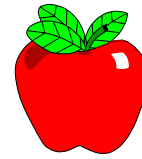


FRESH NEWS



From Pic Rite Management

December 1, 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

Avocados are in good supply, mainly coming from MX with good demand with all sizes available. Raspberries are in decent supply but shelf life is short due to the fruit breaking down from moisture. CA strawberries are slowing down & MX isn't picking up enough of the slack while we wait on Oxnard & FL. Lemon supplies are steady but should start to increase in a couple of weeks from CA. Summer heat quickened the harvest of green grapes causing tight supplies & the storage supply quality is only fair. Imports will start in December. Red grape supplies are steady but prices will climb with green supplies tight. Loupes & dews are still on the tight side as we wait on imports to increase in a month or so.

Asparagus supplies are increasing but much will be used up by the Thanksgiving holiday. Broccoli is moving growing areas but low yields haven't pushed prices. Cauliflower has low yields & this is hurting floret supplies. Celery demand will start to come down as the holiday passes. Eastern cucumbers are tighter as GA finishes & FL is slow. Western cucumber supplies are in good supply. Iceberg & Romaine supplies have gotten better but with quality issues. Leaf lettuces are still light with quality issues. Onions are in very good supply & are expected to continue that way thru November. Potatoes continue to slowly climb in price due to demand. Eastern green peppers are moving to FL & supplies are steady but light. Western peppers are slow due to cold temps. Eastern green squash is tight & yellow is also with both are getting tighter. Cold temps have slowed western squash. Eastern tomatoes are in better supply except for Romas. Western tomatoes are moving to Mexican growing areas with steady prices.

Let's Dig Up some Sales On Root Vegetables

This is the time of year that root vegetable usage ramps up. Root vegetables are available all year round but when you get to the fall and winter, demand increases. Colder temps drive people to soups & stews and items for their holiday menus. Potatoes, onions and carrots make up 97% of root vegetable volume but don't forget rutabagas, turnips and horseradish and ethnic favorites like cassava and daikon. Other root vegetables you can consider are radishes, beets, rainbow carrots, celery root and parsnips. It's winter comfort food for your menu.

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 steady, grapes are up some & cherry are also and plum are down some.

Potatoes – bakers are steady & red are steady to up a bit.

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

Cauliflower – prices are much lower and quality has improved. Florets are still tight.

Broccoli – is lower this week.

Grapes – Green are a bit higher & red are steady to up a bit.

Strawberries – prices are higher this week.

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

Lemons – supplies should begin to improve and prices are fairly steady this week.

Squash – yellow is higher & green is steady.

Peppers – green are steady.

Onions – yellow are steady to up some.

Celery – prices are steady.

Apples – prices are steady this week.

Cucumbers – prices are steady to up some this week.

Carrots – are steady this week.

Asparagus – prices are steady this week.

Avocados – prices are steady to up some.

Never trust an atom, they make up everything. Why doesn't glue stick to the inside of the bottle?

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

GOOD VALUES

Asparagus	Grapes, Gr	Squash, Yell↑
Avocados	Grapes, Red	Watermelon
Broccoli	Honeydew	Cherry Tom
Cantaloupe	Onions	
Carrots	Strawberries↑	
Cucumbers	Squash, Gr	

WATCH OUT-CAREFULLY CONSIDER

Cauliflower↓↓	Raspberries↑
Celery	Iceberg↓
Corn↑↑	Romaine↓
Peppers	Green Leaf
Plum Tomatoes	
Tomatoes	