

FRESH NEWS

From Pic Rite Management

November 21, 2021

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.

Produce Pricing Trends/Harvest Origins

Up (>5%)

Mushrooms
Strawberries
Broccoli
Tomatoes
Celery

Down (>5%)

Oranges
Grapefruit
Grape Tomatoes

Steady (>=2%)

Grapes
Green Onions
Bell Pepper
Bananas
Apples

Mother Nature's Decisions

Lettuces Quality has increased across the board although Romain and Romaine Hearts production is trending lower, demand is good, however the market is still spread out across multiple growing areas.

Melons Prices are rising slightly with cooler temperatures in the growing region.

Potatoes The market has appeared to level off on all sizes, however availability is still a hit or miss. Shipping rates are not expected to come down in the first quarter so elevated pricing is expected to remain.

Tomatoes Overall volume on Rounds and Roma's remain light and expect a volatile market through the holidays. Rounds and Cherry's still remain high with very light supply coming over; Grapes continue to have good volume and quality.

Berries Production has slowed across the board bringing lower than expected yields. Strawberries are up this week due to rain damaged fruit in CA lowering production by 50% in some fields, more rain is forecasted possibly impacting volume further.

Grapes Market has inched up slightly. Domestic stocks are abundance and Chilean and Peruvian supplies will start shipping mid-December, quality remains good with firm, juicy and subtly sweet flavor.

Carrots Labor issues continue and unprecedented weekly volume needed for schools are causing pricing to steadily increase as demand is significantly outweighing the supply.

Squash Volume continues to rise in both MX, GA and FL, pricing is lower remains low with outstanding quality across the board.

Cruciferous Expect higher pricing through November; cool weather continues to slow growth. Growers have transitioned to Yuma and expect volume to slowly rise.

Asparagus Pricing continues to rise due to demand for the Thanksgiving holiday. Baja supplies are abundant with great quality.

Mushrooms Supply is extremely short due to lack of labor for the Eastern grower/shippers with no relief in sight and is expected to last through the first of the year.

Apples Prices are slightly up due to overall demand. Small sizes remain tight while West coast and new supplies are packed.

Bananas Quality and availability are good on both regular and petites however pricing is expected to rise due to inflationary pressure.

Did You Know...

Sweet potatoes, yams, and regular white potatoes are actually all from different plant families and not related. Sweet potatoes contain a lot of nutrients; 35-40% of your necessary vitamin C for the day, manganese, vitamin B6, potassium, copper, niacin, thiamine and magnesium. Yams are higher in calories, carbohydrates and fiber and while they also contain a good amount of vitamin C, vitamin B6, potassium and manganese they are not as nutrient-dense or full of antioxidants as sweet potatoes are.

White potatoes do have lots of healthy minerals, fiber and carbohydrates in them, they definitely are not the superstars that sweet potatoes are. White potatoes belong to a totally different plant family, are definitely different looking than either yams or sweet potatoes and have a whole different set of nutrients. So—the winner of all three types of potatoes in terms of nutrition is sweet potatoes by a slim margin!

"It is your reaction to adversity, not the adversity itself, that determines how your life's story will develop."

Dieter F. Uchtdorf