Market Update

Oct. 3rd, 2019

Snow! How fast the seasons have changed! What we all can take from this hint that slapped us on the side of the head is it is time to get our produce departments set for fall selling.

**Broccoli/Cauli:** After a few weeks of escalating prices, the broccoli market is easing. Cauliflower remains promotable but quality is only average.

**Cabbage:** Still sourcing northwest product. Quality is very good, prices are in line.

**Artichokes:** A bit of a sleeper item. Prices are reasonable – a good item to highlight in a weekend push

**Celery:** Market remains steady, quality very good

**Corn:** We have moved back into 4 pack overwrap corn

**Cucumbers:** Market showing signs of rising. Product needs to keep turning.

**Lettuces:** Leaf lettuce very nice. Dramatic weather swing in Salinas has caused some stress in iceberg. We will continue to search for quality lots.

**Packaged Salads:** Given the stress that lettuce has been through it makes sense that some effects may be seen in salads containing iceburg. It is very important to keep inventory turning and keep the cold chain in tact

**Onion:** We have moved to “Sweetie Sweets” out of Nevada for our sweet onions. This onion is far superior to the local “sweet” onions that are available and it grows in the good ol’ USA.

**Colored Peppers:** Cheap – Sell your heart out this week. Green bells out of Oxnard will tie in well with this display.

**Potatoes:** Business as usual

**Tomatoes:** TOV’s are still the hot ticket. Great quality and low prices. Layer tomatoes from Oceanside Pole are as good as it gets.

**Apples:** It’s time! New crop fuji, gala, granny, golden, honey crisp, and tangos are in the house. We have 9/3# snappers and 8/5# pouch bags as well.

**Avocadoes:** The market here eased off greatly from two months ago. We expect 36 size to become tighter as the weeks progress. We will have 18/4 ct in the house this week – take a look!

**Grapes:** Great size, great quality, great taste! What more could one ask for. These late season varieties are amazing. We have Adora black seedless in stock now.

**Lemons/Limes:** Lemons reasonable, limes down from the crazy high markets, but still expensive.

**Berries:** Dramatically effected by the rains and heat in Watsonville. Shippers are prorating daily, and quality is fair at best. Exercise good handling practices to a tee. Keep refrigerated, order day to day- keep displays tight.

**Oranges:** The Chilean Navel deal has been spectacular. Beautiful large juicy fruit makes for a great back to school push. We expect the first domestic Mandarins mid-November and the Navels a bit earlier.

**Nasoya/Azumaya:** We are now offering a strong variety of Asian foods from Nasoya. Early sales results are outstanding- ask your sales person for details

Seasonal: Mini pumpkins, gourds, and corn are now available. These products can easily help set the time for fall selling.

What a fast summer we had! And it was a Dandy! Each day begins new sales opportunities in your produce departments. Now its squash, apples and pears. The sooner you make your department scream fall selling, the sooner you capture all the sales that are available to you! What a great time of year – and post season baseball is here.