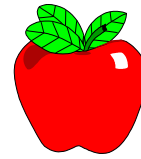


# FRESH NEWS



From Pic Rite Management

January 19, 2020

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

Avocado supplies from MX are tight due to slow harvesting & CA isn't coming on line till mid to late February. CA, FL & TX strawberry supplies are getting better & so is quality. Lemons are steady as growing areas move. Grapes are imported now from Peru & some from Chile. Supplies are tight but are expected to increase in a week or so. Cantaloupes are in good supply but honeydews are still on the tight side.

Asparagus is moving growing areas in MX but new areas have cold temps slowing production. Yuma's growing region has been adversely affected by the weather and creating a short and quality situation. Green onions, lettuces, spinach, broccoli, cauliflower and salad mixes including spring mix are all higher. Jumbo carrots are improving some. We are seeing steady celery supplies since it is not as affected by the wet, cold temps as other items. FL is still producing cucumbers but the majority is coming from Honduras but with a short shelf life. West cucs are coming from MX but wet cold weather is slowing supplies down. Better supplies are expected in the next week or so. Eastern cold temps have caused a gap in green peppers & things won't get much better for a least a week or more. Western green peppers are having the same bad weather gap so watch prices climb. Cold temps are slowing iceberg growth. Case weights are on the low side so you need to order more to get the same yield. Romaine & leaf lettuces are in the same condition as iceberg but not as bad. Eastern squash is very tight due to temps & it being a down cycle. West cool temps are slowing production there. That FL rain is slowing tomato harvesting with relief a couple weeks away. Western tomato supplies are slowly improving with flooded areas just starting to get back on track.

## Organic Produce

Being called significant are new regulations coming for the National Organic Program from the USDA. The deputy administrator is on record saying it will be a game-changer. It is currently being review by the Office of Management and Budget and labeled "Strengthening Enforcement Rule" The goal is to transform the organic regulations to meet marketing needs. It will allow fewer exemptions and increase the number of food handler certifications. This is all in response to Congress asking the USDA to close the loopholes for all imports especially high risk imported items.

*A jury is twelve people who determine which client has the best attorney. My wife knew I didn't want a wraparound porch so we compromised and got a wraparound porch.*

## 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; grapes are down some & a decent buy & cherry are lower but on the high side and plum are down but very expensive. Should see some relief over the next two weeks.

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

**Lettuces** – There are quality issues. Leaf is much higher this week. Iceberg and Romaine are higher. Case weights are lower.

**Cauliflower** – prices are way up but quality has improved.

**Broccoli** – is high but steady with quality issues.

**Grapes** – Green & red are steady but red remains a much better deal than green. Watch quality especially red!

**Strawberries** – prices are down some again this week.

**Melons** – Dews are down a bit & loupes are higher.

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

**Squash** – yellow & green are a lot higher this week.

**Peppers** – green are mostly steady this week.

**Onions** – yellow are steady to up a bit this week.

**Celery** – prices are steady mostly.

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

**Cucumbers** – prices are much higher this week.

**Carrots** – are steady but jumbo are on the tight side.

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

**Avocados** – prices are steady to a bit higher.

## PICS WORTH A LOOK FOR THE WEEK - Each $\uparrow\downarrow$ = 8-12% change

### GOOD VALUES

|                        |                               |
|------------------------|-------------------------------|
| Avocados               | Onions                        |
| Cantaloupe $\uparrow$  | Squash, Gr $\uparrow\uparrow$ |
| Carrots                | Squash, Yell $\uparrow$       |
| Cucumbers $\downarrow$ | Watermelon                    |
| Grapes, Red            | Raspberries                   |
| Honeydew               | Grape Tomatoes                |

### WATCH OUT-CAREFULLY CONSIDER

|                          |                                       |  |
|--------------------------|---------------------------------------|--|
| Celery                   | Iceberg $\uparrow$                    | Broccoli                               |
| Corn                     | Romaine $\uparrow$                    | Cauliflower $\uparrow\uparrow\uparrow$ |
| Peppers                  | Green Leaf $\uparrow\uparrow\uparrow$ | Squash $\uparrow\uparrow\uparrow$      |
| Plum Tomato $\downarrow$ | Grapes, Gr                            |  |
| Tomatoes                 | Cherry Tom                            |  |
| Strawberries             | Asparagus $\uparrow$                  |  |