



Week of Nov. 14, 2011

Market Review

Items to watch

Trouble! - Lettuce, broccoli, cauliflower, strawberries, celery

Good Deal - Carrots, onions, eggplant, cucumber, peppers, yellow squash, zucchini, tomatoes, blue & blackberry

Produce is going up just as every year at this time it does. California is transitioning to warmer areas so product gets short in some areas; other areas like Florida are just starting or still not ready to harvest. Lettuce prices are going up fast, and that's the case on a lot of products. Broccoli is up double from last week, Cauliflower will probably hit \$30 by next Friday, Brussel Sprouts reversed and went up, Cucumbers are higher, and Eggplant is steady.

LETTUCE

Iceberg, Romaine, Green Leaf and Romaine Hearts; Cold weather and rain in CA and heavy demand for thanksgiving have combined to create tight availability and higher prices. The overall quality is fair, and we suggest our customers to keep low inventories and high rotation.

GREEN BEANS

A very popular staple during the thanksgiving holiday menu, this year price is going up and we have received information about quality problems due to bad weather in all the growing regions. Tight availability, dubious quality and high prices expected until after the thanksgiving weekend.

CITRUS

Oranges; supplies are getting tighter as they always do during this time of year when growing regions and variety switches from Valencia to Navel. **Lemons;** supplies and prices are steady. **Grapefruits;** good volumes and quality available, another great item to add to your menu right now. **Limes;** some shortages in supply this week will raise the price until the beginning of next month.

ONIONS & POTATOES

Good harvest volumes, outstanding quality and light demand have enabled both price to remain steady on all sizes and varieties. Markets will remain steady.

BROCCOLI & CAULIFLOWER

High Holiday demand and weather problems in CA affected supply and quality. Expect higher prices past the Thanksgiving holiday, especially concerning cauliflower.

TOMATOES

Vine Ripe; Florida fields in Naples and Immokalee are expected to start this week with good yields and excellent quality. This should help keep prices from moving any higher for the season. **Roma;** good supplies from both Florida and Mexico will keep prices down. **Cherry and Grape;** Florida is also having an excellent crop this year. Great products to promote for the holidays, cheap and abundant.

BERRIES

Strawberries; weather issues in California has affected the last crops of that region that has driven prices up and limited availability for the thanksgiving holiday. **Blue and Blackberries;** this is a great time to go "black and blue", prices are attractive and supply abundant.

BELL PEPPERS

Green; Florida has very good supply as most growers begin to harvest new fields. Sizing will run mostly jumbo to large and price should remain steady for the coming weeks. **Colored;** Good quality but prices are starting to go up as production in the new fields is still limited.