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Market Minute: Markets softening despite many past challenges

By

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Endless rain on the West Coast set back crops and harvests as excessive water hit fields. A considerable amount of California strawberry volume became very light. Mexico and Florida experienced cooler weather, lowering production. The Arizona desert crop escaped freezing and just had light rain.



The lettuce supplies are much better and are moving to normal levels again with lower pricing. Other vegetables are working their way into the supply system accompanied by lower markets.

Broccoli demand is fairly light on a steady market. The quality is very good and volume is increasing. Good for promoting.

The **cauliflower** market is easing slowly. Demand is fairly light with improved supply and quality. Cauliflower and broccoli promotion will go together on a nice display.

Set up a nice end cap display of both broccoli and cauliflower. Then watch your movement sell four times the normal amount.

Asparagus demand is fairly light. The market is slightly lower. Mexican supply is light due to lower Baja temperatures. Production should improve soon. Peru volume is declining. More asparagus availability is expected on the West Coast hopefully by the middle of February.

The rain storms caused harvesting of celery and other vegetables to be delayed due to soaked fields, but growers are beginning to harvest product out of Arizona, which will fill any gaps for retailers.

Your suppliers are on top of all the markets. We recommend you reach out to them for well-worth information on planning your advertising promotions.

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