



Produce Supply Update

December 10th, 2018

Good Morning!!

Well, the romaine lettuce fiasco should be over now, but the fix is causing its own set of issues. The implicated lettuce was harvested in the Salinas/Watsonville area of California, causing the industry to make an early move to Yuma and the Imperial Valley. The problem is that the lettuce there is not fully mature yet, so yields are lower than expected and they're going to go through their crop faster than normal by harvesting lettuces that are smaller and immature. Expect this trend to continue until further notice for all lettuces.

Broccoli and Cauliflower are still coming from the Salinas Valley, causing transportation issues in getting them to where the rest of the California vegetables are coming from now. Supplies are very tight on both of these items and farmers are pro-rating orders by as much as 90%.

With almost a solid week of rain in Florida and a very hard frost in Mexican tomato regions this past week, tomatoes dried up overnight. Suddenly they were extremely limited and fetching top dollar. Ripeness

has been a struggle also on the short supplies. Expect higher pricing for the next few weeks.



Florida has begun their citrus season. This week we'll start stocking tangerines, Florida grapefruit, and navel oranges.



Mexican limes are in good volume now, and quality has been excellent. Pricing is down on the increased supply.

Adverse weather in Mexico has made the squash and cucumber markets go up. More cold weather is expected so the market should become a little tighter in the next couple

of days. Prices are stronger this week than last.

California has finished their melon season, so we're seeing short supplies out of Mexican and Central American farms. We'll start seeing fruit from Central America very soon. The downside of the transition is that oftentimes the fruit is harvested less mature so that it can make the trip to America.

We're now shipping several varieties of organic lettuce from our greenhouse. We're also harvesting chard, Thai basil and chives. All 100% Organic, local, sustainable, and beautiful. Give us a call to find out more!



Q: Why does it take longer to build a blonde snowman than a regular one?

A: You have to hollow out the head.

Thank You for Your Business!

Have a Great Week!

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