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**Market Minute: Light volume, shortages and product delays all part of business**

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By

Ron Pelger

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We have experienced various storms throughout major growing areas during the past six months. There have been hurricanes, colder temperatures, wind and recently atmospheric rivers flowing through California. This has caused flooded farmlands, soggy fields, delayed harvests and crop damage. Many items were impacted, which has slowed production and created shortages. Still, our suppliers always come through with the product for retailers in order to keep the consumers satisfied.



I don't know about you, but every time I visit a supermarket to shop or just have a dialogue with the workers, the produce departments have plenty of product on displays. This is mainly because the growers work hard to deal with a crisis and keep the trucks rolling.

It looks like there is a drying out period with just some light rain showers in areas of California. Hopefully, the sun and slightly warmer temperatures will be favorable for the farmers.

Meanwhile, the California strawberry crop is being challenged and delayed for about 10 days as a result of the recent storm. This places the demand on the shoulders of Florida and Mexico for strawberries, which is a huge requisition.

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The asparagus deal out of Mexico is under way and should be a good item for promoting. Good quality broccoli and cauliflower supplies are available on a steady market. There is also a good supply of nice quality celery available. The Mexico and Florida tomato production is improving. Green Bell peppers are experiencing some gaps but are also seeing improvements in production. Keep an eye on the grape supply, as it is currently at a demand-exceeds-market level. The Peru supplies have scaled down and the Chilean volume is delayed for another couple weeks.

All this is happening and it's just part of the ongoing produce business. But always talk to your suppliers for their usual valuable input, which will help make better decisions for your ad programming.

*Ron Pelger is a produce industry adviser and industry writer. He can be contacted at 775/843-2394 or by e-mail at [ronprocon@gmail.com](mailto:ronprocon@gmail.com).*

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