We insist upon top quality products from nationally recognized manufacturers. Our broad inventory consists of more than 64,000 stocked items, from gourmet to everyday.

Never content to rest on our laurels, we strive to continuously improve and innovate our products and services.

This commitment to excellence has served our customers well for more than 95 years, and continues to serve as our standard for success.

- Byron Russell

Chairman & CEO
Macroeconomics

The Fed meeting ended with handshakes and confetti as the three indices ended in the winning column. The Dow ended up 932 points to 34,061 while the S&P gained 125 points to close at 4,300. The NASDAQ slammed 401 points on the pile to finish at 12,965.

Did you hear the good news? Fed Chair Powell said that the Fed will take steps to ensure that inflation doesn’t become entrenched. Let me take you back to a simpler time; in the summer of 2020 a young Fed Chair promised to throw the kitchen sink at the market to keep it afloat. 10 trillion has entered the market behind that kitchen sink and now that same Fed Chair promises to reel it in. Quantitative easing turns into quantitative tightening.

Opening Call

Soybeans — up 10-12 cents
Soymeal — up 2 dollars
Soy Oil — up 30 points

Quotable:

"Life can only be understood backwards; but it must be lived forwards."

Soren Kierkegaard
April 19, 2022

To Our Valued Customers:

Effective June 30, 2022 Stratas Foods will discontinue the Mazola Corn oil 6/1 gallon and 2/2.5 gallon products. The discontinuation was driven by supply constraints experienced over the last several years.

<table>
<thead>
<tr>
<th>STRATAS PRODUCT CODE</th>
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<tbody>
<tr>
<td>104245 M6</td>
<td>1 07 61720 05820 3</td>
<td><strong>MAZOLA</strong>® CORN OIL</td>
<td>6/1 GAL</td>
</tr>
<tr>
<td>104245 M7</td>
<td>1 07 61720 05840 1</td>
<td><strong>MAZOLA</strong>® CORN OIL</td>
<td>2/2.5 GAL</td>
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</tbody>
</table>

If you have any questions or need additional information, please feel free to contact your local Stratas Foods Representative or Customer Service at 1-888-404-1004 for further details.

Sincerely,

Stephen Alexander

National Business Manager
May 4, 2022

Dear Valued Customer,

Recent heavy rainfall has produced flood conditions along portions of the Red River near Bunge’s crush facility in Altona, Manitoba. As of yesterday, the local government in the nearby town of Morris has closed its dikes along the Red River which contributed to floodwaters impacting the sole rail line used by the Canadian Pacific Railway (CP) to access our Altona facility. Consequently, effective as of the evening of May 2nd, the CP has informed us it will not provide service to our Altona facility. At this time, there is not a firm estimate for when the waters may recede such that CP can resume service to Altona.

The inability of our sole rail carrier to move meal and canola oil from our Altona facility constitutes a force majeure event that is outside of Bunge’s control. Bunge hereby declares force majeure and notifies you this event will delay performance of our delivery obligations under certain of our sales contracts and commitments.

Our obligations to deliver products under sales contracts and commitments are suspended, in whole or in part, until the CP is able to resume full service of our facility. Bunge will not be responsible for loss, damage or delay due to the suspensions caused by this force majeure event.

Bunge values our customers and will keep you informed of any new developments regarding this event. Bunge will attempt to minimize disruptions of deliveries to you. Our sales and customer service teams will continue to work closely with you to work through the issues created by these events.

<table>
<thead>
<tr>
<th>CBI #</th>
<th>Product</th>
<th>Pack</th>
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</tr>
</thead>
<tbody>
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<td>SHORTENING CANOLA FRYING OIL</td>
<td>001/35 #</td>
<td>10082596</td>
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<tr>
<td>116003</td>
<td>PAN SPRAY E2 COAT AEROSOL HIGH HEAT</td>
<td>006/17 OZ</td>
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<tr>
<td>118052</td>
<td>SHORTENING CREAMY CANOLA FRY</td>
<td>001/35 #</td>
<td>10127599</td>
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</tbody>
</table>

Sincerely,

Brian Hudson  
Vice President Commercial BLC North America
May 3rd, 2022

Dear Valued customer:

As you are aware, the current world conditions with sunflower oil are a major challenge in supply as over 90% of the world’s non-GMO sunflower oil is exported from Ukraine/Russia. This is causing challenges in production of our Deep River brand and has forced us to identify other production options for our product. In the coming months beginning in May, we will be using a blend of Vegetable oils in the production of our Deep River Snacks. We have created new packaging to provide updated and accurate information to the consumers and will be producing limited SKUs during this timeframe. See below for available SKUs.

Wise is committed to reviewing market conditions regarding supply opportunities and when sunflower oil becomes an option again, we will evaluate the return to normal production of the current items.

Gary Rosser
Sr. VP of Sales
<table>
<thead>
<tr>
<th>Item</th>
<th>Oz</th>
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<tbody>
<tr>
<td>8506680000535 - Original Salted Kettle Chips 0.75oz 120ct</td>
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<tr>
<td>8506680000702 - Original Salted Kettle Chips 1.0oz 80ct</td>
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</tr>
<tr>
<td>8506680000733 - Mesquite BBQ Kettle Chips 1.0oz 80ct</td>
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</tr>
<tr>
<td>8506680000740 - Zesty Jalapeno Kettle Chips 1.0oz 80ct</td>
<td>1</td>
</tr>
<tr>
<td>816346020240 - Original Salted Kettle Chips 1.375oz 48ct</td>
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<tr>
<td>816346020271 - Sweet Maui Onion Kettle Chips 1.375oz 48ct</td>
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<tr>
<td>816346020257 - Mesquite BBQ Kettle Chips 1.375oz 48ct</td>
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<td>850668000405 - Original Salted Kettle Chips 2.0oz 24ct</td>
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</tr>
<tr>
<td>850668000450 - Mesquite BBQ Kettle Chips 2.0oz 24ct</td>
<td>2</td>
</tr>
<tr>
<td>850668000429 - Salt and Vinegar Kettle Chips 2.0oz 24ct</td>
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<tr>
<td>850668000443 - Sweet Maui Onion Kettle Chips 2.0oz 24ct</td>
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</tr>
<tr>
<td>850668000436 - Zesty Jalapeno Kettle Chips 2.0oz 24ct</td>
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<tr>
<td>850668000498 - Sour Cream and Onion Kettle Chips 2.0oz 24ct</td>
<td>2</td>
</tr>
<tr>
<td>850668000412 - Salt and Cracked Pepper Kettle Chips 2.0oz 24ct</td>
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</tr>
<tr>
<td>850668000511 - New York Spicy Dill Pickle Kettle Chips 2.0oz 24ct</td>
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</tr>
<tr>
<td>850668000467 - Rosemary and Olive Oil Kettle Chips 2.0oz 24ct</td>
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<tr>
<td>816346020790 - Variety Pack 2oz Original Salted (4), 2ozSweet Maui (4)</td>
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<td>8506680000818 - Original Salted Kettle Chips 5.0oz 12ct</td>
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<tr>
<td>8506680000863 - Mesquite BBQ Kettle Chips 5.0oz 12ct</td>
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</tr>
<tr>
<td>850668000832 - Salt and Vinegar Kettle Chips 5.0oz 12ct</td>
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</tr>
<tr>
<td>850668000856 - Sweet Maui Onion Kettle Chips 5.0oz 12ct</td>
<td>5</td>
</tr>
<tr>
<td>850668000993 - Sour Cream and Onion Kettle Chips 5.0oz 12ct</td>
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<tr>
<td>850668000849 - Zesty Jalapeno Kettle Chips 5.0oz 12ct</td>
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<tr>
<td>816346020141 - Original Salted Kettle Chips 8.0oz 12ct</td>
<td>8</td>
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<tr>
<td>816346020172 - Sweet Maui Onion Kettle Chips 8.0oz 12ct</td>
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<td>816346020158 - Mesquite BBQ Kettle Chips 8.0oz 12ct</td>
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<td>816346020165 - Salt and Vinegar Kettle Chips 8.0oz 12ct</td>
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<tr>
<td>850668000108 - Original Salted Kettle Chips 16.0oz 10ct</td>
<td>16</td>
</tr>
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</table>
Weekly Market Highlights

- The Federal Reserve announced their decision to raise short-term interest rates by 0.50% which fell in line with consensus expectation. This is the single most aggressive increase made by the Fed since May 2000 as they attempt to tame inflation.
- India decided that they will not be exporting any wheat this year due to their extreme drought yield concerns.
- Winter wheat conditions went down in the fair category by 4% and grew in the poor/very poor category to 43%. Spring wheat is 19% versus 46% last year largely due to wet conditions in North Dakota. Corn is 14% planted versus 42% last year; beans at 8% versus 22% last year; and oats are 45% versus 70% planted.

Facts on Flour

Quality of flour is defined by its ability to consistently perform in the production of a finished baked good. The ultimate quality test is completed when the baker uses the flour.

Because there are a limitless number of baked goods that can be derived from single flour, it is an impossible task for the miller to test every application. Millers, therefore, rely on a few standardized baking applications. Tests are completed based on the application that best suits the particular flour.

Patent bread flours will be tested in pan breads, high gluten flours in hearth breads, cake flour in high ratio cakes, etc. The test methodology, formula and conditions are all controlled and kept constant. The only thing that changes is the flour that is used.

The miller will record such measurements as loaf volume, crust color, crumb color, texture, etc. This way the miller is able to determine the effect of the flour on the performance of the finished baked good and make any necessary adjustment to maintain consistency.

Other tests that assist the miller in determining flour quality will be discussed over the next several weeks.

