



Market Update

March 2, 2020

61 degrees - can you believe it? Spring is just around the corner and we already have some great spring type items to promote.

Asparagus: Just the item I was referring to. Prices this week are as low as they get. You can't miss with an instore feature or ad promoting asparagus.

Broccoli/Cauliflower: Two for the table. Crowns are very promotable and quality is very good. Cauli is reasonable. Check out the purple, green, and orange cauliflower Barry brought in this week.

Carrots: Business as usual.

Cucumbers: Prices are a bit higher than normal. Quality has been very good.

Lettuce: Quality and prices are stable.

Value Added: We have added three new Green Giant vegetable varieties. Ask your sales rep for details.

Potatoes & Onions: No change here, Texas 1015's expected mid-month.

Tomatoes: Prices remain high, quality fair. Keep displays turning and back room stock minimal. There is no relief in the short term forecast.

Apples: Here is a real bright spot. More varieties than you can shake a stick at, and quality is outstanding on all.

Berries: Variety berries have been slightly scarce. We have had enough to get by, but supplies have been tight. Strawberries are easing some – a good week or two to promote before the Easter pull kicks in.

Grape: Quality and size are traits of this week's grapes. Eating quality is superior.

Citrus: We have some Dekopons in the house today. Coming from the same lineage as Sumos, this product looks like a sumo, has better size, and eats just as well if not better. The season is nearing the end, so take a try today before it is too late. Navels continue to be cheap and wonderful.

Pears: We offer Anjou, Bosc, Reds, and Chilean Bartlett's daily. Take note of our pre-conditioned Anjou's from Stemilt. This fruit will taste better than typical pears and bring back return customers.

Chilean Tree Fruit: Sometimes a forgotten piece of winter sales. We do have a selection of good size fruit in the building and I can tell you from first hand experience its good!

We have had a very mild winter in the Pacific Northwest. Today's sunshine gets us looking forward to spring and all the sales opportunities that come with it.

Next on the horizon is St. Pat's Day, followed by our 2020 Citrus Bowl Sales Contest. If you have not seen the details, ask your sales rep. Some great prices on some great Citrus and a significant prize chest just waiting for you claim! Easter is April 12th – not too early to be thinking about your plans.

61 degrees, Spring Training is underway, and the sun is shining brightly. Life is good – especially today!

