

FRESH UPDATES

Week 14 - March 30



Please be aware that the cost of goods has increased due to an unstable exchange rate and high transportation costs. Expect prices to increase over the next few weeks.

Good Buys

- Apples
- Asparagus
- Avocados
- Blackberries
- Carrots
- Celery
- Clementines
- Cucumbers
- Lemons
- Lettuce
- Mini Cucumbers
- Peppers
- Stone Fruit
- Tangerines
- Tomatoes

BANANAS & PLANTAINS

The banana market is seeing very high demand. There will be a tight supply and higher costs in the next few weeks. Plantains will be limited but we will have weekly arrivals.

PINEAPPLES

Prices are on the rise and supply is tight. We will have size 6 and 7 available. Organics will gap this week.

APPLES & PEARS

Washington and Ontario apples and pears remain a great buy.

Available Varieties - Apples:

- Ambrosia (Ontario & Washington)
- Envy (US)
- Gala (Ontario & US)
- Granny Smith (US)
- Golden Delicious (Ontario & US)
- Honeycrisp (Ontario & US)
- Macintosh (Ontario)
- Pink Lady (Washington)
- Red Delicious (Ontario)
- Jazz (US)

Available Varieties - Pears:

- Anjou (US)
- Bosc (US)
- Forelle (US)
- Bartlett Pears (South Africa)

MANGOES

This will be the last week of Peruvian Kents with available sizes 7, 8, 9 & 10. We have already started to transition to Mexican fruit and Tommys are available in sizes 7, 8 & 9. Ataulfos are available in size 14.

AVOCADOS

We continue to have promotable volume on all sizes and fresh arrivals weekly. Prices have gradually increased this month as we transition growing regions. Talk to your sales rep about our ripe and ready program.

POMEGRANATES

Pomegranates from Peru remain available and the quality is good.

TANGERINES

Great quality Minneolas remain available. We also have a promotion on our 80 ct size. See your sales rep for details!

Alerts

- Bananas
- Pineapples



CLEMENTINES

Our Delite program is in full swing and the quality remains excellent. We have W. Murcotts and the quality is great. However, expect higher prices due to the weakening Canadian dollar and higher freight rates. We have been short this week due to rain but we should be back on track for next week.

GRAPEFRUIT

Grapefruits are winding down for the season. Be sure to book ahead and secure your orders early. We still have some fruit from Israel.

LEMONS

US lemon quality remains excellent. Prices are higher due to costly freight rates and the weakening Canadian dollar. This trend will likely continue until the end of April.

ORANGES

Navel oranges are short this week on larger sizes (56 and up). We are trying to get in a better position but demand has been exceeding supply. Prices will be higher due to higher freight rates and the weakening Canadian dollar. FOB pricing has also increased this week, impacting prices. Cara Cara and blood oranges are still readily available.

LIMES

Costing is on the rise for limes. We will have size 63, 175, 200 and 230 available.

KIWI

Italian green kiwis are short. Expect prices to rise next week.

STRAWBERRIES

Florida strawberry volume has decreased but prices remain stable and firm. Product from California has now started and we are seeing a gradual increase in volume.

BLUEBERRIES

The Chilean blueberry season is wrapping up with volume from Florida increasing in the next few weeks.

BLACKBERRIES

Quality and quantity for this item remains strong with no changes expected in the near future.

RASPBERRIES

The Mexican raspberry market is steady and strong. Expect excellent quality to continue.

GRAPES

Grapes from Chile and Peru remain available and the quality is great. Indian grapes have just arrived and the flavour is excellent.

STONE FRUIT

Stone fruit remains readily available and the quality is great.



BROCCOLI

The market will be soft next week due to weak demands. We have fully switched over to Salinas, California. Expect more volume and better prices.

CAULIFLOWER

Prices will be lower for cauliflower this week. Expect more volume out of Salinas and Santa Maria, California.

CORN

The market for corn will be steady this week, we are not short anymore. However, the price will remain strong. Tray packs will be available by the weekend.

ASPARAGUS

We are seeing good volume out of Mexico with competitive pricing.

CELERY

The market price has settled with no changes expected for next week. We will see steady supplies out of Oxnard. The Snoboy label is available (24 size).

EGGPLANT

Supply has slightly increased for this item. However, we expect prices to rise as March comes to an end.

CUCUMBERS

By this time, expect plenty of supply from both Canada and Mexico. This is the time to promote this item! Please let your sales rep know if you have any interest in taking promotional activity March – May.

MINI CUCUMBERS

We will see stronger volumes from Mexico. Canada will begin to increase supply but won't peak until April. We are seeing very strong demand from retail.

PEPPERS

Canada will begin production with strong volume. We expect significant stock in the first 2 weeks of April. Volume will be strong from Mexico as well.

Locally Grown

- Apples
- Beets
- Bok Choy
- Cabbage
- Carrots
- Celery Root
- Cucumber
- Leeks
- Mushrooms
- Onions
- Parsnips
- Peppers
- Potatoes
- Shallots
- Sprouts



Organic Key Focus Items

Fair Trade Bananas
Washington Apples
Blueberries
Sunkist Oranges (all sizes)

ONIONS, CARROTS & POTATOES

Market supply has caught up with the demand and most products are back in stock. Prices remain higher than normal as the market is unpredictable during this time. Local product is steady for potatoes and Florida new crop potatoes are slowly catching up. Jumbo carrot prices are going down due to the lack of demand in the food service industry. If you can use or sell them for retail, use this opportunity!

LETTUCE

Most leafy lettuce has started in Salinas, California except for iceberg lettuce (this item will arrive in 1-2 weeks). Lots of volume will be available at a lower price. Promote!

VINE TOMATOES

The market will remain strong for vine tomatoes. The quality is great from Canadian and US crops. Mexican availability remains very low with strong pricing.

BEEFSTEAK TOMATOES

We expect to see less pressure on stock this week. Canada will have stronger supply on rounds, Romas and grapes. The quality will be great.

ROMA TOMATOES

Romas are expected to increase in price this week as supply tightens in Florida and Mexico. We will be carrying XL and jumbo. The quality is good.

GRAPE TOMATOES

Flavour and supply will continue to be strong for US and Canadian crops.

