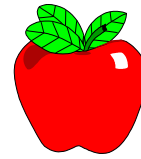


FRESH NEWS



From Pic Rite Management

February 16, 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

MX avocado supplies are better & demand is off after the Super Bowl but CA supplies are not quite ready as they will take a few more weeks to ripen. Cooler western temps have slowed strawberry supplies & the Valentine's Day draw used up supplies so things will be tight for a least another week. Smaller sized lemons are in the best supply. Orange supplies are running on the larger size. Green grapes are in good supply with lower demand but we're waiting on red grapes to ramp up volume as Chile kicks into gear. Cantaloupes supplies are in decent supply but go with the larger sizes for the best deals. Honeydews aren't in great supply but demand is off.

MX asparagus is increasing with better weather. There are better broccoli supplies but still some quality issues. Cauliflower supplies continue to slowly improve but not enough to be a good buy. Celery is in very good supply & quality. Eastern cucumbers from Honduras continue to increase but demand is good. Western cucumbers from MX have been slowed by rain & cold temps. Eastern green pepper supplies are light due to past cold temps & less plantings. Western green pepper supplies aren't much better than eastern. There are good supplies of iceberg with ok quality & better weights. Romaine & leaf lettuces are holding fairly steady but cold temps may change that. Case weights, like iceberg, have improved. Larger sized baking potatoes remain tight (40ct to 80ct). It looked like squash supplies were finally going to become a steady good buy but cold eastern temps & rainy, cold temps in MX have changed that. Eastern tomatoes from FL remain on the tight side since yields are 50% off from last year but western supplies have picked up. We have to wait to see what heavy recent rains do.

The New Produce Norm

It used to be when you went to the grocery store; the produce section had just the normal selection of fruits, you know apples, bananas, oranges, berries, etc. Shoppers now want more. They expect to see items like dragonfruit, young coconut, jackfruit, rambutan, lychee, cherimoya & passionfruit. Jackfruit in particular has really taken off in popularity. It contains protein & can be used as a meat substitute for pulled pork & taco meat. So when you are looking for something new to excite your customers, think about recipes using the new produce norm.

I saw my wife, slightly drunk, yelling at the TV: "Don't go into the church, you moron!" She's watching our wedding video again. Wife: You forgot the evaporated milk from the shopping list. Me: I definitely got it; it must have evaporated!

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 much higher & cherry are higher and plum are much higher. We are still hoping for relief over the next two weeks.

Potatoes – bakers are up some & red are steady.

Lettuces – There remain some quality issues. Leaf is steady to lower this week. Iceberg and Romaine are also a little lower. Case weights are better but still on the low side.

Cauliflower – prices are a bit lower this week.

Broccoli – has dropped again this week.

Grapes – Green is lower & red is lower with green having better quality.

Strawberries – supplies have improved and prices are a bit lower but still not a good deal.

Melons – Dews are lower & loupes are also. Go with smaller dewes & larger loupes.

Lemons – prices are steady this week.

Squash – yellow & green are lower this week.

Peppers – green are steady this week.

Onions – yellow are steady to lower this week.

Celery – prices are steady to a bit lower this week.

Apples – prices are steady this week.

Cucumbers – prices are steady this week.

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

Asparagus – prices are up a little this week.

Avocados – prices are higher this week.

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

GOOD VALUES

Avocados \uparrow	Honeydew \downarrow	Romaine \downarrow
Broccoli \downarrow	Iceberg	Peppers
Cantaloupe	Onions	Grape Tom $\uparrow\uparrow$
Carrots	Squash, Gr \downarrow	Green Leaf
Celery	Squash, Yell \downarrow	
Cucumbers	Watermelon	

WATCH OUT-CAREFULLY CONSIDER

Corn \downarrow	Grapes, Gr \downarrow
Plum Tomato $\uparrow\uparrow$	Asparagus
Tomatoes	Grapes, Red \downarrow
Strawberries	Raspberries \uparrow
Cauliflower	
Cherry Tom \uparrow	