



Market Update

May 25, 2022

Can you believe it's Memorial Week already? Annually it is the kick off to summer selling. We just need some 80 degree days to jump start the season!

Broccoli & Cauli: No big changes here. Quality remains good, crown pricing is pretty promotable.

Celery: Hold on to your hat! Prices have sky-rocketed the past few weeks and there is no relief on the horizon. Be sure your retail reflects your costs.

Corn: Quality has been very good on this Coachella Valley corn. We will have bi-color and some white as supplies allow.

Cucumbers: New crop out of Baja is very clean. A great item for additional sales this week.

Lettuce: The market has been fairly stable, quality is average.

Local Bounti: These hot house lettuces grown in Hamilton, Montana have really taken off. We have two new SKU's to offer. Ask your sales rep for details.

Packaged Salads: Taylor Farms has been prorating/scratching some items as raw product is a challenge. There is a price increase coming this week on Fresh Express reflecting the increasing costs of production.

Onions: No big changes here. We moved to California for reds and whites, because old the crop Washingtons were getting tired. We have

Sweet Red Italian onions in the house now. Barry says these are “Best for Burgers!” WW sweets are expected mid-June, if we can get some heat.

Peppers: Green Bells remain fairly high. Quality has improved, but they are not the dark green ones that we are used to. Colored Bells represent a great value and add some pop to your department.

Potatoes: Supplies on Russets look like they will hold between the old and the new crop. Reds and Yellows from the West Side are starting to show their age. We will keep an eye on how the next couple of weeks look and move to California if needed.

Apples: Pricing remains stable, there is still a wide selection to choose from.

Avocados: Will it ever end? Avocado prices remain very high with no end in sight.

Berries: With the big berry holidays behind us we expect berry prices to stabilize and quality to improve. Variety berry sales continues to grow- spend some time planning your promotions, and you will reap the rewards.

Lemons/Limes: Lemons are stable but not for long as domestic supplies wind down. Limes are dropping fast.

Melons: Along with cantaloupes and honeydews we have Dulcinea Tuscan Melons, Orange/Yellow/and midnight watermelon. We have something for everyone, something that the store across town may not have.

Citrus: Navels are kaput! We will use Valencias to bridge the gap until export navels arrive in early July or so. Domestic mandarins will follow the same pattern.

Soft Fruit: We are not alone in our unseasonable mild weather pattern. Central California is in a similar situation and fruit is just not progressing very quickly. We expect pricing and sizing to improve this week.

Cherries: Weather, weather, weather. Crop estimates have been greatly reduced this season. What that means is we all need to sell when the selling is good. Mid-June looks to be a good kick off date for Washington cherry promotions. We'll keep you informed as we get closer to the 4th of July.

A big thank you to all who attended our Spring/Summer Expo in May. It's always a great event to catch up with old friends and see what's new from our vendors. We are already planning for the Fall Show in September.