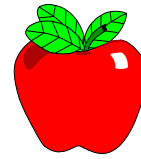


FRESH NEWS

From Pic Rite Management



November 22, 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

CA had heat issues now some areas are having frost. Several items are being affected by the cooler temps. Asparagus supplies from MX have improved & Peru is steady but demand will pick up due to the holidays w/ very good quality. Broccoli supplies are tighter with strong demand & moving growing areas. Cauliflower is tighter with strong demand. Jumbo carrots are still on the tight side & processed carrots are tight. Celery is moving growing areas & there is more demand due to the holidays. Cooler temps in the west are slowing corn production but FL is running & so will MX in a couple of weeks. Cooler temps are slowing both east & west cucumber supplies. Romaine, iceberg & leaf lettuce are holding very expensive due to quality issues & strong demand. Freezing temps & rain in Huron has really hurt the quality of all lettuces & no improvement is expected during November. We're seeing higher onion prices with the Thanksgiving draw. Green peppers are in decent supply but red & yellow are tight. Eastern wind & rain and western cooler temps are hurting squash supplies. Tomato supplies are really getting hurt by tropical storms so prices are climbing. Black & blueberry supplies are shrinking & strawberry crops have been hurt by rain & a freeze. FL will start in early December. Limes are tight due to rain affecting harvesting. We're waiting to see if grapes had much damage from the rain & freezing temps in CA. Loupes & dews are lighter with increased demand but eastern imports will start soon. Avocados are in good supply from MX with all sizes available. There remains strong demand for oranges but supplies are improving.

Imports Gaps for Berries are Shrinking

Peru has passed Chile as the world's leading blueberry exporter. The Peru blueberry association is forecasting a 42.5% increase in blueberries, most of which will be exported. North America's imports of strawberries, blackberries & raspberries continue to grow despite COVID 19 shrinking import gaps. This import increase of berries has grown from \$965 million in 2010 to almost \$3.6 billion in 2019. These imports have made for year round availability of blueberries. Gaps used to exist from Sept. to November & from March to April but not anymore.

Why does the Norway navy have bar codes on their ships? So when they come back to port, they can Scandinavian.
I tried to remarry my ex-wife but she figured out I was only after my money.

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 this week, grapes are lower & cherry are steady & plum are climbing fast.

Potatoes - ID, WA, WI & CO. Bakers are steady & reds are down some.

Lettuces-CA, MX. Lettuces all have quality issues. Leaf is steady. Iceberg is steady but you should stick with fresh cut & Romaine is steady but, like iceberg, consider fresh cut.

Cauliflower - MX, CA. Prices are much higher on increased demand.

Broccoli - MX, CA. Prices are much higher.

Grapes -CA. Green are steady & so are red with both having decent quality.

Strawberries- CA, MX. Prices are higher this week with some quality issues.

Melons-AZ & MX. Dews are doing some & loupes are higher & this should change for the worst 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 is climbing fast.

Peppers - FL, MX. Green is steady to down a bit.

Celery - CA & MX. Prices are a bit higher this week.

Cucumbers-MX, FL, Honduras. Prices are up.

Asparagus - MX, Peru. Prices are steady.

Avocados -MX, CA, Peru & Dominican Republic. Prices are steady this week.

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

GOOD VALUES

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

WATCH OUT-CAREFULLY CONSIDER

Corn↓↓	Iceberg
Tomatoes	Strawberries↑
Raspberries	Broccoli↑↑
Romaine	Asparagus
Green Leaf	Plum Tomato↑
Cauliflower↑↑	Cherry Tom