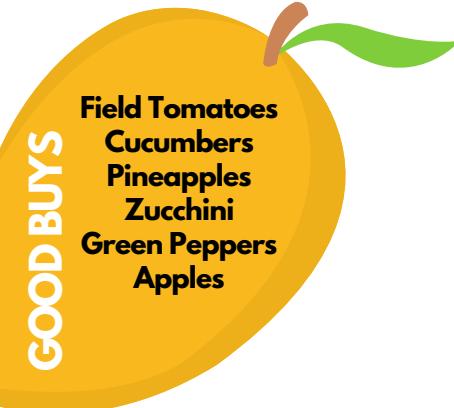


FRESH UPDATES

Week 49 - December 06

GOODBUYS



- Field Tomatoes**
- Cucumbers**
- Pineapples**
- Zucchini**
- Green Peppers**
- Apples**

Apples & Pears

Perfect season for Apples, all varieties specially our Honey Crisp and Pink Lady. Good supply from Washington and Ontario crops but even better taste!

Pears are tight. We are expecting the market to get loose a bit by the end of next week

***More varieties available. Contact your sales rep for more information!**

Mangoes & Papayas

This week we will have Ataulfo and Kent varieties both coming from Peru. Get them while they are here! Our Papaya comes from Costa Rica so it has not been affected. Look to see prices increase from now until November.

Avocados

Avocados for next week are starting to firm up in larger sizes (48s, 40s, 36s and 32s). Our ripening program continues to be a valuable asset and is helping to drive sales. Our process add moisture back into the Avocado and therefore bringing a better, more consistent eating experience.

Limes

Limes are in good supply and quality.

Bananas & Plantains

Please reach out to your sales rep to allow our team to stage and condition based on your requirements. We have Dole as well as both Fair Trade and Organic available all the time Plantains are also available in stock.

Pineapples

No issues and good availability, but pricing starting to creep back up so keep that in mind in the upcoming weeks.



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

Kiwi

Good quality and availability on both Italian and New Zealand fruit. Will be tight on 8x2lb clambs due to packaging material delay.

Grapefruit

Wrapping up with South African product. See your sales rep for deals. Florida Grapefruit is picking up now. Prices remain strong as they are into their fund raising campaigns. Quality is just amazing!

Melons

Cantaloupes and Honeydew will be tight as we finish off the season loading from Arizona. Offshore Melons from Guatemala arriving soon

Raspberries

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

Blackberries

Blackberries are quite tight and quality is fair. We are expecting new product to arrive towards the end of the week.



Clementines

We received our first of the season California fruit today and it is great looking. We also have Spanish product available. See your sales rep for details. Our Stem & Leaf program has been delayed a little due to rains in the growing area. We should have beautiful fresh fruit in just prior to Christmas as we expect to get these moving on the vessel next week.

Grapes

California is wrapping up rapidly. Red grapes will be very tight going forward in California. In addition, Peru deals are expected to be short with Red Grapes. Green Grapes we still have a couple more weeks to go.

Oranges

Beautiful California Navels (Fukomoto variety) are moving steady, quality is good and taste even better. We still have some RSA Delta/MidKnights that have arrived fresh this week.

See your sales rep for promotional pricing!

Strawberries

Strawberries are still very tight. We are expecting the market to slowly get back to normal during this week. Contact our sales representatives for more information on availability and pricing.

Pomegranates

California region got hit with a lot of rain this week. Quality and price will be a concern going forward. Take advantage of the Wonderful variety and price we have on hand right now

Lemons

California Lemons remain steady and quality is excellent. Any RSA fruit that is left is being discounted for the most part.

Watermelons

Currently loading out of Mexico. Quality fair to good Mini Watermelons have good availability on both 8's and 9's. Carton Watermelons are very tight but we will have more arriving.

ORGANIC ITEMS!

Lemons
Washington Apples
Blueberries
Vine Tomatoes
Avocados



LOCALLY GROWN

Cucumbers
Hot House Tomatoes
Onions
Carrots
Potatoes
Hot House Peppers

Eggplants

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

Broccoli

Moderate supplies. The market is slowly becoming loose. More volume will be available at a better price. US crowns are in stock.
Buy now!

Cucumbers

Cucumber are holding steady for pricing as we near December. Take advantage of the low prices before things tighten up before the new year. Mexico production is still steady which helps alleviate slower and smaller Canadian Yields

Zucchini

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

Asparagus

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

Cauliflower

Steady Supplies. No major change is expected from the American product. Decent volume of 9s and 12s will be available.
Promote!

Hot House Peppers

Red Peppers are going to be very tight over the next few weeks. Plenty of Yellow and Orange to go around as Farms are unable to produce sufficient yields of Reds. Expect Red prices to go up next week.

Lettuce

Good supplies. No major change is expected for the upcoming week. The quality is great!
Promote!!



Peppers

Continued US Pepper price drop now that we approach the midway point between US Thanksgiving and Christmas. Quality looks great! For the specialty market, Chili's, Yellow Hot, Jalapeno's and Cubanella are in good shape while Green Long hot are still fairly tight.

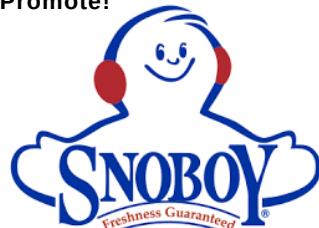
Hot House Tomatoes

Supplies stay steady but, there may be a price increase next week. New ON Hot House crops are on their way so there could be some minor gapping. Mexican Product is staying strong.

Celery

Good supplies. Excellent quality of SnoBoy and T&A celery will be available out of Oxnard.

Promote!



Potatoes

Local Potatoes are steady. PEI is in alert state at the moment due to CFIA situation. Washington will run short this year due to heavy rain. Different colours are tight depending on the supplier. **Heads up:** Washington Large White Potatoes are expected to run out in the near future. We are unsure at the moment if Red and Yellow Potato will be an issue at the moment.

Mushrooms

With issues stemming from the Vancouver Port as many barges containing Oyster, Shitake, Maitake and various other specialty Mushrooms have caused some farms to switch to US Spawns. This along with material shortages like Peat Moss could drive another price increase. Expect the supplies to start up and recover, hopefully, in time for the Christmas week.

Beefsteak Tomatoes

Continuing 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.

Onions

US jumbo and Colossal Onions are high due to BC Rail still being repaired, but otherwise steady. Local crop, similar to Carrots, We will see a slow increase on price. Supply and quality is good.

Roma Tomatoes

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

Carrots

Very low temperatures will start bringing local market pricing up. Supplies and quality continues to be good. Freight rates are keeping the price high for US Carrots.

Corn

Limited supplies. The market will stay high for another week due to cold weather in Florida.

FUN FACT OF THE WEEK

Statistically speaking, blueberries are Canada's leading export fruit by volume and by value, representing more than 60% of export dollars and 48.3% of export tonnage.

As explained in the Canadian Fruit Industry report of 2020, Canada is the second largest producer of blueberries in the world, just behind the United States.