Futures & Basis Markets

Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

This Chart is meant to indicate Market Direction Only.
# WHAT'S NEW THIS WEEK
From CBI Produce

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>CLEMENTINES</td>
<td>415060</td>
<td>10/3 #</td>
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<tr>
<td>FLORIDA BLUEBERRIES</td>
<td>421020</td>
<td>12/1 CLAM</td>
</tr>
<tr>
<td>FLORIDA STRAWBERRIES</td>
<td>421070</td>
<td>8/1 CLAM</td>
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<tr>
<td>PINEBERRIES</td>
<td>421165</td>
<td>6/10 OZ</td>
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<tr>
<td>LETTUCE HYDRO BIB</td>
<td>436025</td>
<td>12/1 CT</td>
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<tr>
<td>GREENS COLLARD FRESH 12 CT</td>
<td>439041</td>
<td>1/1 CT</td>
</tr>
<tr>
<td>GREENS COLLARDS CHOPPED</td>
<td>439045</td>
<td>8/1 CT</td>
</tr>
<tr>
<td>KALE GREEN LOCALLY GROWN</td>
<td>439060</td>
<td>24/1 CT</td>
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<tr>
<td>TRI COLOR MARBLE POTATOES</td>
<td>456385</td>
<td>1/10 #</td>
</tr>
<tr>
<td>TRI COLOR FINGERLING POTATOES</td>
<td>456395</td>
<td>1/10 #</td>
</tr>
<tr>
<td>KALE COLOR CRUNCH</td>
<td>10037527</td>
<td>4/2 # AVG</td>
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<tr>
<td>ROASTED GARLIC</td>
<td>10068248</td>
<td>4/5 #</td>
</tr>
<tr>
<td>BRUSSEL SPROUT PETALS</td>
<td>10078765</td>
<td>3/1 # AVG</td>
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<tr>
<td>CHEF’S VEGGIE BLEND BOX</td>
<td>10129697</td>
<td>1/1 BOX</td>
</tr>
</tbody>
</table>

**Perfect for a shaved brussel sprout salad**
Cheney Brothers Private Label
IQF Ground Beef Patties

- Winning Texture, Bite, and Flavor
- Consistent sizing and portion control
- Individually Quick Frozen to preserve flavor and juiciness
- Cook straight from frozen

<table>
<thead>
<tr>
<th>CBI#</th>
<th>Description</th>
<th>Pack Size</th>
<th>Wt</th>
<th>W/H</th>
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<td>10128722</td>
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<td>RB</td>
<td>16205</td>
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<tr>
<td>10128723</td>
<td>CBI Beef Pattie 75/25 3-1</td>
<td>30 / 5.33oz</td>
<td>10#</td>
<td>RB</td>
<td>16206</td>
</tr>
</tbody>
</table>

100% pure beef has no other ingredients. Winning texture, bite, and flavor. Individually quick frozen in minutes locks in freshness and provides easy handling. Simple to cook - straight from freezer to grill - no need to thaw. Quickest cook time. Consistent sizing and portion control. 180-day shelf life.
**DISPOSABLES AND JANITORIALS**

514821 WIPES PLUS BABY WIPES 12/80 CT
Baby Wipes are Thick, Extra Soft and Gentle to the Touch of a Babies' Skin. Unscented, Alcohol Free, Gentle to the skin, Hypoallergenic, and Enriched with Aloe Vera and Vitamin E. Hospitals / Day Care / Schools / Supermarket

10125908 BOSS GRILL BRICKS 12/1 CT
For use on flat top griddles. Reusable for several cleanings. Compounded to disintegrate during use to expose an unused surface clean away carbonized grease and oil.

813365 WESTROCK PIZZA BOX 14“ B FLUTE WHITE 1/50 CT
When it comes to your pizza, quality matters. The same is true for the box that delivers it, whether it’s an 8” personal-sized box, a popular 14” or 16” box or a giant 30” box. Our Heavy weight corrugated pizza box meets all expectations. Height 1 - 7/8”. Stock print design.

862934 SOUP SPOONS INDIVIDUALLY WRAPPED 1/1000 CT
Great for catered events, buffets, concession stands, snack shacks, ball parks, or take-out venues, this white plastic soup spoon is the perfect serving option for hungry customers! It’s perfect for soups, cereal, and a variety of sides. Plus, you won’t have to worry about collecting silverware after each use, making cleanup a breeze. Polypropylene – bendable but does not break.

---

**Did you know.........?**

- Eight of the ten largest statues in the world are of Buddhas.
- In 2005, a fortune cookie company called Wonton Food Inc. correctly foretold lottery numbers, resulting in 110 winners and an investigation. No fraud was involved.
- Boeing uses potatoes to test their in-flight Wi-Fi, as they reflect and absorb the signals similarly to people. The project is called Synthetic Personnel Using Dialectic Substitution- or SPUDS.
- Magpies are considered one of the most intelligent animals in the world and the only non-mammal species able to recognize themselves in a mirror test.
- Tyromancy is the practice of predicting the future with cheese.
- In 1969, a musician named Jim Sullivan recorded an album called “U.F.O.“, which featured strange lyrics about leaving his family and being abducted by aliens. Sullivan disappeared six years later without a trace, the only piece of evidence being his abandoned car found on a desert road.
Cheney Brothers

2022 BUYING SHOW

Save the Date

Tuesday, June 14th
9 AM - 4 PM

OUR BIGGEST EXHIBITION SPACE TO DATE!
with over 235,000 sq. ft. to comfortably explore

Greater Ft. Lauderdale Convention Center
1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

Conveniently located just 5 minutes away from downtown Fort Lauderdale, adjacent to Port Everglades, and less than one mile from the beach.

WWW.CHENEYBROTHERS.COM
(800) 432-1341
<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
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<td>PSPB</td>
<td>O, R, PG</td>
</tr>
</tbody>
</table>

For answers and field support contact your Merchants Sales Representative

**Riviera Beach**
Ramon Victoria  954-218-6477
Sandra Cachimbo   954-770-0158

**Ocala**
David Schmidt   407-819-7831

**Punta Gorda**
Misha Lowry  813-293-0844

**Statesville**
Derrick Cau  704-576-2806
Matthew Roughgarden   336-209-3650
Increased Mexican crossings combined with higher freight rates, especially from Florida due to Mother’s Day flower pulls, have started to pressure both the cantaloupe and honeydew markets from its highs as we expected.

Sizing on cantaloupe is getting away from the jumbo fruit and providing a nice mix of 9/12/15s. Current quality is truly the best we have seen all season with excellent shell color and solid internal brix levels (13-15%).

Honeydew sizing continues to run heavier to the larger fruit (5s and larger) leaving smaller sizes in very good demand still.
Mexico – We are seeing more fruit available and price flexibility out of Mexico. The size curve is peaking on 48ct at about 23% of the Calavo pack with 60s pushing close to 19% of the Calavo pack. #2 fruit is making up 22% of the pack for Calavo. Organic supplies, while winding down are still available, although field price there is also elevated. Current crop outlook is for tight supplies until the end of the season in late June. Jalisco fruit is expected to arrive with first loads into the US around the middle of June, as that situation is still being worked out amongst the regulatory bodies involved.

California – We are in peak season with harvest increasing each week. The size curve is heavy to 48s and smaller. Organic supplies are decent, with volume being promotable for the next few weeks. #2 fruit is averaging at 10% of the total California pack. GEM’s are available and peaking on 48s and larger. If interested in the GEM program, please reach out and let us know.

Short Term Outlook – Stronger volume out of California, GEM harvest is underway. Elevated field price as Mexico looks to meet the volume needed for Cinco de Mayo promotions.

Long Term Outlook – Strong field price as Mexico closes out its season. California supplies will help fill orders on the west coast, but pricing will remain strong through the end of the MX season into late June.

A Fuel surcharge may be added to all prices at time of shipping.

Melissa Brucker | Food Service Account Manager
1141A Cummings Road | Santa Paula, CA 93060
Office (805) 921-3249 | Cell (805) 504-5423
MelissaB@Calavo.com
Conventional Items

**Lettuce**

Supplies have levelled off with fair quality affecting overall volume available. Demand remains steady although many shippers have begun to escalate pricing which will likely slow demand. Temperatures continue to bounce up and down but overall near normal. Quality remains varied with a wide range of Color, Texture, Shape and sizing. Production from Las Cruces, NM continues their season providing an opportunity to get excellent quality at reduced transportation cost to the East Coast.

**Leaf Lettuce**

Romaine and Romaine Hearts Production remains mostly steady with modest demand. Quality and overall cool temperatures have kept volume in check. Pricing on cartons remain mostly steady while some shippers firm Romaine Hearts prices others continue to offer volume deals. Quality has receded with wide ranging Color, Texture, Ribbiness along with fringe burn, mildew and russet spotting visible on arrivals. Romaine production from Las Cruces, NM is available for those looking to get excellent quality and lower their transportation costs. Red leaf, Greenleaf and Boston Demand on Leaf has steadied with moderate supplies due to cooler temperatures and fair quality leading to lower yields and firmer pricing.

**Celery**

Seeder, seeder, seeder. It is that time of year when this issue shows up in Oxnard and Santa Maria. As you can tell by current prices, yields are extremely affected. Expect markets to remain at these levels and possibly higher through the month of May.

**Artichokes**

Production has mostly transitioned to the North Coast as the Original and Heirloom varieties have become dominant. Currently heavy to Large sizes before medium and smaller sizes peak later this month. Additional supplies of the Thornless variety remain at discounted pricing. Take advantage of these superior edible chokes while in season. Quality should improve weekly and pricing will continue to follow

**Broccoli**

Plenty of availability out of Santa Maria and Salinas. Quality looks very good with a nice green color and tight domes. Get with your Produce West sales representative for the opportunity buys.

**Cauliflower**

Looks like the cooler temperatures we have experienced over the last 3 weeks has caught up to the cauliflower crop. Supplies have tightened up over the last couple of days and the market seems to be firming up. Watch for prices to increase slightly as we finish out the week.
Brussels Sprouts

Good Demand continues with mostly strong pricing as production declines from Mexico. Limited production from Coastal California will boost overall supplies and keep pressure on pricing to remain affordable. Insect pressure in Mexico will dictate when their season comes to a close.

Green Onions

Mexico supplies have steadied although quality remains varied with thrip damage causing some discoloration issues on arrival. Border delays remain an intermittent issue and have been magnified with the extra travel day.

Strawberries

Supplies out of California should be readily available after the Mother’s Day pull. Santa Maria is producing good numbers and Salinas/Watsonville will continue to increase volume. Oxnard will continue to wind up its season this month and the Baja region may finish its season in the next week or two due to quality concerns. Santa Maria, California is forecast on Wednesday to be mostly sunny, with Thursday and Friday breezy in the afternoon, Saturday will have strong winds, and Sunday will be windy with plenty of sunshine. Highs are expected in the 70s, decreasing to the 60s for the weekend, and lows in the 40s. Oxnard, California is forecast on Wednesday and Thursday to have areas of low clouds and then sun, Friday partly sunny, and then sunny and windy for the weekend.

Blackberries

As border issues wane, we are starting to see more Mexican berries crossing again into Texas. While we are past peak on Mexican blackberries, the market is back to a more normal structure with normalized production for this time of year.

Raspberries

We are beginning to see an uptick in production as we transition to new regions; overall, raspberries will continue to be in light supply for a few more weeks.

