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Avocado prices up; strawberries promotable

By

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For a myriad of reasons food prices are higher than in recent memory, and will likely remain so for quite a while.

Avocados, for example, are expensive right now. With prices ranging from \$54 to \$62 as Mark Campbell of ProduceIQ said, “the bigger Hass sizes are nearly worth their weight in gold.” He added that prices are about 40 percent higher than the previous high. Expect prices to go even higher as the Super Bowl approaches.

It’s not all doom and gloom as the opportunity to promote strawberries is on the rise. Favorable weather conditions in California, Florida and Mexico have put strawberries in slightly lower demand. Blueberries are a bit of a different story as Campbell said supply chain issues are causing delays in getting product from Chile and Peru. “Expect markets to remain unsettled for at least two more weeks,” said Campbell.

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