



- Advertisement -

Produce markets starting to open up

March 9, 2022

Several produce items are beginning to be available with more suitable pricing for ad promotions. Whatever you choose, make sure to display the items aggressively so shoppers will easily be drawn to the displays.

The **colored Bell pepper** deal out of Canadian greenhouses will be starting up. Quality is expected to be excellent as supplies increase. **Cluster tomatoes** will see a steady supply out of Mexico coupled with attractive prices. There is a higher volume of **red grapes** now coming out of Chile with good quality. Peru grape volume is lightening up. The market on **avocados** is increasing after the stoppage and is in strong demand. Sizes are smaller with very limited large fruit. The market on **strawberries** is showing an encouraging volume from California, Florida, and Mexico. We're seeing some excellent quality here in California with larger size berries.

Caution: Colder weather has caused some moderate blistering, rib rust and mildew on **Iceberg** and **Romaine** lettuce. Quality is a big factor. Limited supply on a much higher market. Demand exceeds supply on the current **celery** market with lower supply and increased prices. Plan accordingly.

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