Blueberries

Florida blueberries continue to produce with good availability and volume. Mexico is increasing production and California will start picking (Coastal area) within the next week+ with the Central Valley of California (larger growing area) starting within two weeks. Southern Georgia is increasing in production, while Northern Georgia was more heavily affected by the freeze in March. Expectations through May are that we will have plenty of blueberries to promote!
Stone Fruit

Better supplies of yellow peaches this week. White peaches will be steady supplies this week. Yellow nectarines are still extremely limited, as are apricots. Overall volume will remain light this week. White Nectarines have started in California. The first of the season stone fruit is generally smaller and sizing will gradually increase as we move through May. The weather forecast continues to be good in growing areas. Offshore plums are finished for the season.

Grapes

Good volumes on most grape varieties this week. Offshore supply remain strong, as port delays will pushed supplies well into the month of May. Mexico production reports are good, with heavy volumes expected out of Mexican growing regions. Aggressive pricing is expected for early summer and shippers will be looking to move product. Quality has been good overall on reds, green and black grapes. Expect quality to slowly decline as fruit ages in storage. Two tiered markets will likely continue for the near future.

Oranges

The California navel season is coming to a close over the next two weeks and supplies are limited. Some growers may be able to extend the season for the duration of may, but product will be extremely limited. Quality remains solid with good brix, although some reports of greenish color on late navels. Valencia oranges have started in the central valley. This season will last through September. Quality reports are excellent with good color and brix. Peak sizing on 88 and 113 count fruit.

Lemons

District 1 production areas are finishing up this week. District 2 will be the main growing area in the coming weeks. Peak sizing is expected to be 95 115 count fruit. Most of the pack-outs will be fancy grade. District 2 quality will be mixed throughout the seasons as a result of the coastal region and more wind scarring. Good volumes expected for the coming weeks. More deals being made on small fruit, and large will be on the tighter side.

Limes

Moderate demand on limes this week. Supplies remain tight and markets are expected to stay strong. Sizing is peaking on 200-230 count fruit. Similar market conditions are expected through the month of May. Quality issues include blanching, scarring and light color, all of which are minimal for now.
Cantaloupes

The offshore supplies are rapidly dwindling and will be down to a dribble by the end of next week. Nogales is still going. Spot market demand has been slow and prices have been flexing. Domestic product is getting ready to start in the desert areas with some scrapping possibly by the end of this week but more likely next week. Moderate volume should kick in around the week of 5/16 but most supplies at that point will be pre-sold either by contract or retail promotions. Real volume and spot market availability is not expected to be robust until the last week in May or the first week in June. Mexico is still going, but as stated many times before are generally not favored by retailers or wholesalers especially the further East you are shipping. Adds up to a ragged inconsistent transition this spring. Quality has been generally okay on both offshore and Mexican product. Sizes running large off shore and smaller in Mexico. Domestic will start out skewing to 12s and regular 9s then pick up to run larger.

Honeydews

All supplies are still from offshore and Mexico. Looks like domestic will not start until June, but for a few early fields. Sizes off shore have run large and quality variable with deep discounting on lesser product. Mexico sizes have run to regular 5, 6 count and some 8s with nothing larger. Quality there is been okay. Demand has been very slow leading to lower prices in both areas.

Dry Onions

California is going strong and the quality has been very good so far…However Mother Nature has a way of making it interesting. In this season it’s been a little chilly and some fields aren’t ready to harvest…a little damp, as described by one grower. The Imperial Valley needs some 100-degree days to get this moving. Reds are finally available and the prices are between $18-20. Yellows are holding steady at the $15 mark going east and will probably end up in the $14 range. A few growers are going in New Mexico and will be reported onion the next publication.

Asparagus

Indiana has started and Michigan is right behind them…Washington has also started to ship. Mexico will continue out of the BAJA and will have lighter supplies as May goes on. Markets are in the $60’s for 28/1 and low to mid $30’s on 11/1’s
Organic Items

OG Broccoli & Cauliflower
Cauliflower and Broccoli  Northern California production is in full swing. After a surge in production, supplies have steadied as well as prices. Hot and Cold temperatures have resulted in good quality.

OG Celery
Demand and Pricing continue to surge as supplies have been impacted by seeders. Pricing will continue to be elevated, especially in Salinas where supplies are transferred from Oxnard through May.

OG Herbs & Bunch Greens
Production has mostly transitioned to Northern California and quality remains varied with overall adequate supplies.

OG Root Vegetables
Carrot Production remains unstable especially Cellos with production areas transitioning and a major processor having issues with production lines. Continue to plan ahead to get full coverage.

OG Leaf and Iceberg Lettuce
Leaf, Iceberg & Romaine  Romaine and Romaine Heart supplies have improved although quality remains mostly fair with tip burn, russet spotting and rib discoloration expected to continue as temperatures oscillate. Near drought levels have resulted in early dry grass throughout the Valley which will create additional insect pressure on all leafy greens. Green and red leaf. Overall supplies have improved although they remain varied throughout the Valley. Quality continues to vary as well with sporadic issues with tip burn, russet spotting and insect pressure from all Northern California production areas.

OG Citrus
Lemons, Oranges, Limes and Grapefruit  Strong demand throughout the entire Citrus category due to strong retail sales and revived foodservice activity. The Lemon crop continues with good supplies from the Southern California District as well as Mexico. Lime quality and supplies remain inconsistent and very limited. Navel production has mostly transitioned to Valencia’s which have been slow to ramp up. Grapefruit supplies should be improving from Mexico and the Central Valley through Mid May.
**OG Stone Fruit**

Stone Fruit  Production is expected to ramp up beginning next week. With Supplies and Quality anticipated to be good early on.

**OG Melons**

Melons  Production on Watermelons has begun from Mexico, Shipping out of Nogales.

Watermelons, Cantaloupes and Honeydews will transition to the Southern California desert in coming weeks with quality and volume expected to be strong.
Cinco de Mayo is not Mexican Independence Day, a popular misconception. Instead, it commemorates a single battle. In 1861, Benito Juárez—a lawyer and member of the Indigenous Zapotec tribe—was elected president of Mexico. At the time, the country was in financial ruin after years of internal strife, and the new president was forced to default on debt payments to European governments. In response, France, Britain and Spain sent naval forces to Veracruz, Mexico, demanding repayment. Britain and Spain negotiated with Mexico and withdrew their forces.

Our Produce

- **Asparagus**: Movement of Mexican asparagus crossings through Calexico, California, and San Luis Arizona, are finished for the season. Trading has been moderate at higher prices as most shippers have finished for the season. Harvests are beginning out of the Obregon and Baja regions and the first F.O.B. price report out of those growing regions should be available by Monday. Movement of Peru asparagus through South Florida ports of entry is expected to increase slightly as more shippers increase imports this week and next, but to remain very light through the beginning of next week, and to be at a good volume by the second week of May. Trading moderate on very light supplies, and no F.O.B. report is currently being issued. Quality is reported as variable but generally good. Vessel delays continue to affect arrivals.

- **Brussel Sprouts**: On Monday morning, the United States Department of Agriculture (USDA) reported a slightly higher pricing on Brussels sprouts. When reported, the low-high price sat at $25.55—$31.55 for 25 lb cartons. Since then, the prices have dropped. As market levels adjust to the post-Thanksgiving rush, we reached out to a few industry folks to hear what they had to say about current Brussel sprouts pricing and supply. Brussel sprouts pricing has been steady and sticking along that pricing for the past few weeks. Just the seasonal supply crunch. Southern Specialties currently has a great supply green Brussel Sprouts available. Our sprouts are product of the United States, Guatemala and Mexico.

- **Peas**: Volume is expected to improve by the end of next week. Harvest in Mexico started. We are estimating that sometime next week the yields will be sufficient to bring trucks from the growing areas to Pompano. Guatemala’s supplies will remain light for another week or so while they continue transitioning fields and varieties.

- **French Beans**: Good supplies, quality and demand this week. We have kept up movement on 5lb bulk. All other sizing moving well. Anticipate local foodservice to still pull a little high.

- **Green Beans**: Low domestic supplies and high demand. GA is still not reporting so far and Florida has stopped reporting pricing after Monday 5/02. Last prices reported were $28.45 to $35.50.

- **Radicchio**: GT arriving tomorrow with 800 cs. We have managed to stay in play with purchased product. Markets are reporting higher everywhere than in years past. Quality and supply – good to fair

  1. Boston $16 CA
  2. Detroit $19 CA
  3. Miami $17—18 GT
  4. New York $16—18 GT

- **Carrots** – high demand due to Mother’s Day. Higher markets prevail. Good supply on orange and color however stick to allocation on color as other importers do not have today.

- **Baby Squash** – next air arrival out of GT will be for Monday sales. Today/incoming baby zucchini is sold out. We are seeing any quality issues

- **Florets** – we need to start to push this item and gain new ground. We have 4x3 and 6x3 available. Please feel free to sell. We need to start knocking on doors for new business. Please keep this item in mind when selling our line up.

- **Tomatoes**: Good Supplies on 10lb Heirlooms, 121/121oz Baby Heirlooms, Yellow Beef are in short supply currently
**Additional Pricing**

**MAY 04, 2022**

<table>
<thead>
<tr>
<th>Item</th>
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<tr>
<td>5# GT Cryovac Orange Carrots</td>
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<tr>
<td>5# GT Cryovac Rainbow Carrots</td>
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<tr>
<td>25lb Brussels Sprouts</td>
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<tr>
<td>12/6oz Fla Blueberries (Fla)</td>
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<tr>
<td>12/6oz Blackberries</td>
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<tr>
<td>12/6oz Raspberries (limited)</td>
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Additional Pricing

5# GT Cryovac Orange Carrots $16.75
5# GT Cryovac Rainbow Carrots $17.75
25lb Brussels Sprouts $32.75
10/2lb French Beans $36.50
4x3lb Broccoli Florets $21.50
10/12oz English Peas $25.75
3/1lb Brussels Leaves & Pieces (New) $12.00
9ct Mangoes $9.75
12/6oz Fla Blueberries (Fla) $28.75
12/6oz Blackberries $23.75
12/6oz Raspberries (limited) $29.75
BLACKBERRIES:
• Movement expected to increase. Trading Slow. Prices Slightly Lower. Flats 12 6-ounce cups with lids mostly 12.00. Quality and condition variable.

GUATEMALA IMPORTS – PORTS OF ENTRY SOUTH FLORIDA Imports 1–1–U.
• Movement expected to remain about the same. Trading Moderate. Prices Slightly Lower. From Guatemala, cartons flat 12-6 oz cups with lids mostly 18.00–19.75. Supply moderate. Quality and condition variable. (U = unavailable).

BLUEBERRIES:
• Movement expected about the same. Trading Slow. Prices pints lower, 6-ounce cups generally unchanged. Flats 12 6-ounce cups mostly 12.00–14.00. Flats 12 1-pint cups with lids mostly 20.00–22.00. Quality variable.

