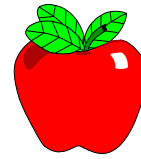


# FRESH NEWS

From Pic Rite Management



August 9, 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 summer crop is slowly producing & CA is thru most of their crop so supplies are on the decline. Blackberry & raspberry supplies are tight but demand is slow so prices aren't going crazy. Strawberries are on still on the tight side & will remain that way for at least two more weeks. Limes are climbing fast in price due to bad weather & labor issues. Grape quality is only fair or slightly better but supplies are steady. We expect honeydews to go up a bit on less production. Cantaloupe supplies are steady so prices will remain fairly steady but still on the high side. Pineapple supplies are holding on the tight side for the next 2-3 weeks.

Asparagus supplies are getting tighter & will stay that way thru August. Broccoli should be steady this week with decent quality. Carrot quality is better with cooler temps. Cauliflower supplies are better & demand has slowed up some. Corn is coming from many areas so supplies are better to go along with good demand. Cucumbers are in good supply in the East but getting tighter in the West with prices raising some. Celery has good quality & prices should go a bit higher as August moves on due to lighter supplies. Romaine & iceberg demand is heavier with less production. Leaf lettuce is in good supply with steady prices. Onion growing areas are moving north & supplies will be a bit spotty. Eastern green pepper supplies are improving but Western supplies are tighter. Red & yellow peppers remain on the tight side. Eastern squash is tighter & Western supplies are only moderate so prices with go higher. Eastern tomato supplies are tighter due to rain & planting gaps. Western tomatoes from both MX & CA are tight. It will take a couple of weeks before we see better supplies.

## Farming challenges.

Irrigation, pest control, mother nature, nutrients of vegetables, sunlight, taste, production and supply and transportation logistics. Imagine eliminating all those challenges to farming in the future. Well it is here now and getting bigger and better. Vertical farming over the past 10 years has grown significantly and because of AI and other developments can now grow root and vine vegetables and bush fruits. Pollination can also be done the old fashion way when needed by bees and much more effectively and efficiently with over 95% of seedlings growing to maturity.

If a cop pulls over a UHAUL, did he bust a move? If you arrest a mime, do you still have to tell them they have the right to remain silent?

## 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 – CA, MX, AL, TN & VA.** Globes are steady to up some, grapes are down & cherry are lower & plum are down some.

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

**Lettuces – CA.** There remain some quality issues. Leaf is up some this week. Iceberg and Romaine are steady to a bit lower.

**Cauliflower – MX, CA.** Prices are higher with more demand.

**Broccoli – MX, CA.** Prices are lower.

**Grapes – MX, CA.** Green is a bit higher & red is steady to a bit higher with both having decent quality.

**Strawberries – CA.** Supplies will hold on the tight side for the near future.

**Melons – AZ, CA, MX.** Dews are steady to down some & loupes are also. Go with larger sizes if possible.

**Lemons – CA.** Good supplies of choice lemons.

**Squash – CA, FL, MX.** Yellow are steady & green are lower this week.

**Peppers – FL, MX.** Green are much lower this week.

**Celery – CA, MI.** Prices are lower this week.

**Cucumbers – FL, MX, Honduras.** Prices are steady.

**Asparagus – MX, Peru.** Prices are lower on lower demand this week.

**Avocados – CA, MX, Peru, Dominican Republic.** Prices are steady this week.

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

### GOOD VALUES

Avocados	Honeydew	Grape Tom
Broccoli↓	Iceberg	Green Leaf
Cantaloupe	Onions	Strawberries↑
Carrots	Watermelon	Plum Tomato
Celery↓	Romaine	Grapes, Red
Cucumbers	Peppers↓↓	

### WATCH OUT-CAREFULLY CONSIDER

Corn↓↓	Grapes, Gr
Tomatoes↓	Asparagus↓↓
Cauliflower	Squash, Gr
Cherry Tom	Squash, Yell
Raspberries↑	