

FRESH UPDATES

Week 11 - March 14



GOOD BUYS

- Asparagus
- Pineapples
- Strawberries
- Broccoli
- Orris
- Clementines

Apples & Pears

Highlighting our Jazz and Envy Apples. Both with a balance of sweetness and crunch that is perfect for the season. Good supply from Washington and Ontario crops, but even better taste!

You can't go wrong with sweetness of a Forelle or the every popular Bartlett Pear. Come and see the quality!

Mangoes & Papayas

Starting the week a little bit tight on Papayas, but may open up by Thursday or Friday.

Peruvian Kents 6, 7, 8, & 10s will be available during the week. Our first Tommy load from Mexico have arrived. **Check it out!**

Avocados

The Jalisco area in Mexico is finishing up in the very near future. Once it does, expect the pricing to go up. For next week size 40s and 48s **continue to be a good buy!** Organic avocados are very tight at the moment.

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.

Limes

Tight supply. Recent and unexpected rains in Mexico have caused some delays but there is availability. Price is expected to go up.

Pineapples

Good supplies. We have both 6s and 7s in good stock. Price has gone down and market is bit loose. Organic 7s are available!



Blueberries

Mexican Blueberries 12X6oz are available and the quality is eye-catching! Taste even better than its look!
Promote!

Kiwi

We have good volume and quality on Italian Kiwi! Come and see by yourself!
***Contact your sales rep!**

Melons

This time of the season we will be carrying Cantaloupes and Honeydews from Guatemala. Quality and taste has been as good as it has ever been...and they only get better!

Oranges

Cara Cara quality has been excellent and supplies are meeting the demand. **Blood Oranges** are steady and quality is amazing! **Navels** seem to be more plentiful these days with a few opportunity buys available. See your sales rep for details.

We have **Rhodes** available (Juice Oranges), beautiful and full of juice, although price has started to increase due to freight rates. Large in bags and small in bulk. **Minneolas** are showing great quality. **Come and see!**

Raspberries

Rasp from MEX is tight on supply. Price is expected to remain high. Steady supply.

Blackberries

Good supply, quality and taste. Mexican Blackberries looking great!



Grapefruit

Freight rates are pushing the prices up. Short on large size **32s**. Smaller sizes are more plentiful. **Come and see the quality!**

Tangerines

Juicy Crunch variety that are normally outstanding, are showing fair appearance due to production issues. The fruit still eats very well but cosmetically doesn't have its usual nice appeal. Limited availability of Tangoes from Florida that look **VERY NICE!**

Clementines

We have **Tango** and **W. Murcott** varieties available. **Maroc Nadorcotts** 16kg as well as a [4lb box option](#). See your sales rep for details. We will receive **Spanish Stem & Leaf Clementines** (Tango variety) by next week. Orri's from Israel are arriving around the 2nd week of March as our first container is already sold out. A consistent weekly supply coming after this two-week gap. **Dekopon Mandarins** are here and they look beautiful!

Strawberries

GPC & Clear Springs labels! Quality is great straight out of Florida. **Give them a try!** Ask your sales rep for more info!

Watermelons

Currently loading out Mexico and product is peaking on volume. We have good availability on all sizes on Mini and carton Watermelons. With flavour at its best.

Lemons

Excellent quality out of the US. We have good deals on Sunkist 75's and 95's. **Contact your sales rep for more details.**

Grapes

The Grape market is currently extremely tight and will stay as such for the next month or so. Crimson Red Grapes, Thompson Green Grapes, Sweet Globes and Jack Salutes will be available early this week.



**ORGANIC
ITEMS!**

**Fair Trade Bananas
Blueberries
Lemons
Strawberries
Avocados**



LOCALLY GROWN

- Onions
- Tomatoes
- Carrots
- Peppers
- Cucumbers
- Potatoes

Hot House Tomatoes

Tomato Market will continue to be stable through march, as of now. could see the price slope down but shouldn't be volatile. Good items to have on special as quality looks great!

Cucumbers

Cukes had heated up at the end of February, but as we start the first full week of march we could see the price drop back to its normal historic levels. Mini Cukes have already dropped significantly. Great Promo item while they're low!

Eggplants

Mexico 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

Good supplies. Market has started to slowly become active as Yuma deals are coming to an end. Fresh loads of Mexican AndyBoy & Dole product are available! Great quality on Dole shortcut crowns is also in stock.

Lettuce

Light supplies. Market will remain very tight for upcoming week again. Yuma deals are coming to an end in 2-3 weeks. Fair quality is expected for the rest of Yuma season.

Cauliflower

Steady supplies. Market will remain strong for another week. Decent volume of 12s Oak Canyon product is available. **Great quality!**

Peppers

Quality has held and price is fair, so talk to your sales rep for good opportunity buys. For the specialty market, Chili's, Yellow Hot, Jalapeno's and Cubanelle are in good shape while Green Long hot are still fairly tight.

Corn

Steady supplies. Stronger market is expected towards the weekend as there is a production gap in Belle Glade, Florida. More Bi-Colour and Yellow corn will arrive on Thursday/Friday.

Asparagus

Good supplies. Market is becoming softer as more products are crossing the border from Mexico. Great quality of 28lb large size will be available at a competitive price. **Promote!**

Zucchini

Steady supplies. The market has started to loosen up. Product is showing great quality! **Promote!**

Hot House Peppers

Market may get sloppy over the next week. Local Peppers have started popping up and should push pricing across the board down. Quality looks great!

Celery

Steady Supplies. Market will remain high as Oxnard deals have just started. New crop of SnoBoy celery from Oxnard will be available. Excellent Quality!



Potatoes

Local consumer packed products are steady and with good quality. USA Potatoes still high. We are expecting to see carton White Potatoes price increase since Washington supplies have rapidly tighten. White A Pioneer Potatoes will see a price hike due to availability tightening up,

Beefsteak Tomatoes

No change for the upcoming week as we continue to see strong daily demands on Beefsteak. We may see that the 5x6 will tighten up and price drop off for the 6x6 market so watch prices daily.

Roma Tomatoes

Romas have now changed over to Florida as we are getting steady supplies with competitive prices. Mexico prices have dropped but still more pricy then the Florida product.

Mushrooms

Not much changing in the Mushroom world as we continue to see issues derived by the Sub-Zero temperatures over the past few weeks. Specialties are seeing some quality issues and the White Mushroom crops are having trouble sprouting so expect some shorts for the next week or so.

Onions

Expect small increase on prices for local onions. US onions continue to be high due to high freight costs. BC still backed up and no updates yet on when things will get back to normal.

Carrots

We will continue to see high prices over the next weeks for local and US carrots due to freight cost and exchange rate.



Anecdotes and Avocados

The avocado (*Persia Americana*) apparently originated in Central America, where it was cultivated about 7,000 years ago. It was grown some 5,000 years ago in Mexico, but by the time of Christopher Columbus, it had become a food from as far south as Peru, where it is called *palta*. Legend has it that Hernando Cortes found avocados flourishing around what is now Mexico City in 1519. The English word "avocado" is derived from the Aztec *ahuacatl*, which the Spaniards passed along transliterated as *aguacate*.