SOUTH GEORGIA 2022 CROP Shipments 6–47–64.
• Movement expected to increase as harvesting increases. Trading Moderate. Prices Pints lower, others unchanged. Flats 12 1-pint cups with lids large 20.00–22.00, 6 ounce large mostly 14.00–16.00. Quality generally good.

• Movement expected to continue seasonal decline. Trading Moderate. Prices Lower. Flats 12 1-pint cups with lids large mostly 24.00, 12 6-ounce cups with lids large mostly 14.00. ORGANIC 12-6 once cups with lids large mostly 24.00. Quality generally good.

• Movement expected to increase. Supplies insufficient and in too few hands to establish a market. Quality variable. The first F.O.B. report is expected to be issued the week of May 8.

RASPBERRIES:
• Movement expected to increase. Trading early moderate, late slow. Prices Generally Unchanged. Flats 12 6-ounce cups with lids mostly 16.00–18.00. Quality generally good. Many present shipments from prior bookings and/or previous commitments.
Transportation Update

We are still experiencing minor Port delays on Vessels with container shipments from Central America. Due to Mother’s Day Flower shipments getting Priority

Fun Produce Facts

- It is recommended that you eat five servings of fruit or vegetables a day. A serving equals one-half cup.
- Actually a fruit, it took a ruling by the Supreme Court in 1893 to make the tomato a vegetable.
- Tomatoes are very high in the carotenoid Lycopene: eating foods with carotenoids can lower your risk of cancer.
- Other vegetables high in carotenoids are carrots, spinach, sweet potatoes, and collard greens.
- Most of the nutrients in a potato reside just below the skin layer.
- A horn worm can eat an entire tomato plant by itself in one day!
- In the United States, more tomatoes are consumed than any other single fruit or vegetable!
- California produces almost all of the broccoli sold in the United States.
- White potatoes were first cultivated by local Indians in the Andes Mountains of South America.
- Yams and sweet potatoes are not the same thing!
- A baked potato (with skin) is a good source of dietary fiber (4 grams).
- Potatoes first appeared in Europe in 1586; they made it to North America in 1719.
- The potato disease “Late Blight” was the principal cause of the Irish Potato Famine, which killed a half million people.
- Darker green lettuce leaves are more nutritious than lighter green leaves.
- Americans eat about 30 pounds of lettuce every year. That’s about five times more than what we ate in the early 1900s.
- The bright orange color of carrots tell you they’re an excellent source of Vitamin A which is important for good eyesight, especially at night. Vitamin A helps your body fight infection, and keeps your skin and hair healthy!
- Over 200 million pounds of blueberries are grown every year in North America.
- The banana plant can grow as high as 20 feet tall. That’s as big as a two-story house!
- One of the most popular varieties of green asparagus is named after Martha Washington, the wife of George Washington.
- The peach is a member of the rose family and will have a sweet fragrance when ripe.
- In 1970, consumption of broccoli was only a half a pound per person. Today, the average person in the United States eats four and one half pounds a year.
- Dried chile pepper wreaths are called “Ristras” – a symbol of plenty and hope.
**Tomatoes**

**East**

**Rounds** - Despite harvests being hampered by rain this week, round tomato production has been pretty steady in Ruskin/Palmetto, providing good numbers and consistent availability to the East. Lipman's crop yields and fruit quality have been great, which is also the case for most of the industry's growers. Sizing is still heavy to the larger side but all options are available. P/R harvests should continue for a few more weeks, but there are indications that crops could end early due to a very heavy initial fruit set and warm weather bringing fruit to maturity ahead of schedule. With Quincy, FL and SC farms looking to start the season in early June, supply may become very snug for a week or so at the end of this month. Of note, South FL received 6-8" of rain recently, which has accelerated the exit of any remaining crops from the market, including Lipman's Estero plantings. FOBs are steady with last week, although there have been some spot buys at less on larger sizing.

**Romas** - After a brief flush, the overall roma numbers out of Ruskin/Palmetto have decreased and are closer to light than moderate. Lipman has enjoyed a strong week of harvests so far, but our volume will lighten up next week as well. Yields and packouts have been great, as our fruit has been some of the nicest we've seen this year. Sizing is big with a large percentage of the fruit in the XL or larger range. R/P farms plan to continue production through most of May, then the bulk of Eastern supply will transition to the West until local/regional deals get started in July. FOBs are steady with last week.

**Grapes/Cherries** - As with rounds, rains have kept harvesters out fields for part of this week, so grape tomato supply is temporarily a little lighter. As fields dry out and picking resumes, volumes should return to the consistent levels we've seen for the last few weeks out of Palmetto/Ruskin. Quality is good on fresh fruit, although there is some product with high color in the market as well. P/R is expected to continue with grape production through May and possibly into the earliest part of June, which is when SC crops are expected to get underway. Cherry tomato numbers are back to steady and adequate levels this week after coming off a flush. Overall quality is good with no major issues to report. FOBs are steady on all types and packs of small tomatoes this week.

**West/Mexico**

**Rounds** - West Mexico's vine-ripe and mature green round tomato production continues its seasonal decline with less volume and size weekly as growers and acreage drop out. However, there will be fruit available for at least the next few weeks. Baja has started in a very light way, but there's not enough volume to export yet. This growing area will pick up the pace in mid-May when Spring/Summer production gets rolling in the San Quentin area. Reports indicate that acreage is down so we should expect a bit less volume than in years past. The first CA fruit of the year is on tap to start in the desert next week but we're still about a month out from seeing things get rolling in the San Joaquin Valley. FOBs are up a few dollars on larger fruit (4x4's and 4x5's) and to a lesser degree on mid-sized tomatoes.

**Romas** - West Mexico has romas coming from Obregon, Culiacan, Guasave and Hermosillo with Magdalena on tap to start in Mid-May. There is a mix of older and newer crops, so we will see some areas slowing down from seasonal decline. Quality is good on the new-crop fruit, but there are some spotting and shelf life issues on select lots coming from older crops. With the hotter temperatures that come this time of year, we'll need to stay on the lookout for heat-related issues. In Baja, a handful of...
growers have started from the Vizcaino and LaPaz districts. As more come online, Baja’s volume will gradually increase as we move further into May. San Luis Potosi (Eastern Mexico) will start with some Spring crops in 7-10 days as well. FOBs are holding steady with last week.

**Grapes/Cherries** - As West Mexico’s grape tomato growers begin to wind down the season, we’re seeing a separation in quality and pricing coming into Nogales. Nice fruit is still available from some, but the amount of product with color or quality issues is increasing while overall volume is decreasing. By the end of May/first of June, the bulk of production will have transitioned to Baja where a few growers have already started in a light way. As we move through this month, we’ll see Baja’s acreage come online gradually with seasonal production levels by the first week of June. Cherry tomato volumes are adequate, with both Baja and Mainland Mexico crops in production. There is a range of FOB pricing (based on quality) this week, but the averages are pretty steady with last week on both grapes and cherries.

**Green Bell Pepper**

**East** – There’s a little more pepper coming out of Plant City this week, but there’s still no big volume in the East. Immokalee-area farms have called it quits while East Coast producers are in their final plantings and should finish up in another 7-10 days. Plant City’s quality has been mostly good although there are some light bruising and scoring concerns here and there. GA farms expect to start pepper harvests the week of May 15th. With the East Coast finishing in a week and limited acreage in Plant City, supply is likely to remain on the snug side until GA gets going in earnest. The elevated pricing of late has lightened demand, driving FOBs down on jumbo, XL and choice fruit, but larges are holding steady.

**West** - Retail-sized and quality bell peppers are now in the hands of the CA desert growers. Although acreage is lighter this season, production should remain steady for the next few weeks. Quality is great and sizing is still heavier to the larger end of the spectrum. Meanwhile, Mainland Mexico is winding down with limited volume and sizing. Quality is definitely a factor, as most of the fruit has issues with scoring, thin walls, and bruising. We are still harvesting our own acreage in Guasave and have a nicer thick-walled pepper, but sizing is declining and there are a few more cosmetic issues to grade out now. As we move toward the middle of the month, we’ll see any remaining Mexican crops finish up and production make the full transition to CA. Bakersfield will be the next CA spot for bells, starting around May 15th. FOBs are down a few dollars across the board in both Mexico and the CA desert, more so from a lack of demand than an increase in supply.

**Red/Yellow/Orange Bell Pepper**

**East/West** - The majority of the US’s colored bell pepper supply is now coming out of Eastern and Western Canada. Despite some recent cool and gloomy weather slowing this week’s production, overall volume and availability are steady. Canada’s quality has been excellent so far with thick walls, nice stems, and great color. Ontario-area houses are a little light on reds this week due to a light fruit set on the plantings scheduled for harvest, but they should be back into better numbers next week. Canada’s sizing is primarily XXL and XL and will continue to be for the next 4-5 weeks but there are minimal volumes of bushel fruit starting to become available now. There’s still colored pepper coming from Mexico into Nogales and McAllen, but quality is not strong as many shippers are winding down the season. We expect to see Nogales clean up on choice fruit soon, but there will be field choice peppers starting in CA next week. Canada’s FOBs are down a few dollars on reds and oranges but are holding steady on yellow bells this week. As for Mexico, there is a range of pricing based on quality with reds holding a little stronger than oranges or yellows.

**TOV (Tomato-on-the-Vine)**

**East/West** – TOV’s are plentiful, cheap and promotable! Both Eastern and Western Canada are into strong volumes, have great quality and good sizing. There’s also domestic production in several states including CA, TX, UT, AZ, etc. Mexico is also still in the game, although some of this fruit doesn’t have the quality of other areas. The majority of Mexican programs are winding down, but we do expect to see at least some volume of new-crop fruit in June. With such an oversupply of product, growers are

Weekly Vegetable Report
Quality scale: Poor > Fair > Good > Excellent

5/5/22
challenged to keep the pipeline flowing and product turning. FOBs are steady and cheap from all growing areas.

Yellow Squash / Zucchini

**East** - Although the Immokalee and Homestead areas have wrapped it up for the season, there’s an abundance of yellow and zucchini squash in the East. Plant City farms have now moved into their 2nd sets, which are providing strong volumes and quality. There are also good numbers coming out of GA now that most all growers are up and running for the season. Quality is good on both yellows and zucchini, although you can find some fruit from older plantings in the pipeline that isn’t quite as sharp. FOBs are consistent with last week…at minimal levels.

