

FRESH UPDATES

Week 43 - October 25th

Good Buys

- Celery
- Clementine
- Cuke
- Grapes
- Melons
- Pineapples
- Zucchini
- Crowns
- Corn

BANANAS & PLANTAINS

Please reach out to your sales rep to allow our team to stage and condition based on your requirements.

Dole and Fair Trade Organic Bananas are readily available.

Plantains are also available in stock.

MELON

California region finishing up for the season, but quality remains good on Cantaloupes and Honeydews. Will moving back to Arizona in the next week for the Fall deal.

APPLES & PEAR

Good availability on both Ontario and Washington Apples as more new crop varieties become available.

Available Varieties - Apples:

- Ambrosia (US/Ontario)
- Gala (US/Ontario) New Crop
- Granny Smith (US) New Crop
- Golden Delicious (US/ Ontario) New Crop
- Honeycrisp (US/ Nova Scotia)
- Macintosh(Ont) new crop
- Red Delicious (US/Ontario) New Crop
- Jazz (US)
- Envy (US)

Available Varieties - Pears:

- Anjou Pears (Washington) New Crop
- Bosc Pears (Washington) New Crop
- Forelle Pears (US)
- Bartletts (WAS) New Crop

MANGOES & PAPAYAS

Brazilian Mangoes are in and look great! Arrivals are sporadic so get them while they last. There is a shortage of Papaya due to the recent hurricanes that have affected Mexico and Guatemala. Our Papaya comes from Costa Rica so it has not been affected. Look to see prices increase from now until November.

AVOCADOS



Mexico is feeding around 92% of the US Avocado demand. US Avocado sales increased 7.5% last week to around 46 million pounds. With lower harvest volumes and decreased US inventory, this has spurred a 20%-25% increase in the field costs this week verses last week. We are seeing most impact/cost increase on 48s and larger, and 14/5 bags, as we move into the weeks ahead.

PINEAPPLES

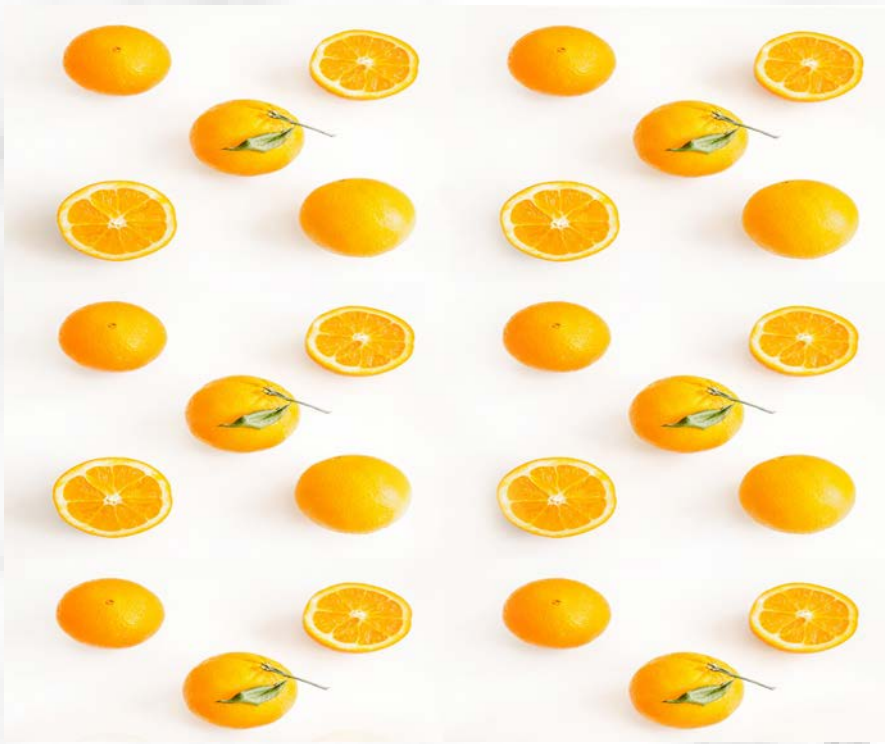
Dole size 6s and 7s are readily available while Organics 6s or 8s will be very limited. Product quality is good, firm and green.

Reach out to your sales rep as quality and supplies are favourable to promote.

LIMES

Short supplies but should be replenished and back up over the next week.





WATERMELON

Limited availability on carton and Mini Watermelons loading out of New Mexico region due cooler temperatures and rain.

GRAPES

Good quality product out of California continues to improve, but Red Grapes in short supply . We have new variety of grapes arriving for weekend sales so see your sales rep for more details.

CALIFORNIA TREE FRUIT

Good time to promote as we have good availability and a full line up of Peaches, Nectarines and Cherries..

LEMONS

Good availability as we have beautiful South African Fruit in stock. Also, we have fresh RSA and some Argentina in stock as well South African and USproduct will be available through week 42

ORANGES

We are gapping a little right now on Navels due to containers being sporadic on arrivals. We should have our first MidKnights arriving next week as well as more late Navels. See your sales rep for details. We are still carrying a few Valencias from California for the Juicers.

KIWI

Arrivals on Chilean and New Zealand Gold Kiwi available. Available Loose and in Clamshells as well.

CELERY

No issue with supplies as the US market has started to move up slowly. A slight price increase is expected by the end of the week. Ontario Chip celery is still available. Promote!

