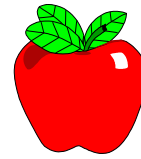


FRESH NEWS

From Pic Rite Management



January 10, 2021

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 from MX & Peru is light in supply & demand is high. Cold weather is slowing growth of both broccoli & cauliflower & steady demand. Celery is tight as we move to more growing regions for at least a couple more weeks. Cucumber supplies are decent with good quality. Corn supplies continue to be tight but steady. Green peppers are steady along with demand but red & yellow are tighter. Iceberg supplies are reported to be on the lighter side due to cold weather creating lighter yields. Green leaf has good supplies & quality with weights improving. Romaine supplies & quality have improved but weights are still on the low side. There are ok supplies of yellow onions with increased demand & good quality. Potatoes are holding fairly steady on decent supplies. Squash supply is ok with good quality. Tomatoes overall are very tight. Globes are very light and plum supplies have dropped this week with greater demand. Grape tomatoes are tighter & cherry supplies have firmed up due to a demand shift from grape to cherry.

There continues to be good supplies of avocados with very good quality. Hurricanes have hurt several growing areas of bananas in South America causing tighter supplies with higher prices. Strawberry supplies are growing. Red grape quality is very good & green are now coming from Peru in slowly growing supply. It looks like there will be a short supply of cantaloupes & honeydew due to the hurricanes in Central America until at least the end of January. There are slightly better supplies of pineapples. Raspberry supplies will remain on the light side & slowly increase come February.

Solanum Lycopersicum

1 billion #'s crossed the border from Mexico during last season. Over 25 billion #'s were grown in the US. The states of Jalisco and Sinaloa produce them year-round so growing gaps are diminished. FL and CA are planting fewer so we are seeing prices \$4-5 higher per case. The major Mexican grower is Calavo for 2 regions and 12 months. Inspections have been increased adding almost a full day of shipping delays. No this not about avocado but tomatoes. Remember to store at room temperature out of direct sunlight.

PRODUCE EXCHANGE TRENDS / HARVEST ORIGINS

This section of the Newsletter is designed to give a quick overview of the trends of individual items and the current major harvest areas in bold. "Mother Nature's Decisions" gives you more info on specific items.

Tomatoes—MX & FL. Globes are higher, grapes are a bit higher & cherry are steady & plum are steady.

Potatoes – ID, WA, WI & CO. Bakers are steady & reds are also.

Lettuces—MX & AZ. Lettuces all have quality issues. Leaf is lower this week. Iceberg is down some & Romaine is lower. All still remain on the high side.

Cauliflower – MX, CA & AZ Prices are down some but still very expensive on strong demand.

Broccoli – MX, CA & AZ. Prices are lower.

Grapes –CA, Peru. Green are steady & red are down some with both having decent quality.

Strawberries— CA, FL & MX. Prices are fairly steady this week with some quality issues.

Melons—MX & Central America. Dews are fairly steady & loupes are higher & we'll have a shortage over the next several weeks.

Lemons— CA, AZ. Good supplies of choice lemons but go with the smaller sizes for the best deals.

Squash – FL, CA & MX. Yellow are lower and green are fairly steady this week.

Peppers – FL, MX. Green is steady to up some.

Celery – CA & MX. Prices are higher.

Cucumbers—MX, FL. Prices are steady to down a bit.

Asparagus – MX, Peru. Prices are much higher.

Avocados –MX. Prices are steady this week.

When you've seen one shopping center, you've seen a mall.
A boiled egg is hard to beat.

PICS WORTH A LOOK - Each ↑↓ = 8-12% change

GOOD VALUES

Avocados	Peppers	Squash, Yell
Broccoli↓	Grapes, Red	
Carrots↓	Cucumbers	
Honeydew	Grape Tom	
Onions↑	Grapes, Gr	
Watermelon	Squash, Gr	

WATCH OUT-CAREFULLY CONSIDER

Celery↑↑	Iceberg
Tomatoes↑	Strawberries
Raspberries	Plum Tomato
Romaine↓	Cherry Tom
Green Leaf↓	Cantaloupe↑
Cauliflower	Asparagus↑↑