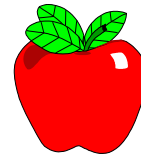


FRESH NEWS

From Pic Rite Management



February 21, 2021

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 supplies are better from MX with very good quality. Broccoli supplies are in good shape but the quality is only fair. Cauliflower prices are steady but that's because of low demand with fair quality. Carrots are in ok supply but weather is improving which will help sizing & supplies. Celery supplies are better but longer sizes are on the tight side. Eastern corn remains tight but MX corn supplies are good but with strong demand. We expect tighter supplies of cucumbers due to a supply gap from MX & light supplies from Honduras. Green beans from FL are tighter as cold temps have caused damage & MX has good supplies but also strong demand. Romaine, iceberg & leaf lettuces have decent supplies with steady prices. There remain some quality issues but nothing too bad. New supplies from Salinas should start in about a month. FL green pepper supplies are growing with good quality & better price. Red & yellow supplies are better. MX red & green peppers are good but yellow remain tight. FL squash supplies are also good with better pricing. MX squash is good but yellow is headed for a gap with green also about a week later. Tomato supplies are getting better weekly.

There was a record avocado crop but now only the largest growers have fruit & they will push prices up some while we wait on CA. There are lower supplies of raspberries & blackberries. Strawberries remain tight with strong demand. Red grape supplies are decent but green are tight. Rain in Chile has damaged the crop with no recovery till April. Prices will start to climb. Cantaloupe supplies hold tight with heavy demand but honeydew supplies have increased.

Crazy Weather

We are getting ready for a transition of growing areas to the deserts of AZ & CA. In the meantime we are contending with past heat waves & wildfires & warm overnight temps that have hurt yields & quality. This makes for ideal insect conditions, mildew & mold. Due to these growing conditions, growers have started new fields earlier than scheduled & that will bring an early end to the current growing season. Then we will move ahead of time to the transition areas. This equals a roller coaster price ride ahead.

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 steady to lower, grapes are a bit lower & cherry are lower & plum are also.

Potatoes – ID, WA, WI & CO. Bakers are steady & reds are also.

Lettuces—MX & AZ. Lettuces all have some quality issues. Leaf is fairly steady this week. Iceberg & Romaine are also.

Cauliflower – MX, CA & AZ Prices are down some.

Broccoli – MX, CA & AZ. Prices are steady to lower.

Grapes –Chile, Peru. Green are steady to up some & red are also with both having decent quality.

Strawberries— CA, FL & MX. Prices are steady to down some this week but with some quality issues.

Melons—MX & Central America. Dews are steady to down some & loupes are steady & we'll have a shortage continue 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 & MX. Yellow are lower but headed for a gap and green are also this week.

Peppers – FL, MX. Green is lower & red & yellow are better.

Celery – CA & MX. Prices are a bit lower.

Cucumbers—MX & Honduras. Price is steady to up.

Asparagus – MX, Peru. Prices are lower.

Avocados –MX. Prices are steady to higher this week.

A burglar broke into my house last night. I didn't shoot him; I just pointed the red laser dot on his forehead and watched my three cats do the rest.

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

GOOD VALUES

Avocados	Peppers↓	Squash, Gr↓↓
Broccoli↓	Grapes, Red	Squash, Yell↓↓
Carrots	Cucumbers	Cauliflower
Honeydew↓	Grape Tom	Plum Tomato ↓
Onions	Grapes, Gr	
Watermelon		

WATCH OUT-CAREFULLY CONSIDER

Celery	Iceberg
Tomatoes	Strawberries
Raspberries↑	Cherry Tom↓
Romaine	Cantaloupe
Green Leaf	
Asparagus↓	