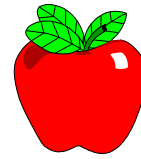


FRESH NEWS



From Pic Rite Management

July 14, 2019

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

Central MX has steady asparagus volume at least thru mid-August & Peru is declining & larger sizes are tight. Weather has helped broccoli supplies but have pushed cauliflower crop ahead & resulted in lower yields. Extreme heat has hurt MX carrots & CA is only ok. Celery supplies continue to improve while demand has dropped off. Eastern cucumbers are tight as all growing areas are producing light supplies. Western cucumbers are getting tighter. Hot temps are affecting the quality of the southern green pepper growing areas but other areas are kicking in with good quality. Western green peppers are in good supply but demand has increased. Iceberg supplies are light & with the 4th past, expected demand hasn't come down. Romaine is steady to down on less demand but leaf lettuces are tight. Getting past the 4th will help Eastern squash from the mid-west on upped production. Western squash is still geared towards green vs yellow squash especially quality. As usual for this time of year tomatoes are coming from many eastern states but we are between areas to some degree so supplies are on the tight side. Western tomatoes will start coming from Northern CA.

We are using up CA avocados since MX supplies have been eaten up by demand but Peru has been helping out with strong supplies. Raspberry supplies are fair but look to improve in late July. Strawberries yields are weak & quality is spotty. 140ct & smaller lemons remain on the tight side. Red & green grapes remain in very good shape both in supply & quality. The growing conditions for cantaloupes & honeydews are very good & supplies are growing with very good quality. On the other hand, watermelon supplies are so-so but demand isn't strong.

Produce Menu Growth Trends

Here are nine of the most fashionable produce menu growth items available. Heirloom carrot's one year menu growth was 88.6%. Nectarines growth was 39.8%. English peas growth was 35.2%. Peppers were #'s 4-6 on the list with Calabrian (31.0%) hatch (24.8%) & shishito (24.6%). Purple cabbage was next at 23.0%, followed by black garlic with 22.0%. In the ninth position with 21.1% was pickled red onion. This was compiled from more than 100,000 U.S. menus.

appreciate your accusations!

On another note...I can't walk on water but I can stagger on beer.

Her: "Did you eat my Milk Duds" Me: silently chews for 7 minutes, finally swallows, "First of all, I don't

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 fairly steady, grapes are also & cherry are steady and plum are steady.

Potatoes – bakers & reds are up some & 70ct & larger bakers remain as they have all season, on the tight side.

Lettuces – This market across the board is very high. The heat has produced quality issues.

Cauliflower – prices are up some & quality has been affected by heat.

Broccoli – is also up some with heat caused defects.

Grapes – Green are lower and red are up some.

Strawberries – weather continues to affect quality.

Melons – Dews are lower & loupes are also.

Lemons – supplies are mostly largest sizes and prices are high on foodservice sizes.

Squash – yellow is steady & green is also.

Peppers – green are down and red remain steady

Onions –yellow are higher.

Celery – prices are much lower but still higher than normal but with more relief in sight.

Apples - prices are steady this week.

Cucumbers – prices are higher this week. East Coast is being hurt by heat.

Carrots – are higher this week.

Asparagus – prices are much higher this week.

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

GOOD VALUES

Asparagus↑↑	Grapes, Red	Tomatoes
Broccoli	Honeydew	Watermelon
Cantaloupe	Plum Tomatoes	
Carrots↑	Strawberries	
Cherry Tom	Squash, Gr	
Grapes, Gr↓	Squash, Yell	

WATCH OUT-CAREFULLY CONSIDER

Cucumbers↑	Peppers↓
Cabbage	Raspberries
Celery↓↓↓	Avocados
Corn	Green Leaf
Onions↑	Iceberg
Cauliflower	Romaine