**West** - Hermosillo farms are still bringing good volumes of squash to the border. Production should be consistent for the next 7-10 days, then drop off as they begin the seasonal decline. There’s a lot of #2 quality coming off right now as high winds over the last several weeks have caused scarring and scuffing. Production will begin the shift to Baja and CA areas over the next few weeks. Santa Maria is projected to start in 7-10 days, while Watsonville/Salinas and the Northwest will come online in June. Baja will get going with limited production sometime over the next 1-2 weeks and will have volume in 3 weeks. FOBs are a notch lower this week.

Cucumbers

**East** - Cucumber production is transitioning from FL to GA this week and there’s just not a ton of fruit around. Quality is suspect on much of the remaining FL product, as the wind and weather have caused excessive scarring, some sunken areas, etc. Fortunately, GA did start with a few cucumbers this week. With more growers and volume to come over the next 7-10 days, we should see better quality and availability soon. Our coastal NC program, which is one of the largest in the region, is projected to start in the first week of June. FOBs have dropped a few more dollars this week, primarily in reaction to the Mexican markets.

**West** - Sonora growers came back in with heavy volume on their Spring crops, providing good availability on cucumbers in the West this week. Baja is also getting started with light volumes and should be more of a factor in a few weeks when more growers come online. Quality continues to be strong. FOBs have fallen several dollars on all packs and sizes.

Eggplant

**East** - Plant City growers have finally gotten into the thick of things over the past week, bringing quality and volume improvements to the East. There are still a few older fields being harvested in South FL, but they’ll call it a wrap over the next 7-10 days. The next major area of production will be GA and it looks like they will have eggs toward the end of the month. FOBs are mostly steady on fancy fruit, but have dropped a few dollars on choice product as South FL farms try to clean up for the season.

**West** - Eggplant quality and supplies are consistent out of Mainland Mexico and should continue to be through the month of May. CA’s Coachella Valley is starting to see volume increase as they get past the initial picks of their football-style eggplant. However, with less growers putting eggs in the ground this year due to water and labor issues, overall production is expected to be lighter than usual. By mid-June, we should see Baja’s product crossing into CA. Bakersfield and Fresno should also get rolling by July. FOBs are mostly steady on 24’s, but have dropped a few dollars on 18-count fruit.

Jalapenos / Chili Peppers

**East** - Plant City is slowly but surely increasing chili volumes and adding more varieties to the mix. Jalapenos, poblanos, and Cubanelles are now available and there have been a few serranos and Hungarians harvested this week as well. Quality seems to be good, as there have been no reports of issues thus far. Production should continue to increase over the next week or so, providing at least partial sourcing solutions for the East. Looking ahead- GA is expected to come online at the end of May, then we’ll see pockets of product popping up regionally as early as late June/early July. FOBs are mostly steady with our last report.

Weekly Vegetable Report

Quality scale: Poor > Fair > Good > Excellent

5/5/22
**West:** Jalapeno and serrano volumes have increased this week but tomatillos are on the way out in Mainland Mexico. We’re starting to see dry husks from the older plants and hotter days. Baja is starting up and we’ll see more volume crossing through Otay Mesa by the end of the month. FOBs are steady to slightly lower on all chiles except for tomatillos. Tomatillos are a dollar or two higher than last week.

**Beans**

**East:** Green beans have been quite snug over the past week as most FL growing areas have either finished up or are winding down with lighter volumes. Although we are still another 7-10 days from significant production, a few beans have started in GA this week. Some farms that lost the first couple of plantings to cold weather should finally get started next weekend. Overall quality is average to good on the remaining FL crops and should be better on the new harvests out of GA. FOBs have jumped significantly from last week, but look to be on their way back down once GA’s product gets in the pipeline.

**West:** Mainland Mexico is down to 3 bean growers and will conclude the season in the next 2-3 weeks. Production is overall on the light side but quality continues to be nice. We usually see the CA Desert get started over the next few weeks, but due to water and labor concerns, most of the usual growers did not plant Spring bean crops. However, we do expect Fresno to get rolling in mid-May and the Stockton/Brentwood area to start up in early June. FOBs are holding at last week’s steep levels.

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**Eastern Growing Region(s) Weather Forecast:**

**Exeter, Ontario, Canada**

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**Ruskin, FL**

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<td>72</td>
</tr>
<tr>
<td><strong>Sun</strong></td>
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</tr>
<tr>
<td><strong>Mon</strong></td>
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**Plant City, FL**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>WED</strong></td>
<td>Chance of Storms</td>
<td>68</td>
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<td><strong>Thu</strong></td>
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<td><strong>Fri</strong></td>
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<td><strong>Sat</strong></td>
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<tr>
<td><strong>Sun</strong></td>
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**Lake Park, GA**

<table>
<thead>
<tr>
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<td>65</td>
</tr>
<tr>
<td><strong>Sat</strong></td>
<td>Chance of Storms</td>
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<td><strong>Sun</strong></td>
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<tr>
<td><strong>Tue</strong></td>
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---

**Western Growing Region(s) Weather Forecast:**

**Coachella, CA**

**Guasave, Sinaloa, Mexico**

**Weekly Vegetable Report**

Quality scale: Poor > Fair > Good > Excellent

5/5/22
### Vizcaino, Baja California, Mexico

<table>
<thead>
<tr>
<th>Day</th>
<th>Weather</th>
<th>Winds</th>
<th>Precip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed</td>
<td>Sunny</td>
<td>NWN 5-10 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Thu</td>
<td>Sunny</td>
<td>ENE 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Fri</td>
<td>Sunny</td>
<td>E 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Sat</td>
<td>Sunny</td>
<td>E 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Sun</td>
<td>Sunny</td>
<td>E 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Mon</td>
<td>Party Cloudy</td>
<td>E 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Tue</td>
<td>Sunny</td>
<td>SE 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
</tbody>
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### Hermosillo, Sonora, Mexico

<table>
<thead>
<tr>
<th>Day</th>
<th>Weather</th>
<th>Winds</th>
<th>Precip</th>
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</thead>
<tbody>
<tr>
<td>Wed</td>
<td>Mostly Sunny</td>
<td>SE 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Thu</td>
<td>Sunny</td>
<td>ESE 0-15 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Fri</td>
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<td>Sat</td>
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<tr>
<td>Mon</td>
<td>Sunny</td>
<td>SE 0-20 mph</td>
<td>0.00&quot;</td>
</tr>
<tr>
<td>Tue</td>
<td>Party Cloudy</td>
<td>SE 0-20 mph</td>
<td>0.00&quot;</td>
</tr>
</tbody>
</table>

**Code to Color Alerts:**
- Market generally within normal ranges and steady from last week for both pricing and quality. Any price changes can be expected to be $2.50 or less with no major changes in quality. Also, no change in the growing region(s) and no news that could drastically affect pricing in the future.
- Some news included concerning the market that may indicate a moderate change in pricing and/or quality. FOB pricing is generally up or down between $2.50 and $5.00 from the previous week. It will also be used to indicate news that may have a drastic impact on the price, quality and/or availability in future weeks (versus the following week). Finally, this color will also be used to indicate a commodity that continues to be outside the normal range as far as price, quality, and/or availability.
- News included that indicates a major change in the market from the previous week as far as pricing, quality and/or availability. May see price changes, up or down, in excess of $5.00 per case. This color will only be used to indicate a major change from the previous week.

**Important note:** This market report is only a snapshot of the various commodity markets as of the morning of the date of the report. When we expect a trend to develop, we will express that expectation. However, commodity markets are subject to actual supply and demand levels and can change quickly due to weather and other unforeseen factors. Therefore, please be aware that markets may change from the time this report is published and the time prices are set for the following week. If such changes are dramatic, we will publish a revised market report.

