



## WEEKLY MARKET REVIEW

*Items to watch – Markets volatile, quality spotty, prices up*  
Cantaloupe, Honeydews, Zucchini, Yellow Squash, Artichokes  
**Good Deals!**  
Grapes, Avocados, Tomatoes, Green and Red Peppers

**Artichokes:** Persistent frost damages in California are still having an adverse effect on the overall artichoke market. Quality will be an issue for a couple a weeks, but prices are coming down due mainly to low demand at the consumer level.

**Yellow Squash and Zucchini:** Even tough we are still seeing unseasonably high prices on both items due to limited supplies, warm temperatures in Florida t5his past week should put prices back into normal levels again by the beginning of next week. Until then expect more high prices and limited availability.

**Peppers:** Prices are going to start coming down dramatically as volumes in Florida increase rapidly with the warm weather. Quality is good and sizing big.

**Melons:** Cantaloupe and honeydews are experiencing problems with availability as very low supplies are coming from Central America and Mexico. Product for the next couple of weeks will be extremely limited and prices will be higher than usual and will continue to be so for a while. Quality and sizing is good to fair.

**Green Kale:** Kale is having big issues and mostly it is the weather causing them. Colder than normal temps is affecting the growth in Mexico; which means growers are not harvesting, which is causing shortage and prices to jump up. Prices for Kale are double what they were and growers say it will be a week or two till it gets fixed. As days get longer and ground temps get warmer, we should see a reverse in this trend.

**Lettuces:** Romaine prices for both hearts and regular lettuce is going as fair supplies due to weather conditions that have caused blistering and peel on all the production. Due to trimming and cleaning of the product size and weights are lighter than normal. Iceberg

**Tomatoes:** Lower than usual demand for all of round, grapes, cherries and plums is keeping prices down. There is plentiful availability due to high harvesting volumes, and quality is excellent.

**Berries:** Strawberries are much better- quality is improving and color looks better, Florida and Mexico are getting better harvest volumes which should keep prices at bay. Raspberries have tightened up a bit. Blackberries are looking good, Blues are excellent and price is good.

**Asparagus:** The price and availability problems have disappeared with Mexican supplies coming in, and Peruvian product fully available. Expect prices to reach normal levels sometime next week.

### **Cucumber, Eggplant, Celery, Green Beans, Cauliflower and Broccoli**

Good availability at reasonable prices for all these items. Stable market expected fro the next 2 weeks.

**Grapes:** Great deal right now! With the Chilean harvest in full swing right now and low demand in the domestic market, the price will remain at low levels. Although size will be on the smaller side, quality is excellent. We anticipate better sizing by the beginning of February.

**Avocados:** Quality is excellent from both Mexican and Chilean crops. Strong supplies have kept prices down, but expect a spike soon due to the strong promotional efforts and end-consumer demand created by the Super Bowl weekend. The smaller sizes will remain at reasonable price.