

# FRESH NEWS

From Pic Rite Management September 10, 2021

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*Our goal is to provide up-to-date information about the ever-changing conditions affecting produce. We use many sources to track price, availability & quality.*

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## Produce Pricing Trends/Harvest Origins

### Up (>5%)

Avocados  
Lemons/Limes  
Pineapple  
Cherry Tomatoes

### Down (>5%)

Celery  
Grapes  
Broccoli  
Melons

### Steady (>/=2%)

Summer Squash  
Berries  
Peppers  
Onions

## Mother Nature's Decisions

**Lettuces CA** Iceberg pricing is inching up with some quality issues. Romaine production is off with also quality issues. Leaf lettuces are fine with a steady market. Spring mix is steady

**Melons** have stabilized across all three types with good supplies and quality. Brix very high.

**Potatoes** Norkotahs are being harvested to fill the gap of the storage sheds being emptied. Pricing continues to remain high and is indicative of how short the overall harvest could be.

**Tomatoes** Globes are coming out of CA and are backed up by Baja and MX. Cherry could remain tight for several weeks out of MX. Strong grape demand is pushing that market up some.

**Berries** for now all varieties have good quality and pricing except strawberries. There is a gap between Watsonville and Santa Maria. This could last several weeks with a decrease in supply.

**Green Beans** Market continues to rise due to high demand and light availability.

**Grapes** everything about this category speaks to low prices and the time to menu and buy.

**Stone Fruit** peaches and nectarines show good quality, supply and price. Menu where possible

**Summer squash** avoid East Coast because of quality issues due to all the rain. CA if possible.

**Cruciferous** quality across all types is good while Brussel Sprouts and Broccoli remain tight.

**Asparagus** market is rising on light supplies out of Peru and MX. Good quality.

**Avocado** no end in sight for this high market, MX could provide relief in 3-4 weeks.

**Apples** great quality on new crop WA apples. Market will remain higher for 2-3 weeks.

**Scallions, Garlic, Ginger** could get some pricing relief as CA kicks in in 3-4 weeks.

**Citrus** market in general remains high. MX could help in later October with new crop.

**Pineapple** good quality and brix with supplies starting to increase after growing gap.

**Onions** have no significant issues. NW is showing smaller than normal sizes though.

## Did You Know...

That sustainable greenhouses require one pint of water per a container of greens compared to 12 gallons of water per container grown in the field. Sustainable greenhouses offer an animal and pest free environment which require no pesticides or herbicides creating a product free of any chemical residue. The great thing about that is there is no need for a chlorine-based rinse to wash away any of the trace elements of those chemicals. Sustainable greenhouses use natural light to satisfy 85% of the plants needs while indoor factory container farms use 100% artificial light. These green houses also have the ability to offer vertical farming.

*"All things are difficult before they are easy." Thomas Fuller*