



Market Update

June 20th, 2022

The calendar says it's June, but the weather feels more like April. This rainy and cool weather will delay the local harvest this year. But be ready, because when the temperature rises, and the crops come on, sales will sky-rocket!

Mary's Harvest: This category continues to grow. Be sure to adjust your sets to reflect the summer season, if you need help & ideas, contact your sales rep.

Carrots: No change here We expect to source carrots out of Prosser, Washington mid-July.

Brocc/Cauli: Priced right for promotions, don't be fooled by thinking these are just winter promotions, sales are great when advertised.

Corn: Hard to believe, but many California growers did not plant corn this year, the lack of water continues to limit the acreage that can be irrigated. We have set up suppliers out of Georgia for most of our 4th of July corn.

Lettuce: Remember we have Washington grown Red, Green, and Romaine lettuce from Carpinito Farms. We have about 3 months to tell the "Local" story, so get on board now!

Onions: WW Sweets have been delayed due to the rain. Product is drying out, and we hope to have onions available mid-Week. Reds, yellows, and whites are all out of California.

Peppers: It looks like the green pepper market is starting to ease a bit. Colored Bells out of Canada are right for in store promotions.

Potatoes: New Crop Russets may start this week. We are loading reds & yellows in California and will continue until mid-July when new Washington spuds become available.

Tomatoes: Cherub tomatoes are great items for the summer. We'll have some additional offerings from Nature Sweet in two weeks. Give them a try!

Soft Fruit: We have the complete line up in the house now. Local apricots should become available later this week.

Avocados: Crazy, Crazy! After months of high prices, we are able to offer Peruvian fruit at a much reduced cost. The fruit arrived on the East Coast and is trucked over. Fruit will be green so you'll have to do some self-conditioning for a while.

Berries: Blues are in a bit of a slump, and the NW season will be delayed. Strawberries are the bright spot, so jump in now.

Cherries: This rain has wreaked havoc on the cherry crop. What was forecasted to be a strong year is now about 30% of planned yield. Prices will drop some for the 4th of July with the biggest opportunities coming in later July and early August.

Grapes: Barry will jump from the Calif. desert to Mexico to find the best fruit. Central California will not start until July 10th.

Citrus: If you watch the news, you'll already know much of what the nation is experiencing: extreme heat. The heat affects Valencia oranges and causes them to re-green resulting in oranges that have more green

and less orange than we want. Limes have come back down to reasonable levels.

Melons: Sales have been sluggish, mostly due to the weather. If we get some warmer temperatures, product will be ready to go for the 4th of July.

As with every holiday, the merchants that plan, are the merchants that succeed. Ad items have been selected, and now is the time to determine how you will compliment your ad to maximize sales and profits. July 4th comes but once a year, and most years it is the busiest week. What will you do to make it the most exciting 4th of July ever?