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.

-Byron Russell
Chairman & CEO
Soy Complex

Monday saw the markets green for virtually the entire day across the soy complex. Large crushers taking delivery of meal got the meal market going higher. It was rumors of Chinese buyers that got soybeans going. And it was probably a mix of the above plus palm support that had the soybean oil trading positive. By the end of the day, oil share was still lower as meal was the star of the show, but bean oil put in a respectable 20 point recovery.

On the data front, we got the USDA census crush report for the month of January. Much like NOPA, we set a new all-time record for soybeans crushed in a single month and saw bean oil stocks increase 250M lbs. The actual numbers were 188.8 M bu of soybeans crushed resulting in 2150M lbs of oil produced with stocks growing from 2094.0 to 2351.8 M lbs. The two big takeaways from this number for bean oil are oil yields are suffering (11.39 lbs/bu is the lowest since September of 2015) and NOPA stocks growth continue to be over expressed when applied to the market at large. Furthermore, we like to look at the amount of beans that would be needed to meet the bean oil demand. This number for January was 5.359 Mbu/day, which is roughly unchanged from December. Given the mirror image of the market those two months, perhaps that is a good reminder that biodiesel participation is needed to fuel higher prices. The expected ramp up into summer continues to keep sellers wary, but perhaps the ceiling in the market is lower than some feared.

Macroeconomics

The story of the day was the Dow achieving all-time record gains after an all-time worst week. The DJIA rocketed 1294 points higher with almost half of that coming in the last hour of trade. When they rang the bell, the final number on the ticker was 26,703. The S&P surged 136 higher to close 300 while the NASDAQ jumped 385 points to 8952. Reasons for the rally come from a lot of different directions, but likely a lot of investors remember the sell-off around Christmas 2018 and the subsequent market push to all-time highs within a few months after. No one wants to be left behind, but in the immortal words of the Oracle of Omaha: “When others are greedy, be fearful. Be greedy when others are fearful.” Which sentence applies to the markets today? Ask us again in 15 months.

Opening Call

Soybeans — 1 to 2 cents Higher
Soymeal — 1 to 2 dollars Lower
Soy Oil — 30 to 40 points Higher

Calendar

Today — Redbook, Motor Vehicle Sales
Wednesday—MBA Mortgage applications, ISM Non-Manufacturing, EIA Petroleum
Thursday—Export Sales, Jobless claims, EIA Nat Gas report
Friday—CFTC COT, Unemployment, International Trade, Baker-Hughes Rig Count

Quotable:

“Sometimes we stare so long at a door that is closing that we see too late the one that is open.”
— Alexander Graham Bell

Information contained herein is based on reports, communications, or other sources believed to be reliable. Neither the information contained herein nor any opinion expressed shall be construed as a solicitation to buy or sell any securities mentioned, but merely an expressed opinion.
3/2/2020

To our valued customers:

Due to significant weather events in the mid-western USA we are experiencing temporary supply issues. Our service rate has dipped below target and as a result you may experience temporary product outages from your distributor.

We have increased our production capacity and are running 24 hours/day across our network to recover. Although cuts are still possible, we anticipate a speedy recovery.

Thank you for your patience and for your business.
10105430  Roland® Pre - Cooked White Rice, Wheatberry, Wild Rice Grain Blend 4/5#
10105441  Roland® Pre-Cooked Trio-Grain Blend Freekeh, Farro, Khorasan Wheat grain blend 4/5#

Pre – cooked and ready-to-use, our grain blends simply add to any soup or salad dish for a hearty texture and slightly nutty taste. Kosher.

Culinary inspiration:

* Grain bowl: use as the base of a delicious grain bowl. Top with vegetables and the protein of your choice.
* Side dish: serve alongside grilled meats or a stew - the blend will soak up their juices.
* Salad topping: Sprinkle on top of a green salad for an extra kick of flavor and texture.

Samples are available.
Please contact your Coast to Coast representative.
What's NEW from Coast to Coast?

COMING SOON!

10092715  BIANCO BEEF SIRLOIN TIPS MARINATED IN BOURBON 1/10#
Tender beef sirloin tips have been marinated in bourbon have a rich flavor and are a great addition to your menu. Currently in RVB, coming to Ocala and PG soon.