**Weekly Vegetable Report**

Quality scale: Poor > Fair > Good > Excellent

5/5/22
## DSR Market Insights

**Week of May 9, 2022**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>NEAR-TERM MARKET PRICING TREND</th>
<th>SUPPLY vs. DEMAND</th>
<th>DSR MARKET INSIGHTS COMMENTARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef (Commodity)</td>
<td>Increasing</td>
<td>Available - Increasing</td>
<td>With grilling season and Memorial Day coming this month, expect demand and pricing for grilling meats such as ribeyes, strips and ground beef to inflate up until Memorial Day.</td>
</tr>
<tr>
<td>Fluid Dairy</td>
<td>Increasing - Class 1 Increasing - Class 2</td>
<td>Short - Steady - Class 1 Short - Strong - Class 2</td>
<td>Moving into the month of May expect inflated costs on both Milk (Class 1) and Cultured (Class 2). This cost increase is primarily due to inflated cost of raw milk paid to farmers. COVID-19 inflated input costs are also a factor and dairy plant closures almost monthly, which reduces capacity.</td>
</tr>
<tr>
<td>Canned Fruits &amp; Vegetables (Canned Pudding &amp; Cheese Sauces)</td>
<td>Increasing</td>
<td>Short - Strong</td>
<td>Industry wide shortages of modified food starch (used extensively in the production of puddings and cheese sauces) continue to cause significant shortages of a variety of pudding and cheese sauce products. Expect shortages to still continue into the third quarter of 2022.</td>
</tr>
<tr>
<td>Canned Fruits &amp; Vegetables (Peas, Corn, Various Fruits)</td>
<td>Increasing</td>
<td>Short - Strong</td>
<td>Key producers of foodservice size peas, corn, carrots, peaches, peas, and mixed fruits are experiencing shortages in supply. Furthermore, availability of other canned vegetable items and tomato products are sustained to remain in tight supply and will experience ongoing supply challenges into the 2022 new pack.</td>
</tr>
<tr>
<td>Oils/Shortening</td>
<td>Increasing</td>
<td>Available - Strong</td>
<td>Commodity oil prices have reached an all time high due to inflated raw material costs. Inflated pricing is expected to continue in the coming weeks on all oil types (soy, canola, sun, peanut, corn, blends, etc.). High oleic oil products are in tight supply and availability may be limited in some areas.</td>
</tr>
<tr>
<td>Pork (Commodity)</td>
<td>Increasing</td>
<td>Available - Strong</td>
<td>While the official beginning of grilling season isn’t until Memorial Day weekend, nice weather has demand increasing. Demand for bone-in and boneless butts and loin, backribs, and spareribs are all strong, leading to inflating prices in the near and mid-term.</td>
</tr>
<tr>
<td>Pork (Value-Added)</td>
<td>Increasing</td>
<td>Available - Strong</td>
<td>Bacon pricing should begin to inflate moderately through the end of June, while the price of pork trim is forecast for relatively stable pricing. Expect modestly inflating prices for franks, breakfast and dinner sausage, and pizza topping through Labor Day.</td>
</tr>
<tr>
<td>Poultry (Chicken)</td>
<td>Mixed</td>
<td>Mixed - Steady</td>
<td>Boneless breasts of all sizes are inflating in price, while whole chickens remain short with limited spot availability. Wings show availability on all sizes with deflation. An increase in demand for the back half of the bird has caused availability to decrease and prices are inflating.</td>
</tr>
<tr>
<td>Produce</td>
<td>Decreasing - Strawberries &amp; Limes, Steady - Iceberg &amp; Romaine &amp; Carrots Increasing - Avocados, Garlic, Idaho Potatoes &amp; Onions</td>
<td>Available - Steady - Limes, Iceberg &amp; Romaine Available - Strong - Strawberries Short - Strong - Avocados, Carrots, Garlic, Onions, &amp; Idaho Potatoes</td>
<td>Mother’s Day demand for strawberries are inflating prices. Avocados supplies continue to be tight due to low harvest and border crossing issues. New crop onions are now being shipped out of Texas and California. With carrot supplies being short and demand is strong, expect to experience inflated pricing. Domestic garlic continues to experience tight supplies and inflation. Limes are deflating due to increased supplies. Romaine &amp; Iceberg pricing is stabilizing with good supplies and quality. With Oranges Naval finishing and Valencia (seeds) starting, supplies will be limited. Expect Idaho potatoes supplies to be limited and price inflation until end of season.</td>
</tr>
<tr>
<td>Seafood</td>
<td>Decreasing</td>
<td>Available - Weak</td>
<td>Snow crab prices have been deflating since the start of 2022. Newfoundland, Gulf, and Russian product are now all back down to levels from Spring 2021. Last year’s inflation caused demand to drop off dramatically, which left suppliers with some 2021 inventory still in the freezers, causing current supply to outpace demand.</td>
</tr>
<tr>
<td>Dry Grocery (Rice)</td>
<td>Increasing</td>
<td>Available - Steady</td>
<td>For the second year in a row, planted domestic rice acreage is forecasting down – a very rare occurrence for back-to-back years. With the reality of a smaller rice crop and a much smaller carry over inventory from this year, rice prices have risen, as many farmers are holding remaining rough rice inventories in anticipation of inflation occurring.</td>
</tr>
<tr>
<td>Sugar</td>
<td>Increasing</td>
<td>Mixed - Strong</td>
<td>With supplies continuing to become tight, both beet and cane sugar prices are expected to inflate until summer.</td>
</tr>
<tr>
<td>Wheat (Flour Based Products)</td>
<td>Increasing</td>
<td>Available - Strong</td>
<td>Prices for wheat based products have inflated due to high demand and limited supply. Supply should still be available to produce needed flour, mixes and other flour based products through the pack season. Prices are not expected to deflate anytime soon.</td>
</tr>
<tr>
<td>Disposables (Gloves)</td>
<td>Increasing</td>
<td>Available - Steady</td>
<td>Natural rubber lates will have availability. With minimum wage implementation effective May 1st in Malaysia, this may cause price inflation Q2/Q3 2022. Resin costs remain at historically inflated levels with the Russia-Ukraine war impacting crude oil pricing. Trade war duty exclusions expired into Q4 2021 on poly aprons. Poly pricing is expected to be unstable Q2/Q3 2022.</td>
</tr>
</tbody>
</table>

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All UniPro Foodservice DSR Market Insights Information is based on domestic US market data only, unless indicated otherwise. The UniPro Foodservice Market DSR Insights update is not a recommendation to buy or sell a commodity. While this update is based on sources we believe to be reliable and accurate, UniPro Foodservice does not guarantee the accuracy of the information presented.
BEEF COMMENTARY
The boxed beef market got off to a sluggish start but once again picked up after another round of discounting across the primal. Less than steady tones were the norm this week as it took some incentive to get product moving. As concerns remained high around consumer spending buyers have taken to a more patient approach upon entering the market. Large kills continued to provide ample product to the market which has given buyers the leverage to negotiate more comfortably. As the cost of food at home has surpassed food away from home middle meats have begun to see a bit more interest this week. Weather is still considered to be the largest factor for a lack of demand currently seen within the market.

GROUND BEEF:
Fine grinds continued to see steady interest throughout the week with little change in the way of quotations. Sentiment remained ground beef will be a large driver for the boxed beef market this year as the consumer deals with inflationary pressures from all angles of daily living.

MARKET OUTFRONT:
The bottom line is this—Markets will be steady to slightly higher across the board. Tenders and rib eyes have reached their highs for the season and we should see some gradual decline by the second week of May. Round cuts will be steady to down. Grinds will be down slightly. Thin meats will be steady to slightly higher.

- Grinds will be dn. $.08
- The round cuts will be dn. $.06 to $.09
- The chuck rolls will be dn. $.05
- The market on strips will be steady
- Choice Tenders will be steady
- Ribeye’s will be dn. $.40
- Beef Sirloin Flap meat will be dn. $.05.
  Choice Peeled skirts will be up $.25.
  Chuck flap meat will be steady

HAVE A GREAT WEEK!
Kane Konsulting Market Report

Week ending April 29th, 2022

Markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Market from last Report</th>
<th>End Week</th>
<th>Average</th>
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<tr>
<td>AA</td>
<td>2.7750</td>
<td>2.6750</td>
<td>2.7070</td>
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<tr>
<td>Block</td>
<td>2.3725</td>
<td>2.3700</td>
<td>2.3695</td>
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<tr>
<td>Barrel</td>
<td>2.4400</td>
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<td>2.3785</td>
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<tr>
<td>Eggs lg.</td>
<td>2.57</td>
<td>2.76</td>
<td>NA</td>
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<tr>
<td>NDM</td>
<td>1.8225</td>
<td>1.7550</td>
<td>1.7890</td>
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<tr>
<td>Barrel/Butter Blend Average</td>
<td>2.4156</td>
<td>2.3745</td>
<td>Ninety-three percent of Barrel +7% of AA</td>
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</table>

AA was down .1000 since last report to close at 2.6750.
Block was down .0025 since last report to close at 2.3700
Barrel was down .1000 since last report to close at 2.3400.
Eggs were up .19 since last report to close at 2.76.
NDM was down .0675 since last report to close at 1.7550.
The Barrel/Butter blend average was down .0411 to 2.3745

Overall

• Fluid milk sales are again in decline after a respite in 2020 due to lockdowns, eating at home almost exclusively, and little if any dining out.
• Part of the issue for fluid milk is that pricing jumped significantly, with whole milk jumping 17% nationally coming in at $3.92 per gallon.
• Even organic milk, which was finding a foot hold over the last 15 years has tailed off. Organic milk sales in February were down 4.7% in February over February of 2021. Some of this could be due to the inflated pricing of organic milk which was already higher than traditional fluid milk.
• The main reason(s) is still the increased number of alternatives to milk showing up on an almost weekly basis.
• In the 1970s, the options at retail were milk, soft drinks, coffee, and juices (apple, orange, and a couple of others).
• Now there are any number of alternatives to fluid milk, including those referenced earlier as well as bottled water, teas, wellness drinks, sports, and energy drinks as well as coconut water and pressed juices.
• With all of these options now available, it is actually pretty impressive that fluid milk has not lost more ground in the last forty years.

• New Zealand milk production continues to lag vs. the previous milk production season down about 4% this season vs. last season.

• Weather has been part of their issue as parts of New Zealand milk producing regions are experiencing significant drought.

• An ongoing shortage of CDL drivers to haul product is becoming more of an issue as time goes on. This shortage started well before lockdowns but has been exacerbated by the rules put in place during the covid nineteen restriction period. Estimates are that the US is short roughly 80,000 truck drivers at this point. With many drivers at or approaching retirement age, this situation is likely to get worse before it gets better.

• Seventy-two percent of goods nationally are moved by truck and about 83% of those products are food and/or agricultural related.

• There is not enough rail and the rail that does exist is not in enough places to distribute products efficiently throughout the country. Even with more rail we would still need more drivers to get products to their final destination.

• The cost of feed hay in California is just another factor that will keep prices high and inflation at or near current levels. Hay prices last April were in the 255-280 per ton range. Currently farmers on the west coast are paying as much as $425 per ton. This is an all-time record and an increase over last April of just short of 50%.

• Cheese production was up 3.8% in 2021 vs. the prior year. Butter production was down 3.2% in 2021 vs. the previous year.

Commodity pricing may drop slightly here and there in the short term, but there is nothing but upside ahead. Even eggs with the flu situation are not coming down significantly any time soon. We could see record butter prices in the fourth quarter.
Eggs

The bird flu situation is, of course, getting worse before it gets better. Proof of this is the .19 rise in the egg markets since the last report. This increase comes at a time when eggs are usually fading pretty fast. The egg market now sits at 2.76. This is a high number at any time of the year but could be reflective of how bad experts are expecting the situation to get before we turn the corner. It is affecting layers, turkeys, and roasters. It is not only leading to increases in the egg market but in the poultry markets as well. It will contribute to higher prices in everything from eggs to soup to pot pie. Layers are often sold to soup and prepared meal companies such as Progresso and Marie Callender. The ramifications of extended and extensive bird flu are bigger than most would imagine.

A note for those of you that purchase cultured products. Class IV futures have backed off slightly, but manufacturers are still paying well over 60% more for milk to process cultured products.
THE MARKET UPDATE

ROUND TOMATOES
All the major players are actively harvesting in the Ruskin/Palmetto area now and the season is coming along nicely. There’s an adequate amount of round tomatoes available this week and we’ll see the volume lift over the next several days as more farms get deeper into these new crops. With no adverse weather, R/P should continue to be the center of round tomato production in the East through the month of May, and/or until Quincy and SC come online around June 1st. As most everyone is in crown picks, the industry’s size profile is heavy to jumbos and 5x6’s this week and quality is looking good. There are still a few rounds in South FL, including Lipman’s remaining 2nd and 3rd picks in Estero, but these will wrap up over the next 7-10 days.

West Mexico’s vine-ripe and mature green round tomato production are in the seasonal decline. Sizing has dipped with more mid-sized fruit and less 4x4’s and 4x5’s, but quality is still good. We will continue to see volume and size slide as we move into May, the last month of the season for the majority of growers. Baja has started with very light supply, but will pick up the pace in mid-May when Spring/Summer production gets rolling in the San Quintin area. The first domestic fruit of the year is on tap to start in the CA desert around May 10th although weather could move that up or back a few days.

ROMA TOMATOES
More new roma plantings are up and running in the Ruskin/Palmetto area, providing steady and moderate volumes to the East. With harvests primarily coming from crown picks, sizing is on the larger end of the spectrum with mostly XL, XXL and even XXXL fruit. Growing conditions have been excellent, so overall quality is nice despite a few gradeouts for puffiness and scarring. R/P farms plan to continue production through May with a few going into the early part of June.