Organic Key Focus Items

Fair Trade Bananas
Washington Apples
Blueberries
Vine Tomatoes
Avocados

STRAWBERRIES

Strawberry market has taken a turn and become pretty tight along with most berries. Customers will experience lower supplies for the next week.

BLUEBERRIES

Blueberries are still fairly tight, but getting better in shape slowly as the season is progressing. Price should start to drop over the next weeks.

BLACKBERRIES

Blackberries are a bit tight and quality is fair,

RASPBERRIES

Rasp are in great shape both are from MEX/CA (US). Price should start to drop over the next weeks.

CLEMENTINES

We are into the newer varieties for this time of year now.. Tango from RSA and W.Murcotts from Peru, all excellent quality and eating fantastic!

GRAPEFRUIT

We are gapping on large sizes right now, small sizes 50/55 we have

PUMPKIN

Local Pumpkin is now available great supply and quality for coming fall season. Hard squashes are all local with good shape and supply



HOT HOUSE CUCUMBER

Since market demand has stayed low significantly for HH since the Thanksgiving weekend, supplies have increased so expect prices to drop slowly over the next week for seedless.

Mini Cukes won't be changing and stay at a higher price point for the next month or so it seems like. Spanish season is coming up so speak to your sales rep now for details!

FIELD CUCUMBER

Carton 24 Cucumbers continues to be tight in supply this week. We currently have limited quantities in stock and look to load more for fresh arrivals for week 30.

EGGPLANT

MEX is now coming to a normal supply as they are coming into th second week since the first harvest. Price is expected to drop slowly.

ZUCCHINI

Zucchinni is winding up at local now moving to MEX products. Price is high as they are first-cut, rices are expected to fall slwoly over the next little while.

BROCCOLI

Moderate supplies. No other major change on US bunch market.

Ontario Crowns are done for the season. We will switch over to US product by the end of coming week.

CAULIFLOWER

Moderate Supplies. A steady market is expected from the US side.

Limited volume of Ontario product is also available.

PEPPERS (HOT HOUSE)

Pepper market wont see to much movement. Seems the end of the Feild Pepper Season and production issues have caused all the Peppers to dry up. Prices will be high this upcoming week, so take what you need until it comes back down. Spanish season is coming up so speak to your sales rep now for details!

CORN

Light supplies. GA corn is currently tight due to Yields that are coming in low in various fields. We will also offer US Fancy Yellow corn for upcoming week. Give it a try!

ASPARAGUS

Good supplies. Decent volume of 11lb Mexican product will be available at a competitive price. Great quality!

HOT HOUSE TOMATOES

Both Beef and Cluster Tomatoes are starting to gap so prices have increased slightly. Mexican product will start to be more readily available while Ontario crops start to turn over.

SQUASH

Squash supply is now steady! See your sales

Locally Grown

- Cucumber
- Peppers
- Zucchini
- Lettuce
- Tomatoes (Hot House)
- Broccoli Crowns
- Chip Celery
- Bunch Carrots
- Eggplant
- Potatoes



POTATOES

Washington carton Potatoes arrived and they are looking exceptional. We will continue to have local carton Potatoes if you are looking for a budget options. Russet Potatoes we are moving good volume, keep pushing! Quality seems great! We have PEI MCCAIN Russet Potatoes here, let's support our local crop where ever possible. You will notice #1 Sweet Potatoes will go up in price, that is due to our nice deal with last year's storage crop. Anything going forward will be new crop and will be more expensive. They will still continue to be California #1 Sweet Potatoes, so our customers will continue to get nice premium quality.

CARROTS

We got GoFresh packs for 5lb and 2lb Cello Carrots! Mini carrots – steady. Have a nice deal for Quebec Jumbo Carrots – cheap and nice big size!

MUSHROOMS

Supplies have become better and market has cooled off as Thanksgiving wraps up. Issues with Oyster Mushrooms as the seeds havent been able to grow properly. may see supplies steady next week. Also, Bella's have been tight with occasional short supplies. Bella growth and production starting back from september and on has not matched demand still. Prices will increase starting next week as markets balance out.

VINE TOMATOES

We are seeing better supply as market ease up a little bit.

BEEFSTEAK TOMATOES

Coninuing to see strong daily demands on Beefsteak. Price increases have been slowly adding on and look to be staying high until mid to late August.

ROMA TOMATOES

iRomas have now moved to MEX product and is getting tight. Price increase is expected soon

FIELD TOMATOES

California is finishing and we will be going to Florida for the end of October.

LETTUCE

Limited supplies as the Salinas deals are coming to an end. Quality issues continue unfortunately out in the field, reducing overall yields. Another price increase is expected for upcoming week.

COCONUT

Product is always available.



CARROT

We got GoFresh packs for 5lb and 2lb Cello Carrots! Mini carrots – steady. Have a nice deal for Quebec Jumbo Carrots – cheap and nice big size!

ONIONS

Local Cooking Onions selling with good movement. Also, have GoFresh packs on 5lb and 2lb bagged Onions. Spanish Onions: Heat in the North West US (Washington) has affected the growth of the Onions. Jumbo and Colossal Onions are tight and price is going up. You guys know who your regulars are, so please let all of them know to work ahead and book. For the irregulars, especially the ones that just started buying from us, please remind them for the future. JBO Red onions: Not as tight as Spanish Onions, but prices are going up. Peru sweet Onions: looking nice and large, steady movement. Need a slight push.

