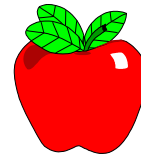


FRESH NEWS



From Pic Rite Management

February 28, 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 is in good supply & quality from MX with steady supplies from Peru. Broccoli supplies are good but the quality isn't due to wind damage. Cauliflower is in decent supply with low demand & good quality. Corn is limited from MX & will remain tight from FL through March. Watch out for the St Patrick's Day cabbage draw. Hey, it's a real thing! There are better supplies of celery with very good quality. Honduras cucumber supplies are light & MX is limited due to cool temps. Green beans remain tight or tighter. Romaine, Iceberg & leaf lettuces are in decent supply finally but there are some quality issues. We'll have to wait until the end of March before we get back to supplies from Salinas. We will see the impact that recent storms have had on onions from TX but the Northwest remains steady. We are getting good supplies of all colors of peppers from FL & prices are good. Western peppers are good except for yellow which remain tight. Squash from FL is in very good supply with good pricing & western squash is good but yellow's quality is fair. Overall, the tomato market is steady with increased volume expected in the next few weeks.

Bad weather has hurt avocado supplies crossing the border with greater demand than predicted. Bananas are steady but a bit higher than normal while they come from not normal sources. CA & FL strawberries are tight & MX isn't able to cover the overall demand. Chile had heavy rain damaging grapes so we are depending on Peru for the next few weeks. Green grapes will be the most affected. Cantaloupe supplies are increasing with good demand. Use smaller sizes if possible. Honeydew is decreasing in price.

Onions & Potatoes

Onions and potatoes are staples. We also call them hardware items because they can last for weeks if handled properly & should be ordered by the case to get the best price. During the pandemic, these items hold a higher value because they can be used as a side item or in the case of potatoes as an entree. Potatoes are now the #1 vegetable purchased. Did you know that a supermarket shopper buys an average of \$43 per shopping cart unless they buy potatoes, then the average is \$85?

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 lower, grapes are steady & cherry are lower & plum are steady.

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 & so is Romaine. Iceberg is a bit higher.

Cauliflower – MX, CA & AZ Prices are steady.

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

Grapes –Chile, Peru. Green are steady to up some & red are steady 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 lower & loupes are down some but the shortage continues for the coming weeks.

Lemons— CA, AZ. Good supplies of choice lemons but go with the smaller sizes for the best deals.

Squash – FL & MX. Yellow is steady but headed for a gap and green is also steady this week.

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

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

Cucumbers—MX & Honduras. Prices are higher.

Asparagus – MX, Peru. Prices are steady to lower.

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

Save business cards of people you don't like. If you ever hit a parked car write "Sorry" on the back of one and leave it on the windshield of the car you hit.

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

GOOD VALUES

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

WATCH OUT-CAREFULLY CONSIDER

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