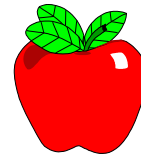


# FRESH NEWS

From Pic Rite Management



April 12, 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

Avocado harvest in MX was halted for the Easter holidays & adding strong demand to light supplies will push prices higher. Black, blue & raspberry supplies are tight due to rain or cold temps & quality isn't the best. The Easter strawberry draw & reduced supplies due to rain & ending seasons in MX & FL equal higher prices. Red grapes remain the better deal with slower demand as green grape supplies are lighter with more demand. There are tighter supplies of cantaloupes & western honeydew supplies are steady. Watermelon is tight from MX with some demand. Limes are tight from MX as Easter halted production but supplies should get better as workers return.

Asparagus supplies are steady from Peru as we wait for better supplies from MX in a couple of weeks. We are seeing better supplies of green beans from FL & MX supplies are steady. Broccoli & cauliflower has moved to northern CA & MX supplies are steady & AZ is tapering off. Jumbo carrots will remain on the tight side for the next couple of weeks. Warmer temps have caused some celery quality issues. Corn remains very tight but the spring crop will help supplies soon. We're about a week away from better cucumber supplies from both FL & MX but in the meantime, prices are up. Romaine, iceberg & leaf lettuce quality is fair to good with good supplies & steady demand. FL & MX pepper supplies are tight & we'll have to wait till the end of April for significantly better supplies. Larger sized potatoes are tighter. FL squash supplies are very good with lower prices & MX has decent supplies with new areas starting. Tomatoes are in overall good & improving supply with nice quality.

## Fairy Circles???

A fairy ring or circle is a naturally occurring circular ring of mushrooms found on lawns or the forest. It is the result of mycelium growth that forms in a circle fashion underneath the ground. Free fairy rings sprout saprotroph mushrooms. Tethered rings sprout mycorrhizal fungus. The largest one is in France and is 2000 feet wide and over 700 years old. In Scotland they were believed to be the works of fairies hence their name. Dutch legend is that the center is barren because the devil placed his milk churn there.

*Lance isn't a common name these days, but in medieval times, people were named Lance a lot. I saw a woman at the store with March Madness teeth...she was down to the final four.*

## 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, cherry are lower & plum are down some. Grapes are much lower.

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

**Lettuces—MX, CA & AZ.** Lettuces all have some quality issues. Leaf is down a bit this week & Romaine is up some. Iceberg is down some.

**Cauliflower – MX, CA & AZ** Prices are steady this week.

**Broccoli – MX, CA & AZ.** Prices are steady this week.

**Grapes –Chile.** Green are up a little & red are down a bit and the best deal but overall, grapes are high.

**Strawberries— CA, FL & MX.** Prices are up some this week with some quality issues.

**Melons—MX & Central America.** Dews are steady to lower & loupes are higher.

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

**Squash – FL & MX.** Yellow is down some and green is fairly steady this week.

**Peppers – FL, MX.** Green is a bit higher & red is better & yellow are tighter.

**Celery –CA, AZ, FL & MX.** Prices are steady.

**Cucumbers—MX, FL & Honduras.** Prices are higher.

**Asparagus – MX, Peru.** Prices are steady to a bit up.

**Avocados –MX & CA.** Prices are steady to a bit higher this week as we wait on CA supplies to increase.

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

### GOOD VALUES

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

### WATCH OUT-CAREFULLY CONSIDER

Raspberries	Iceberg
Romaine	Strawberries
Green Leaf	Corn
Asparagus	Cauliflower
Cucumbers↑	