



Market Update

August 7, 2020

Business is good! After setting a new all-time sales record the week of July 4, the weeks that followed produced the second and third largest weeks in the history of Peirone Produce.

We don't know what normal is anymore. Certainly restaurants will gain some of their business back in the coming months. I do believe we will retain a significant portion of these gains at retail as many families will be opting for more meals at home.

Crowns/Cauli: Market is near the bottom. As we mentioned before, crowns & cauli are not just winter vegetables. Sales have been very good these past few weeks.

Carrots: Cellos are still from California, Washington is not producing carrots with any size yet.

Celery: A good item for healthy summer snacks, just add peanut butter!

Corn: Quality has been outstanding, one of the best years that I can remember. There seems to be no shortage of corn, and it seems to be holding up in the heat.

Cucumbers: Heat has taken its toll on NW cux. The crop basically burned up and we have returned to Mexican product loading in San Diego. With many local deals ending early because of the heat, demand will be high and so will the market.

Garlic: Demand has eased and supplies have caught up. Overall consumption has increased.

Lettuce: Quality is good, prices promotable.

Value Added Veg: Sales are up on pre-packaged products. Now is a good time to expand your presentation – ask your sales rep for ideas and best sellers.

Dill Weed: I'm sure this is the first time in 30 years I've added dill to the update. We have seen an increase in canning purchases this year, so bring in the dill!

Onions: No changes here. WW sweets will be around for a couple more weeks.

Peppers: Local green bells suffered heat stroke – We went back to California to fill our needs. Colored HH bells are from Canada, the market remains stable and has not offered much in the way of promotable opportunity this summer.

Potatoes: New crop is in the house now, a very smooth transition. Sweets and yams are also new crop out of California.

Tomatoes: Not much change to report here. Hothouse prices unseasonably higher than normal. Nature Sweet and Sunset have experienced product shortage along with increased demand creating prorates.

Apples: Sales remain strong on the apple category, and bag fruit is leading the way for sales gains. We expect new crop Rave's and Gala's next week.

Avocados: Many spot deals have kept the category moving. Ask your sales rep to keep you informed of opportunities as they present themselves.

Berries: Raspberries have burned up, we do not expect consistent supplies until late August. Strawberries are limited, resulting in a higher than normal market. Blueberries are a bright spot – we continue to source out of Oregon, Washington, and Canada.

Grapes: Ivory variety will be next week's green. Typically large elongated berries with good snap. We'll move into Krissy reds looking for better size than the red seedless. Be sure to try black seedless and some of the proprietary varieties as they are offered.

Lemons/Limes: Lemons remain stable while limes are skyrocketing. Be sure to adjust your retail pricing!

Melons: Cantaloupes are reasonable and very nice. Honeydews can surprise you – splash some out for a weekend and push during the 90* days! Watermelon are cutting great and are a must for the weather we are experiencing.

Oranges: We are using Chilean navels as our import orange, season started earlier than Australian and price is better.

Soft Fruit: Local peaches and nectarines are peaking right now! Quality is excellent, now is the time to promote.

Cherries: Quality and size remain very good. We still have Kyle's "Moon Cherries" to go for the back half of August.

More good news – Baseball is back! With this short season we're already talking about the playoffs! Pretty sure the Mariners won't be in the post season this year. It's kinda like some seasons of watching your

kids play – you know they’re going to get thumped but you love them anyway!

August can be a challenging month. Typically sales slowdown as vacations and gardens start up. This year will be different, and you never know where the next sales flash will come from. Keep an eye on our website and take advantage of the “daily deals.”

The fiscal year just came to a close for URM and Peirone Produce. Because of your support Peirone Produce enjoyed a record sales year far exceeding our forecast. We do appreciate your support and will start every day with the focus of earning your business.