West Mexico continues with a mix of existing acreage and new Spring crops from the Oregen, Culiacan, and Hermosillo areas. The Easter holiday disrupted harvesting schedules and temporarily tightened up supply, but the situation has leveled out and product availability is improving. Sizing continues to be heavy to the jumbo and XL categories but other options are available in lighter volumes. Quality can be mixed, with the better fruit coming from the newer crops. In Baja, a handful of growers have started from the Vizcaino and LaPaz districts. As more growers come online, we’ll see Baja’s volume gradually increase as we move deeper into May.

GRAPE TOMATOES
Grape tomato volumes are strong in FL this week, as Ruskin/Palmetto farms are seeing good yields and have plenty of acreage in play. Overall, quality is good, but there a few heat-related issues (ex: soft fruit) to grade out. Grape production is expected to continue at solid, consistent levels for the next several weeks as long as quality and markets allow.

The last flush of Sinaloa’s grape tomato crops has hit Nogales this week, but these crops are past the peak of production and we should start to see a noticeable decline through the month of May. Quality is varied by lot and grower, but there is still some nice fruit out there. We have started to see a few early Baja grapes crossing in San Diego, but don’t anticipate seasonal production levels until June.

BELL PEPPERS
Overall volume is still light, but there is a little more pepper coming out of FL this week thanks to new crops in the Plant City area. South FL crops are winding down quickly with mostly offgrades and should be finished, for all practical purposes, by next week. The East Coast fields will continue this week and next before bowing out and leaving the deal to Central FL and the upcoming GA producers. Quality varies by area and stage of the crop- Immokalee’s quality is poor, the East Coast fruit is still average or better, and Plant City’s pepper has been nice, despite a little wind scarring here and there. GA farms expect to start pepper harvests the week of May 15th. Since Plant City’s acreage is somewhat limited and the remaining southern producers will finish up over the next 10 days, supply is likely to remain snug until GA gets going in earnest.

Mainland Mexico pepper production continues to wind down with limited volume and sizing in the final weeks of the season. Quality is definitely a factor, as most have issues with scarring, thin walls, and bruising. We are still harvesting our own acreage in Guasave that has much better quality, but not a lot of size. The CA desert is now in a steady production mode as the final major grower has now come online. Although acreage is lighter this season than last, production should continue at steady levels for the next few weeks. Quality has been very nice and sizing is still heavier to the crown-pick jumbos and XL’s. The desert will need to carry the load until Bakersfield gets up and running in mid-May.

CUCUMBERS
There are a few more cucumbers in the East this week thanks to some newer fields coming online in both South and Central FL. Overall volume is still on the light side, especially on supers, but there’s a good amount of offgrades in the market. Quality has cleaned up some from last week, despite some hit or miss scarring concerns. Availability is expected to remain

Continued on page 2
CUCUMBERS...Continued
limited until GA gets started in earnest during the 2nd to 3rd week of May.

Mexico's cucumber volume has rebounded to stronger levels this week with supply coming into Nogales from both Sinaloa and Sonora. There are some new plantings in Sonora, which is where most of the boost in volume is coming from. All sizes and grades are available and quality and color are nice. As the season winds down in Mainland Mexico in late May, we'll see more product coming from Baja. There are now two growers that have started in Baja, but we don't expect to see major volume there until the end of May/first of June when other farms begin their seasons.

YELLOW AND ZUCCHINI SQUASH
With production spanning from South FL to GA, there's a glut of yellow squash and zucchini this week. There are some newer fields in South FL, but the majority of the volume is coming from the Plant City area where quality has been very good. As prices have dropped to below break-even levels, we're starting to hear of some growers walking away from fields, especially any older plantings. With that being said, next week's volumes could be lighter, but still adequate. Look for GA to become more of a factor over the next week or so as additional growers join the few that have already gotten started.

Hermosillo is coming in with great volume and good quality which is expected to continue for the next 10-14 days. Overall quality is good but there are some scarring concerns due to the heavy winds they experienced over the past couple of weeks. This area's production is expected to decline sometime around mid-May as they will begin their seasonal decline. The next up and coming area of significant volume will be Santa Maria, CA, which on tap to start in the May 9th-15th range.

EGGPLANT
Eggplant remains snug in the East. Although Plant City has started in a light way, there's not a whole lot of volume yet. However, quality is definitely better on this fruit than what we've seen in South FL for the past month or so. There are still a few eggs in the Immokalee and Homestead areas, but quality is sub-par as they are quickly approaching the end of the season.

Eggplant quality and supplies continue to be solid out of Mainland Mexico, and we should see these patterns through most of May. Some growers report that they could see supplies continue into June, weather permitting. CA's Coachella Valley has started with their summer crop about 7 days early. Keep in mind that there are differences between a Mexican eggplant and a CA one. CA's eggs are a large football-type fruit, rather than the delicate teardrop fruit coming out of Mexico.

HARD SQUASH
The Honduran import volume is winding down and FL's local acreage is pretty much non-existent, so there won't be any hard squash in the East until June, when GA product comes into play.

Mexico's current hard squash production is coming out of Sonora which looks to finish 2-3 weeks ahead of schedule. We've started to see quality issues on both butternut and spaghetti in the form of scarring and scuffing, but the acorn is from newer fields and is generally good quality. CA growers did not plant for an early deal this year as many were concerned with water allocations and didn't want to compete with Mexico. With the Mexican situation declining quickly, we could see a gap toward the end of the month until CA comes in with hard squash in June.

CHILI PEPPERS
Plant City farms have started harvesting chilies and are adding more varieties to the mix this week, but there's still not a lot of volume available. Production should ramp up at least a few notches over the next two weeks, hopefully giving the East some more freight-friendly supply options. At this point, GA is expected to come online at the end of May, then we'll see pockets of product popping up regionally as early as late June/early July.

Sonora and Sinaloa growers are bringing chilies into Nogales at a pretty steady pace, but we do expect the numbers to decline through the month of May as growers gradually drop out of production due to seasonal decline, heat and quality issues. Quality is still pretty good at this point, but we may see the effects of heat over the next few weeks. There will continue to be pockets of chili production in various parts of Mainland Mexico, but the next area with stronger numbers will be Baja, where harvests should get underway in early June.

COLORED BELL PEPPERS
Although there are a few growers that will go year round, the stronger volumes of colored bells out of Central and Western Mexico are winding down. There's still pretty good numbers of yellows and oranges available but reds are dwindling quickly as many chose to harvest fruit at the green stage to capitalize on the sky-high green bell markets of late. Quality is also on the decline with hit or miss problems by grower and lot. However, with no smaller sizing and foodservice grade product coming out of Canada, we expect those in Mexico to continue shipping as long as possible. Most are now looking to Eastern and Western Canada for retail sizing and quality. Canada's fruit has been excellent, as is the norm, with thick walls, nice shape, and great color. The Ontario area houses expect a steady flow of yellow and orange peppers, but will be light on reds for the next two weeks due to a light fruit set on the plantings scheduled for harvest. Canada's sizing is primarily XXL and XL and will continue to be for the next 5-6 weeks.

GREEN BEANS
With South FL finished up, the East Coast and Lake areas in the latter stages of the season, and lower yields and acreage in North FL, green bean supply is on the lighter side in the East this week. GA growers usually start this time of year, but they will be delayed until the 2nd week of May as cold weather took out the earliest plantings. Overall quality is average to good with no major issues reported.

While most growers in Mainland Mexico have already finished or will finish up soon, our fields out of Guasave are experiencing increases in production and are expected to continue with good numbers for the next couple of weeks. We anticipate supplies to continue until the end of May, when we'll transition over to domestic production in CA.
**TRANSPORTATION FACTS:**

- The national average price for a gallon of diesel fuel continues to rise, moving from $5.10 to $5.16 over the past week.
- All reporting areas saw price hikes with the most notable increases coming from the West Coast and the Midwest (both up $0.7).
- Diesel fuel prices are $2.04 higher than the same time last year.
- The highest diesel prices are reported from California where they average $6.28 this week. The lowest costs can still be found in the Midwest ($4.99) and the Gulf Coast ($4.92), the only two areas with pricing under $5.00 per gallon.
- Truck availability is adequate at most active shipping points in the country, although supply is coming up slightly short in Florida and to a greater degree in Eastern North Carolina.

![On-Highway Diesel Fuel Prices](image)

**PRODUCE BAROMETER:**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUALITY</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bell Pepper</td>
<td>Varied</td>
<td>E-Lower; W-Steady</td>
</tr>
<tr>
<td>Cucumber</td>
<td>Good</td>
<td>E-Lower; W-Lower</td>
</tr>
<tr>
<td>Eggplant</td>
<td>Varied</td>
<td>E-Lower; W-Lower</td>
</tr>
<tr>
<td>Green Beans</td>
<td>Good</td>
<td>E-Higher; W-Elevated</td>
</tr>
<tr>
<td>Jalapeños</td>
<td>Mostly Good</td>
<td>E-Steady; W-Steady</td>
</tr>
<tr>
<td>Squash-Hard</td>
<td>Varied</td>
<td>E-Steady W-Higher</td>
</tr>
<tr>
<td>Squash-Soft</td>
<td>Good</td>
<td>E-Lower; W-Lower</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>Good</td>
<td>E-Lower; W-Higher</td>
</tr>
</tbody>
</table>

**EVENTS**

**July 13-14, 2022**
Organic Produce Summit
Monterey Conference Center
Monterey, CA
[www.organicproducsummit.com](http://www.organicproducsummit.com)
Lipman will be at booth 416!

**July 28-29, 2022**
IFPA (PMA)- The Foodservice Conference
Portola Hotel & Spa
Monterey, CA
[www.freshproduce.com/events](http://www.freshproduce.com/events)
Come see Team Lipman at booth #100!

**August 24-25, 2022**
NEPC Produce, Floral & Foodservice Expo
Omni Boston Hotel at the Seaport
Boston, MA
[www.newenglandproducecouncil.com/expoex](http://www.newenglandproducecouncil.com/expoex)

**DID YOU KNOW?**

- Grape tomatoes, a relative newcomer to the tomato scene, were first grown in North America in 1996. They were already very popular in Taiwan and mainland China.
- Grape tomatoes are eaten as bar snacks in some parts of Thailand.
- When compared to cherry tomatoes, grape tomatoes have a smaller grape-like shape and size, thicker skins, less water content, longer shelf life and are actually less sweet.
- Grape tomatoes work well and add visual appeal to many dishes. Because they are "meatier" and have less water content, they hold their shape better than other tomato types when cooked.
The Impact of Gen Z on the Restaurant Industry
WWW.PRODUCEBUSINESS.COM
By: Amy Myrdal Miller

April 25, 2022

The restaurant industry is continually evolving, responding to food trends, demographic shifts, consumer demands, changes in the economy, staffing shortages, and so much more. Insights on what Gen Z consumers want is shaping how campus dining operations are designing dining halls as well as menus. How will this generation influence the restaurant industry over the next 10 years? Time will tell, but here are a few insights and predictions.

