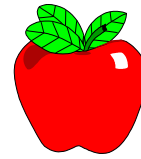


# FRESH NEWS



From Pic Rite Management

March 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

MX avocado demand has come down some but the growers are trying to prevent future shortages by limiting availability. CA volume will be determined by expected rain. That rain is affecting MX & CA strawberry quality & quantity & FL crops by rising heat. Lemons supplies continue to be good but the best availability remains with the larger sizes. Right now, limes are running on the large size but expect that to switch to small sizes in the next couple of weeks. There will be a supply drop in green grapes over the next week or two as we wait for MX in April. Red grape are in steady supply & price. Cantaloupes are in good supply but retail promotions are increasing demand. Honeydews are also a feature of retail.

Asparagus supplies should remain good for a couple of weeks more. Broccoli is moving growing areas so supplies are tighter. Light supplies & good demand will push cauliflower prices higher. Demand is pushing celery prices up while rain is slowing production. Eastern cucumbers move from Honduras to FL but FL is behind on supply & quality. Cucumbers from the west are light with better supplies in a couple weeks or so. FL green peppers are light but low demand is helping prices not climb too much. There are tight supplies of western green peppers. Rain has slowed Romaine, iceberg & leaf lettuce production. There are some quality issues. Eastern squash is very tight & demand is strong but FL is scheduled to start anytime. Western squash quality & supplies are fair. Eastern tomatoes have slowed down by cool temps but western tomatoes are in better supplies from MX & will continue to improve depending on good weather. We will see better cherry & grape tomato supplies and also Roma tomatoes.

## "Clean Eating"

Clean Eating is gaining momentum as part of the food culture and organic produce can provide an easy solution. Over 90% of total organic fruit & vegetable sales in the past year came from fresh produce, almost \$17 billion. The majority of shoppers, over 60%, who opted for organic produce did so to avoid chemicals in their food. They wanted to feel good about what they're putting into their bodies, hence the "Clean Eating" label. Price was always a factor but had little affect on Kale, Apricots, some berry selections.

The World Health Organization has declared that dogs cannot transmit Coronavirus, and there is no reason to quarantine dogs anymore. W.H.O. let the dogs out!

## 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 lower, grapes are steady to up some & cherry are lower & plum are a bit lower.

**Potatoes** – bakers are steady & red are steady also this week.

**Lettuces** – There remain some quality issues. Leaf is higher this week. Iceberg and Romaine are much higher as rain has slowed harvesting.

**Cauliflower** – prices are higher on low supplies.

**Broccoli** – prices are much higher as it moves growing areas.

**Grapes** – Green is steady & red is a bit lower.

**Strawberries** – supplies have tightened from MX, FL & CA with some quality issues.

**Melons** – Dews are down some & loupes are steady to up some. Go with larger sizes if possible.

**Lemons** – prices are steady to a bit lower this week.

**Squash** – yellow are up some & expensive & green are higher but a better deal than yellow.

**Peppers** – green are steady this week.

**Onions** – yellow are steady to up a little this week.

**Celery** – prices are higher this week.

**Cucumbers** – prices are steady to up some in the east but higher in the west this week.

**Carrots** – are steady.

**Asparagus** – prices are steady this week.

**Avocados** – prices are steady this week.

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

### GOOD VALUES

Avocados	Honeydew	Grape Tom
Broccoli $\uparrow\uparrow$	Iceberg $\uparrow\uparrow$	Green Leaf $\uparrow$
Cantaloupe	Onions	Strawberries
Carrots	Watermelon	Plum Tomato
Celery $\uparrow$	Romaine $\uparrow\uparrow$	Grapes, Red
Cucumbers	Peppers $\uparrow$	Asparagus

### WATCH OUT-CAREFULLY CONSIDER

Corn	Grapes, Gr
Tomatoes $\downarrow$	Squash, Gr $\uparrow$
Cauliflower $\uparrow$	Squash, Yell
Cherry Tom $\downarrow$	
Raspberries	