

FRESH NEWS

V MARCHESE INC. vmarchese.com



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Our mission is to provide up-to-date information about the ever-changing conditions in produce. Our Weekly produce newsletter uses many sources and markets to track price, availability & quality.

MOTHER NATURE'S DECISIONS

Asparagus continues to be a good deal on a good supply out of MX and Peru. Broccoli and cauliflower demand is slow and suppliers are going well so prices will come down some on good quality product. Cooler winter temps will slow carrot sizing so it won't be long before prices creep a bit higher. Lower celery demand with decent supplies should help pricing depending on your suppliers' source. Some celery growers are producing smaller sizes than other growers so price may depend on what size you are looking for. Good cucumber supplies are holding prices steady. Light demand and good supplies are holding all lettuces stable this week but there are still some quality issues but not as bad as previous weeks. Squash supplies are getting better as weather is cooperating with prices falling fairly rapidly. FL tomato supplies are dropping but western supplies are very heavy so prices overall are relatively steady.

Strawberries are steady for now but watch out for the Valentine's Day draw. Lemons, oranges and limes are all in decent supply shape so prices are steady. Grape prices are good right now on a nice supply from Chile. Cantaloupes are moving upward again and expensive and we are seeing higher prices again this week on honeydews on limited supplies with poorer quality.

Mixing flavors, sounds and smells

BMW's are now so quiet they have had to put engine noise electronically into the car via the stereo. Hybrid roses have lost their fragrance over their years of development so, through genetic engineering, they are putting the aroma back in. The same to a degree is true for the tomatoes we get from the grocery store, especially during the winter, which we call "plastic tomatoes". They are now conducting research to put flavor back into the tomatoes that previously were bred only for looks, fast growth, size, number and pest resistance. That research is centered on heirloom varieties which can go back 100 years in some cases. The new tomato seed which is three to five years away will incorporate the best tomato flavors of the heirlooms along with the best attributes of the currently grown commercial tomatoes.

Frame every so-called disaster with these words: "In five years, will this matter?"

PRODUCE EXCHANGE TRENDS

This section of the Newsletter is designed to give a quick overview of the trends of individual items. "Mother Nature's Decisions" gives more info on the market and "Pics Worth a Look" will give approximate up or down % for the week.

Tomatoes – Globes are down a little this week and plums are steady. Cherry/grapes are steady also.

Potatoes – Prices are steady with freight continuing to double the price of potatoes coming east.

Lettuces – iceberg demand is off so decent supplies equal decent pricing. Leaf has steadied out but remains high. Quality continues to be the question because of the weather. Romaine is also steady this week.

Cauliflower – Prices are starting to come off a little.

Broccoli – Prices are trending like cauliflower.

Grapes – red and green are moving a little lower.

Strawberries – Prices are lower this week with some quality issues out of California.

Melons – Loupes and dews are somewhat higher.

Lemons & Limes – prices are steady.

Squash – Green & yellow are significantly lower.

Peppers – are lower again this week.

Onions – Prices will remain steady this week.

Celery – Prices are steady w/ best deals on smaller sizes.

Apples – smaller sizes are still more expensive and scarce. Prices are steady this week.

Cucumbers – prices are much lower this week.

PICS WORTH A LOOK FOR THE WEEK - Each $\uparrow\downarrow = 8-12\%$ change

GOOD VALUES

Asparagus $\downarrow\downarrow$	Grapes, Gr	Watermelon
Broccoli	Grapes, Rd	Iceberg
Carrots	Honeydew \uparrow	Romaine
Cauliflower	Pepper, Gr \downarrow	Strawberries \downarrow
Celery \downarrow	Roma/Plum	Tomatoes
Cucumbers \downarrow	Tomato Ch	Onions

WATCH OUT-CAREFULLY CONSIDER

Avocados
Cantaloupe
Lett, Gr Leaf
Squash, Gr $\downarrow\downarrow$
Squash, Yel $\downarrow\downarrow$