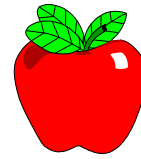


FRESH NEWS



From Pic Rite Management

November 10, 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 from Baja has decreased but it is being partially replaced by Sonora & Peru is holding steady. Broccoli supplies are picking up & quality is a bit better. Less cauliflower demand is holding prices but florets are very tight & expensive. Celery demand will be strong at least through the Thanksgiving holiday. There will be an eastern cucumber growing area gap due to heat that has pushed crops ahead of schedule. We'll have to wait until mid-November for better supplies. Western cucumbers are moving also but in decent supply. The eastern supply of green peppers is still in good shape as growing areas move south. Western green peppers are coming from many areas in ok supply. The short iceberg growing gap hasn't affected prices. Romaine supplies remain tight & hearts are limited. Leaf lettuces have some quality issues. Red potatoes continue to high. Potato supplies are on the tight side due to cold Idaho temps but warmer temps should help production some. Squash is moving from GA to FL areas fairly smoothly. Western squash is moving to MX with steady supplies. Strong demand & tight supplies of tomatoes will keep prices on the high side. MX avocado production is steady but larger sizes remain on the tight side. Strawberries will be on the rise as they move areas, deal with strong & damaging winds & a have a heat wave. Larger size lemons continue to be tight. Watch for quality issues with green grapes as they finish their season earlier than expected. Red grapes should hold steady for the rest of November but prices will rise as green get tighter. Honeydew & cantaloupe supplies are very tight & the demand for both is strong so prices are high(er). We have to wait 2-3 weeks for better supplies.

Regenerative Agriculture

The above is a conservation and rehabilitation approach to food and farming systems. It focuses on a number of areas including topsoil, increased biodiversity, enhancing the ecosystem, supporting biosequestration, increasing the health of the farm soil and improving the irrigation cycle. This approach on small farms and gardens is often based on ideologies focused on permaculture, agroecology, agroforestry, restoration ecology, keyline design and holistic management. Large farms tend to be less ideologically driven. More on all this next week.

Nostalgia isn't what it used to be.
I intend to live forever, so far so good.

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 lower, grapes are down some & cherry are lower and plum are also.

Potatoes – bakers are steady to down a bit & red are also.

Lettuces – There are quality issues. Leaf is higher this week and Iceberg is lower & Romaine is also.

Cauliflower – prices are steady and quality has improved.

Broccoli – is steady to lower but it has heat caused defects.

Grapes – Green & red are steady to down a little.

Strawberries – prices are steady to higher this week.

Melons – Dews are a bit higher & loupes are mixed.

Lemons – supplies are mostly smaller sizes and prices are steady this week.

Squash – yellow & green are steady to up a bit.

Peppers – green are steady.

Onions – yellow are steady to down some.

Celery – prices are steady to higher this week.

Apples – prices are steady this week.

Cucumbers – prices are steady to down some this week.

Carrots – are steady this week.

Asparagus – prices are higher this week.

Avocados – prices are steady and MX is the main source.

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

GOOD VALUES

| | | |
|-------------------------|--------------|-------------------------|
| Asparagus \uparrow | Grapes, Red | Squash, Yell |
| Broccoli | Green Leaf | Watermelon |
| Cantaloupe \downarrow | Honeydew | Cherry Tom \downarrow |
| Carrots \uparrow | Onions | |
| Cucumbers | Strawberries | |
| Grapes. Gr | Squash, Gr | |

WATCH OUT-CAREFULLY CONSIDER

| | |
|-----------------------|----------------------|
| Cauliflower | Raspberries |
| Celery | Avocados |
| Corn | Iceberg \downarrow |
| Peppers | Romaine \downarrow |
| Plum Tomatoes | |
| Tomatoes \downarrow | |