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Lettuce market looking more encouraging



After a challenging winter with weather complications that induced quality issues, the lettuce category appears brighter as it moves from the Yuma, AZ, winter deal to California. The market is softening on prices and shippers are saying the quality is looking good. Lettuce is starting to ship out of diverse California areas such as Salinas-Watsonville, the Imperial and Coachella valleys, and Central San Joaquin Valley.

Transitions have a gradual start but will pick up as the new crop enhances the supply.

- **Iceberg Lettuce:** Demand is moderate on a steady market with good quality.
- **Green and Red Leaf Lettuce:** The supply is increasing; demand is moderate on a steady market.
- **Romaine Lettuce:** Demand is lighter, the market is lower and Romaine Hearts are slightly lower.
- **Butter Lettuce:** The market is lowering on an increased supply.

Merchandising: Make sure to rotate your lettuce sections carefully, especially during this current transitional period. You may want to increase the lettuce display space as well since spring starts to boost consumer demand for more salads.