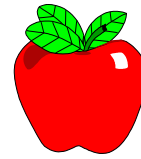


FRESH NEWS

From Pic Rite Management



May 2, 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 in the east is steady on supplies from Peru but western supplies are tighter as growing areas are transitioning to new areas. FL green bean supplies are tighter due to rain & MX is moving growing areas so expect prices to climb fast. Broccoli & especially cauliflower will go up due to cool temps affecting yields but quality is fairly good. Jumbo carrots will remain light until June. Celery supplies & quality are holding steady. FL corn is in good supply but rain may slow it down some & MX corn is slowing but CA is starting. FL cucumber supplies are light with strong demand & MX is in a growing area gap so prices remain high. We have moved growing areas for lettuces but we have to be concerned with cooler weather which can slow growth. The cooler temps will cause some quality issues but for now things are steady. Onions are fairly steady with TX good & North West tapering off but relief is coming from the Imperial Valley. Green peppers are in good shape & quality but rain may slow the harvest. The largest sized potatoes are tight but smaller sizes (80ct & smaller) are better. FL squash is in very good supply. Tomatoes are mostly steady but cooler temps in FL might hurt some short-term. Avocados are getting tighter on strong demand & Cinco de Mayo. Black, blue & raspberries are all in tight supply with strong demand. Strawberries are all but finished from FL & MX is finishing. This is when we usually get them from CA but cool temps are slowing things down. Green grapes are very tight but red are in steady supply. Cantaloupe supplies are good & honeydew supplies are fairly steady. Watermelon is in better supply.

Truck Rates Are Soaring!

In April of 2020, a truck from CA to Boston cost \$6,400. This year that same truck costs \$10,600. We are being told that cross country rates could be 35 to 50% higher this summer. This will force buyers to consider local produce whenever possible. The reason for these high truck rates is availability. Many long time truck drivers are out of business & not available to chase after the more profitable seasonal business. It's believed many drivers are staying at home & collecting stimulus checks instead of driving.

I picked up a hitch-hiker. After a bit, he asked me if I wasn't afraid that he might be a serial-killer. I told him that the odds of two serial killers being in the same car were extremely unlikely!

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 higher, cherry are up a bit & plum are also. Grapes are steady.

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

Lettuces—MX & CA. Lettuces all have some quality issues. Leaf is down some this week & Romaine is lower. Iceberg is steady.

Cauliflower – MX & CA Prices are climbing higher.

Broccoli – MX & CA. Prices are up some.

Grapes –Chile. Green are higher & red are steady and the best deal but overall, grapes are high.

Strawberries— CA & MX. Prices are steady to lower but still expensive this week with some quality issues.

Melons—MX & Central America. Dews are down a bit & loupes are also down some.

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

Squash – FL & MX. Yellow is steady and green is also this week.

Peppers – FL, MX & CA. Green is lower and red & yellow are a bit better.

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

Cucumbers—MX & FL. Prices are lower.

Asparagus – MX, Peru. Prices are mostly steady.

Avocados –MX & CA. Prices are steady to a bit lower this week as we wait on CA supplies to increase & Cinco de Mayo.

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

GOOD VALUES

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

WATCH OUT-CAREFULLY CONSIDER

Raspberries↓	Strawberries↓
Romaine↓	Corn↓
Asparagus	Grapes, Gr↑↑
Cucumbers↓	Cauliflower↑↑
Iceberg	