10107585  PERDUE RTC BREADED CHICKEN BREAST TENDER 2/5#
Our Perdue ready to cook Breaded chicken tenderloins are made with all natural whole muscle chicken tenderloins to give you a natural meaty bite. Our golden brown crunchy breading mimics a hand-breaded, from scratch appearance. Perdue chicken tenderloins offer consistent breading coverage and are marinated to extend hold times and enhance your patron’s experience. Individually frozen for ease of use. Our Chickens are hatched, raised and harvested in the USA with high standards of animal care on independent family farms. RVB, PG, O

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

• Though we've come to associate Kelly green with the Irish and the holiday, the 5th-century saint's official color was "Saint Patrick's blue," a light shade of sky blue. The color green only became associated with the big day after it was linked to the Irish independence movement in the late 18th century.
• Cheetahs love the smell of Calvin Klein.
• High heels came into circulation on the shoe circuit in roughly 10 BC.
• They were worn by men of the Persian Cavalry to help their boots stay in their stirrups when riding horses.
• In Irish lore, St. Patrick gets credit for driving all the snakes out of Ireland. Modern scientists suggest that the job might not have been too hard — according to the fossil record, Ireland has never been home to many snakes. Through the Ice Age, Ireland was too cold to host any reptiles, and the surrounding seas have staved off serpentine invaders ever since. Modern scholars think the 'snakes' St. Patrick drove away were likely metaphorical.
• Bowler Hats were designed by London hatters Thomas and William Bowler (hence the name). The hat was invented to keep horse riders' heads safe from branches and other obstacles.
• In England, pigeon poop is property of the Crown. This is because pigeon poop could be used to make gunpowder. Because of this, King George I declared all pigeon poop to be property of the Crown in the 18th Century.

For more information or samples, please contact your local Coast to Coast representative or call 561-635-3506. We look forward to speaking with you!
Shopping Environment Must Adapt to Need for Speed and Ease

71% of consumers
say they shop in “micro-moments,” which means they’re “always on”

71% of shoppers
say a stress-free environment is top priority

62% of shoppers
like to get shopping done as quickly as possible

50% of consumers
consider their smartphone to be an important shopping tool

**Potato Market Update**

The russet potato market has seen minimal change. Demand remains very light, which is typical for this time of the year.

**Onion Market Update**

The yellow onion market continues to remain slow as supply exceeds demand. Growers in Mexico have new crop yellow onions available, adding additional supplies to the market.

**Foodservice Product Update**

Welcome to our quarterly foodservice update. The purpose of this section is to inform, educate and enlighten not only to our foodservice customers but to anyone interested in issues and trends in that area of our industry. Click the button below to read more about industry updates.
Calling All Chefs

Any way you cook them, we've got you covered!
ICE CUBE TRAY 2” SQUARE CUBES

- MADE OF FOOD SAFE REUSABLE BLACK SILICONE
- BPA FREE
- DISHWASHER SAFE

CBI # 10093549
BEEF STEAK SKIRT MARINATED CHOICE

Item # 205691  Packed 16/10oz

NEW

Cheney Brothers®

Foodservice Distributor Since 1925

Available Now!
# PRODUCT ANNOUNCEMENT

Bombay is Rebranding to Ruby Kist

<table>
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<tr>
<th>CURRENT Item Description</th>
<th>CURRENT Item Number</th>
<th>Item Description</th>
<th>NEW Item Number</th>
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**BEFORE**

![Bombay Juice](image1.png)

**AFTER**

![Ruby Kist Juice](image2.png)
**DATE:**
February 1, 2020 to March 31, 2020
NEW BUSINESS

Look up in WIN as TRIPAK

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BUTTER

Butter dropped for the 4th consecutive week, going down another .0300 to close at 1.7250.

• Domestic demand has been steady and should pick up in the next couple of weeks as we head into the short but high demand Easter/Passover season.

• Cheap cream has been fueling higher than normal butter production. Inventories of butter were up almost 15% in January over the same month previous year.

• Pack ahead for the 4th quarter continues to be the theme of many manufacturers especially with abundant and inexpensive cream. This should continue for a couple of weeks but be abated somewhat by Easter/Passover demand.

• As Easter/Passover demand is subsiding we should see cream become less available and a bit more costly for butter production as we enter a period of the year in which manufacturers ramp up production on ice cream and other seasonal items such as cottage cheese and cream cheese. This consumes a lot of the cream.

