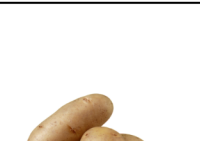


MARKET ALERT: BROCCILI & BERRIES

APPLES 	STEADY	Apples coming from both coasts this time of year. Great quality and prices.
ASPARAGUS 	UP \$3-4	The asparagus market is pushing back up. The larger sizes remain less available with higher prices.
AVOCADOS 	DOWN \$3	The avocado market is down this week. Enjoy these prices while you can!
BANANAS 	STEADY	Bananas continue to be steady.
BERRIES 	REMAIN ELEVATED	The supply issues with blueberries persist. Blackberries are extremely limited. Raspberry supplies and prices are looking good.
BROCCOLI & CAULIFLOWER 	BROCC :UP \$5 CAUL: TRENDING DOWN	Broccoli and cauliflower are in the midst of a growing region transition. Broccoli is up this week. The cauliflower market has recovered slightly.
BRUSSELS SPROUTS 	STEADY	Finally seeing some relief in this market as supplies continue to improve. Prices are steady.
CELERY 	STEADY	The celery market is steady.
CORN 	DOWN SLIGHTLY	The corn market is down slightly this week, but remains elevated. Little-to-no yellow available and bi-color remains elevated.
CITRUS 	STEADY	Lemons and oranges are steady, limes are down slightly. Citrus production has started in FL, giving some relief to this market.
CUCUMBERS 	DOWN \$20	Cucumber production has caught up with the demand. They are plentiful and priced fairly.
GRAPES 	REMAIN ELEVATED	Steady where it has been but remains elevated. Decent supplies, still paying a premium for good quality.
LETTUCE 	STEADY	The lettuce market has steadied this week. New crops will be coming out of the newly established Yuma an Southern California regions.
MELONS 	DOWN \$2-3	Mixed market right now. California has wrapped up production, product coming from Mexico and offshores. Overall the market is down.
	STEADY	Green onions are up a little from where they have been - but back to a market average. The white and yellow onion markets are steady.
	REMAIN ELEVATED	The Bell Pepper market is up across the board due to low volume. Supplies are tight on greens coming out of the south and red/yellow/orange coming from out west.
	STEADY	The potato market is steady.
	UP SLIGHTLY	This market has pushed up slightly. Availability has improved but quality remains a concern. We will be keeping an on the impact from the excessive rain.
	TRENDING UP	Tomatoes are in transition right now and supplies are tight. The market is elevated. Romas and grapes are extremely tight, cherries remain steady, rounds have not pushed up.
	STEADY	The market on yellow squash and zucchini is pushing up slightly but supplies remain strong.

More important info...

We are in full transition mode right now for Western grown veggies and so far things are going smoothly (compared to previous years). All western grown veggies are transitioning to southern California and Yuma, Arizona. Supplies and quality have improved on iceberg, romaine, and romaine hearts. Cauliflower prices have fallen slightly, broccoli has pushed up.

The issues with blueberries, blackberries, strawberries, and tomatoes persist - no improvements in these market this week.

We will be keeping an eye on the impact the Christmas tree market will have on produce coming out of the Pacific Northwest. The demand for trucks typically leads to an elevated freight market.

November is an exciting time for seasonal produce! Keep and eye out for Quince, Forelle Pears, Red Kuri Squash, and more!