

# FRESH NEWS

From Pic Rite Management



March 24, 2019

Our goal is to provide up-to-date information about the ever-changing conditions affecting produce. Our weekly produce newsletter uses many sources and markets to track price, availability & quality.

## MOTHER NATURE'S DECISIONS

Asparagus supplies are fairly steady with less overall volume from MX than last year but also less demand. Better weather will help broccoli supplies with better quality. Cauliflower continues in the right direction with better weather but it's still very high. Celery growing weather hasn't improved much & prices remain crazy & will stay high for at least another week or so. FL is starting to produce cucumbers but volume is slow. MX supplies of cucumbers are light as they move growing areas. Eastern green peppers remain very tight as FL switches growing areas & quality is fair. Expect to wait till early April for better supplies. Western green peppers are also tight from CA & MX. Kale supplies continue to improve. Iceberg supplies are increasing on better temps & case weight has improved. That same weather is helping Romaine & leaf supplies but there are quality issues. Storage onion supplies are dropping & heavy demand will drive prices up as MX has light exports. Yellow eastern squash is still tighter than green on better supplies. FL tomatoes are now coming from Ruskin with improving supplies. But, MX tomato supplies are finishing so there will be a short term gap.

Avocados from CA are drastically less than last year & MX is steady on larger sized fruit. Strawberries are still tight but weather is getting better so supplies should improve. Red & green grape supplies are improving but when we move from import to domestic & MX, there might be a gap. We are seeing better supplies of cantaloupes & honeydews from Central America with the best deals coming from the larger sizes. Blueberries will get a bit tighter on less supplies & a gap for a couple of weeks. Limes will continue to be tight at least thru March.

## Mandarins – Cute Fruit

The demand for mandarin oranges have been growing to the point that it is more than 45% of the citrus category. They are a well-rounded snack since they are sweet, seedless, easy to peel and perfect for on the go people. There are new varieties that have been able to extend the CA growing season and they are now coming from China, Turkey and Morocco as the largest exporters. With a large percent of people admitting they could eat healthier, more people are looking for better snack options hence the growth.

I saw a sign at a Podiatrist's office: "Time wounds all heels."  
I'm a social vegan...I avoid meat.

## PRODUCE EXCHANGE TRENDS

This section of the Newsletter is designed to give a quick overview of the trends of individual items. "Mother Nature's Decisions" gives more info on the market & "Pics Worth a Look" will give an approximate up or down % for the week.

**Tomatoes** – Globes are a bit higher, cherry are steady & grape are higher & Romas are down some.

**Potatoes** – bakers are steady & reds are steady.

**Lettuces** – Iceberg is lower. Leaf is lower and Romaine is also. There are some quality issues with lettuce. Romaine hearts are lower.

**Cauliflower** – prices are lower on less demand but supplies are still tight this week.

**Broccoli** – is lower & still cheap compared to cauliflower this week.

**Grapes** – Green are steady to up some & red are steady to down a bit with both still on the high side.

**Strawberries** – prices are up a little as weather starts to improve.

**Melons** – Dews are down some & loupes are steady.

**Lemons** – supplies are moving growing areas but prices are fairly steady to down a bit.

**Squash** – yellow is lower & green is also.

**Peppers** – green are higher again this week.

**Onions** – yellow are up on stronger demand.

**Celery** – prices are crazy higher.

**Apples** – prices are steady this week.

**Cucumbers** – prices are lower this week.

**Raspberries** – prices are steady to up.

**Carrots** – are steady to lower this week.

**Asparagus** – prices are steady this week.

## PICS WORTH A LOOK FOR THE WEEK - Each ↑↓ = 8 –12% change

### GOOD VALUES

Asparagus	Green Leaf↓↓	Strawberries
Avocados	Honeydew	Tomatoes
Broccoli↓	Iceberg↓↓	Watermelon
Cantaloupe	Romaine↓	
Carrots	Roma Tomatoes	
Cherry Tom	Squash, Gr↓↓	

### WATCH OUT-CAREFULLY CONSIDER

Cucumbers↓	Peppers↑
Cabbage	Squash, Yell↓
Cauliflower↓	Grapes, Gr
Celery↑↑	Grapes, Red
Corn	Raspberries
Onions↑↑	