• Butter trading was very strong this past week as buyers seek to take advantage of lower prices and build inventory for the 4th quarter. 65 loads were traded on the CME.

• Butter futures took a tumble this past week, falling to the lowest levels in more than a few years. We only have 6 months on the calendar above 2.0000 and the average on the futures calendar is below 2.0000 in some time. Much of the drop in futures pricing can be attributed to the fears of the corona virus and the impact it will have overall in International trade as many are not travelling and ports all over the world are closed or running with less crew and slower in/out times.

• The GDT price is now .2950 high to domestic pricing. With plenty of butter and a .3000 advantage in pricing butter exports should pick up in at least a small way despite corona virus fears.

CHEESE

Cheese markets were a bit more stable this past week with block dropping .0450 barrel not changing to close at 1.7225 and 1.5900 respectively.

• The block barrel spread continues to close as we are now at only .1325 block high to barrel. This is less than .1000 higher than the “normal” range of .0200 - .0400 we saw for well over 25 years.

• The same corona virus fears discussed in the previous section on butter pertain to cheese as ports are slow or shut down etc.

• Oceania and now the EU are seeing slower milk production than in past years. Some of this is drought, but other reasons for this are Brexit in the EU. There is also some desire to move away from dairy subsidies in the EU for the purpose of more money going to fight “climate change”.

• Cheese demand has remained strong but not strong enough to hold off the downward pressure of ever-growing inventories. Inventories at the end of January were the 2nd largest end of January totals on record.

• The GDT price on cheese is now .5000 high to domestic block pricing. This should as I said in butter spur at least a minimal increase in cheese exports.

With prices as low as they are currently to overseas pricing it would be expected that export would become a huge part of the market. What we are seeing however, is some trepidation when it comes to exporting of any item these days as no one knows how long ships will wait at port to unload or if they will get unloaded at all. I do believe that the price difference to the GDT as great as it is currently would have to spur some export on cheese. Saying that, there is another GDT event this coming week and how that goes could affect a lot of what we see going forward for the next couple of months.
BEEF COMMENTARY
The global equity sell-off continued this week with the largest decline since the financial crisis in 2018. The concern for all protein markets as the impact of the Coronavirus outbreak widens has weighed heavily across the board. But throw out all the outside noise and it was kind of a ho-hum week. If you have just looked at prices over the last month or so, you would think that there is little to no interest as prices have trended lower. But this could be misleading, however, in isolation. It is true that prices have softened but demand is still decent but just not enough to overpower some of the above factors combined with larger supplies and lessened export demand. While there was a softer bias to the market, most prices grinded near steady. Larger packages of briskets were noted but at steady pricing.

GROUND BEEF:
Despite expectations that ground beef may be able to help the cutout entering the week, prices were the notable losers on the week. The lack of ads combined with slowing foodservice demand pressured prices. Costs will be down .02 per lb. You can expect a steady market for the next few weeks

MARKET OUTFRONT:
The tenders and ribeye’s have leveled off this week The pricing you will see this week will continue to be steady. Strips and other loin cuts have stayed steady but are showing strength for the second week of March. Grinds will drop slightly again next week and remain about the same the week after. We can expect some nominal increases to continue in the thin meats with the exception of flap meat which will remain steady. Overall the markets will again stay relatively steady. The market has not done what we expected and now with the concern of the Coronavirus you can expect more uncertainty.

HAVE A GREAT WEEK!
Lettuce

Strong production and improving quality has led to slightly improved demand although prices remain flat. Growers are still dealing with some weather related quality issues such as epidermal peel, mildew and bottom rot but overall sizing, color and texture have all improved. Possible showers forecast for early next week could hamper quality but Warm weather is expected for the duration of the desert growing season.

Leaf Lettuce

Romaine market continues to be depressed. Quality is improving with continued ranging degrees of epidermal peel. Some growers continue to skip over acreage to ensure the best quality.

Green leaf, Red leaf and Boston are seeing similar quality with some districts offering much more consistent improvements. Overall demand has been slow and markets remain flat with some tiered prices reflecting varied quality.
**Celery**

Celery supplies are expected to remain plentiful over the next few weeks and overall quality is reported as excellent. We are approaching the transition period for this commodity as most growers are expected to move operations at the end of March north from Yuma and the Imperial Valley up to the Oxnard growing region. Toward the end of the season in the desert growing regions as temperatures rise, it is not uncommon to see more pith near the base of the stalks. Current quality-related issues include insect damage, occasional pith and some light-colored stalks. The extended forecast calls for more ideal growing conditions with no major frost or rain expected over the next 10 days. The primary shipping points for celery off the west coast are Brawley, Yuma, Oxnard and Santa Maria.