Generation Z or the “zoomers” were born between 1997 and 2012, so members of this cohort range in age from 10 to 25 years. They are more diverse than previous generations; 19% are Blacks and 23% are Hispanic.

Members of Gen Z describe themselves as adventurous, ambitious, creative, driven and funny, and many use social media to express these self-perceptions. They also state that acceptance and equality are important priorities, and they are eager to try new things.

Gen Z members are often referred to as “digital natives,” meaning they were born after Internet access was widely available — they don’t remember a time without it and being connected is part of daily life. Members of Gen Z spend, on average, more than three hours a day on social media, while the rest of the U.S. population averages just under two hours a day.

Their social media use is frequent and varied. Zoomers use multiple social media channels more than once a day, including Discord, Instagram, Pinterest, Reddit, Snapchat, TikTok and Twitter. Newer platforms like Discord highly over-index for this generation at 355. Their most common channels for accessing information about products and brands are Instagram and TikTok.

From a political point of view, they are more likely to describe themselves as progressive and, perhaps surprisingly, pro-government, but they are less likely to believe the U.S. is superior to other nations compared to previous generations.

They are also ambitious. Gen Z is on track to be the most educated generation. Nearly six out of 10 high school graduates in this generation have enrolled in college, although for many the college experience has been quite different compared to that of previous generations due to the pandemic. The majority believe being successful and making money is important, a departure from the previous generation.

More than half of Gen Z consumers still live at home and are less likely to be doing any grocery shopping, but they are more likely to believe locally sourced and organic products are important. They love app-driven food delivery services like Door Dash, Uber Eats and Grubhub. They are also more likely than older generations to use subscription meal services, showing a desire to learn to cook.

So how will all of this influence the restaurant industry moving forward? Here are my predictions.

1. Restaurants will be valuable parts of the lives of Gen Z, but exclusive, expensive fine dining will not be a priority for them. Their desire for inclusivity and equality will outweigh their desire to demonstrate success and wealth through expensive meals.
2. Gen Z will push the restaurant industry to evolve menus to feature foods and flavors from countries and regions featured on only a few menus today. We’ll see more restaurants featuring menu items inspired by traditional cuisine of Central and South America as well as throughout Africa.
3. Gen Z will support government mandates to increase wages, add benefits, and improve working conditions for people in the food industry, from farms and factories to restaurants and delivery services.
4. They will seek produce for its nutrition and health benefits, with an emphasis on potential mental health and immunity benefits. Restaurants and foodservice operations that highlight produce items that demonstrate these benefits or for which consumers believe they provide benefit will be more successful than their competitors — unless they sell wings; then all bets are off!

This article has been edited for content and space. To review the entire selection, please visit:
www.producebusiness.com
Why Now is the Time to Invest in a Fast Food Franchise

WWW.QSRMAGAZINE.COM
By: Rick Bisio

April 25, 2022
Before 2020, those searching for a sound investment looked for franchises that were recession resistant to obtain the biggest bang for their buck. Now, the standard by which entrepreneurs measure success should add the caveat, “pandemic proof.” Which means looking for that golden ticket points to franchise businesses that not only survived the worldwide health and economic crisis, but are being propelled next level and thriving as a result. All arrows point toward quick-service restaurants.

Here’s why. While full-service dining concepts were flailing to stay alive during the crisis, quick-serves were uniquely positioned and persevered. The quick-service restaurant franchise model easily pivoted to adapt to customer needs. In fact, this model is the reason the restaurant industry is bouncing back with great vigor. Elements like carry-out, delivery, curbside, outdoor dining, meal prep kits and drive-thrus were the saving grace of the industry. They were mainstream to the model. Previously in place at the core of their operations, quick-serves dug in and upgraded the services and convenience factors to better serve their customers.

Having these services despite shut-downs, increased cleaning protocols, social distancing, mask mandates, proof of vaccination, fluctuating COVID-19 infections, a labor shortage and supply chain issues were certainly challenging. But they provided a taste of normalcy for customers fatigued by cooking at home—and whet the appetites of investors who took notice of profit potential.

For good reason. The fast-casual restaurant market was valued at $125.6 billion in 2019 and is expected to climb to $209.1 billion by 2027, a CAGR of 10.6 percent from 2021 to 2027. Anticipated growth means investment opportunity is driving restaurant sales higher.

As a franchise coach who analyzes market trends, I believe this is an excellent time to invest in a quick-service restaurant franchise. There are currently many outstanding opportunities with new units and franchise resales. During the height of the pandemic, the quick-service restaurant model revealed that it was not just keeping its head above water. Technology and innovations were fast-tracked, quickening the pace of improved efficiencies to better serve the customer. The old adage rang true that necessity is the mother of invention as the restaurant industry sped up progress. Inventions that may not have been incorporated for years were transitioned in within months.

The industry also needed a solution to the ever-growing mass exodus of restaurant workers. At one point, during the pandemic tailspin the National Restaurant Association reported that four out of five food service operations were understaffed. What normally would have been a red flag for a franchise prospect was solved through increased methods of automation. This essentially neutralized staffing shortages with revolutionary mechanization like contactless payments, streamlined ordering kiosks, artificial intelligence and robotics.

Not only has the quick-service model proven its adaptability and durability in the market but so has the franchise blueprint. Sector franchises had more money, greater resources and a superior support system to help their franchisees during the pandemic. They provided the advantage of the power of many minds using quick-thinking skills to adapt to curve balls thrown in their direction on an almost daily basis during the crisis.

Unlike many other industries, quick service restaurants proved their resiliency. The model adapted and set new standards like closing their doors to help overworked staff members and transforming to new technologies to sustain business. Franchises proved their worth as corporate think-tanks. There were many owners, managers and workers in the trenches coming up with solutions to problems on the fly. Those ideas were shared throughout the brand and available to all franchisees to help stay afloat. The same cannot be said for independent sole proprietors who had no networking capabilities like their franchisee counterparts. Franchise owners were scrappy and open-minded. They welcomed new technologies to remain in business and set the tone for the future, coming out of the crisis.

The quick-service restaurant franchise model is well positioned for future growth. We have witnessed the strength of the model being put to the test. What the results prove is that the team approach works. Having a network of franchisees to rely on is critical to success. Communication is key to sharing best practices and innovative ideas to weather storms, and there is power in numbers. Bottom line, if you are an entrepreneur ready for a profitable venture, the franchise model has more than proven itself.
Online Consumers Want Assistance with Grocery Out-of-Stocks
By: Russell Redman
WWW.SUPERMARKETNEWS.COM
April 29, 2022

Online grocery shoppers don’t want to be left hanging when the product they want isn’t in stock, a survey from e-commerce discovery specialist Lucidworks shows.

Of more than 800 U.S. and U.K. consumers who shop online for groceries at least once a month, 58% frequently or at every visit find a preferred grocery item unavailable, according to Lucidworks' "Shoppers Stay Hungry Online: Groceries on the Internet in 2022" study, released yesterday. That presents a problem, however, as less than a third (30%) of e-grocery shoppers will stay on the same site or app to find a substitute and about 90% cite at least one product for which they won’t accept a substitute due to ingredients, preparation and brand.

What’s more, almost half of respondents (47%) said they will shop with a different grocer if they can’t find what they need on their preferred app or website.

On a one-to-10 scale, with 10 being more frequent out-of-stocks, consumers rated grocery not-in-stocks at 6.82 for online and 7.1 for in-store since the onset of the COVID-19 pandemic, Lucidworks reported.

"The survey revealed that shoppers are seeing increased out-of-stock messages online during the pandemic but are open to purchasing recommended substitutes from online grocery sites and third-party apps,” San Francisco-based Lucidworks stated. "Relevant recommendations require e-commerce grocers to understand a wide range of consumer preferences, including dietary restrictions, price fit and brand loyalties, for each individual shopper."

Retailers can address online shopper discouragement from out-of-stocks by providing more functionality, such as inventory-based notifications, Lucidworks noted. Over half of those polled said a low-in-stock notification would influence their purchase decision, and 80% of those customers would be more inclined to make the purchase if alerted when desired products were low-in-stock.

"Intelligent push-based notifications will continue to serve as a powerful tool to keep shoppers loyal and coming back for more,” Lucidworks explained. “Sixty-six percent of respondents prefer to be notified via email when an item is back in stock, and 44% of shoppers prefer to receive those notifications via text.”

The survey also found that 20% of online grocery users want an item they like to be added to their virtual cart automatically when it comes back in stock.

Smarter searches can help grocers avoid missing merchandising opportunities by steering shoppers to substitute products that are in stock, according to Lucidworks. Yet just 28% of consumers surveyed said sites are making alternative recommendations every time an item they want is unavailable, while 11% indicated they rarely see recommendations for substitutes and typically wind up on a "no results" page.

"This means lower average order value and a hit to customer loyalty,” Lucidworks observed. “Smart search and filtering, relevant recommendations and displaying what’s in-stock — versus "out-of-stock" or "no results" — keep customers clicking into grocers’ online aisles.”

In terms of making online grocery transactions, 59% of shoppers polled buy directly from a grocer’s website, and 25% buy both directly from a grocer and through a third-party app. Thirty-nine percent purchase groceries online once a week, compared with 31% doing so twice monthly and 30% buying online once a month. Sixty-eight percent prefer to have their orders delivered.
Mission Statement

“Never content to rest on our laurels, we strive to continuously improve and innovate our products and services. This commitment to excellence has served our customers well for more than 95 years, and continues to serve as our standard for success.”

Our Promise

We insist upon top quality products from nationally recognized manufacturers. Our broad inventory consists of more than 64,000 stocked items, from gourmet to everyday. Never content to rest on our laurels, we strive to continuously improve and innovate our products and services. This commitment to excellence has served our customers well for more than 90 years, and continues to serve as our standard for success.

We understand that our customers rely on accurate and prompt deliveries. Our technological systems ensure that every order reaches customers on time and in optimal condition. Our state-of-the-art warehousing systems process every order with precision. A fleet of modern, temperature-controlled delivery trucks is equipped with satellite positioning technology to provide customers with faster, more efficient deliveries. These advances inspire customer confidence and satisfaction, which has been our goal since 1925.