weeks.

Citrus: Oranges continue to eat great. Mandarins and other varieties are still available. The market on citrus has risen some.

Every day is a new experience. We don't know what to expect, how much more impact COVID-19 will have, and how our personal lives will be affected.

We appreciate the dedication of our retail partners. You are on the front lines, dealing with the public in ways we never imagined. Don't take your job lightly, you are providing an incredible service to your community every day you show up for work and give your best effort to fill the needs of every shopper.

Stay safe – and wash your hands.