**Artichokes**

Heavy production continues with strong demand for "clean, frost free" Artichokes although Northern California has been hampered by another round of frost Southern California and Mexico has shown improved quality recently. Check with your Produce West rep to find the best area to load "clean" Artichokes. The superior edible Heirloom variety will be available in limited supplies from Northern California later this month.

**Cauliflower**

Demand is steady keeping in step with daily harvest estimates. Prices will continue to trade at current levels into the middle of next week. There is a two tiered market with Santa Maria quoting in the mid teens and product out of the Desert being quoted in the high teens. Overall quality has been nice, with clean white domes and nice green jackets.

**Broccoli**

The market continues to drag out of California and Arizona. Take note that there is an increased interest with the product coming out of Central Mexico as supplies have waned. Prices loading out of the Texas Valley have increased slightly as growers have either sent more of their product to local freezers or decided to supply the National market instead of exporting to the USA. This may cause an uptick in California prices, something to keep an eye on. A few Salinas shippers will start harvest tomorrow or Friday. We continue to ship our Shui Ling Crowns out of Mexico loading in Pharr, TX. Quality has been very nice and we appreciate the business you have given us. Our volume will be lighter out of Mexico as we finish out the season over the next 4 weeks.

**Brussels Sprouts**

Mexico production is increasing daily. Pricing continues to be aggressive especially for volume. Demand is expected to catch up to production as Easter promotions kick in. We expect supplies to be strong heading into the spring with excellent promotional opportunities.
Green Onions

Mexico production has leveled off after a recent surge and pricing appears to have settled at current levels with well rounded sizing profile. Quality should be peaking before hot until temperatures increase insect pressure next month.

Strawberries

The market is stronger in Santa Maria and Oxnard California areas, Texas, and Florida. Oxnard. Santa Maria currently has the higher quality fruit right now, as Mexico and Florida deal with sporadic rain and plants nearing the end of their growth cycles. Look for the market to remain firm through the end of the week. Quality issues related to wet weather have been reported primarily out of the Mexico, Baja, and Florida regions. California’s quality has been good.

Raspberries

Supplies remain tight although numbers are slightly improving out of Mexico into next week. Product is available on both coasts and FOB McAllen, TX. Look for the market to decline slightly as numbers begin to build out of Mexico. Quality has been generally good with the occasional age issues occurring upon arrival.

Blueberries

Expect to see low volume to continue out of Santa Maria for the next 2 months. Mexico should begin to increase volume moving into next week. Growers are still anticipating lighter supplies this month up until the week of the 22nd. Imports are also very light as both Chilean and Peruvian production arrivals are sporadic and on the decline. Look for this market to remain firm through the end of next week.
**Blackberries**

Supplies will increase over the next few weeks. Quality has been fair coming out of Mexico and to a lighter extent Oxnard and Santa Maria. Look for this market to remain steady with lower price trends moving into the weekend.

**Stone Fruit**

Better supplies this week on large sized peaches and nectarines. Most of the volume is in tray pack, with limited supplies of volume fill. White peaches are lighter in volume, resulting in stronger markets. Lighter supplies on red and black plums, but most sizes are still available. Good quality on all stone fruit. Product is strong and very few issues to report.

**Grapes**

**Red Grapes** - Good supplies on red grapes this week and shippers are looking to move product. Supplies will remain consistently strong for the remainder of the month. Quality is starting to show some age as more inventories build up. Be sure you know what you are getting. There is better quality expected in the coming week as more boats arrive. Product is still available on both coasts.

**Green Grapes** - Good supplies currently available on both coasts. We expect supplies to drop off substantially over the next couple of weeks. Markets will begin to creep up as shippers anticipate lighter volumes. Some grapes are going into storage to prepare for the inevitable supply gaps, and we will likely begin to see some quality issues on the storage fruit.

**Citrus**

**Oranges** - Good supplies this week on most sizes. Quality is very nice with very few issues to report. Sizing is peaking on 72ct and 88ct. 138ct are less available and markets are stronger an smaller sized fruit. Brix levels have been good and overall weather continues to be optimal for growing.

**Lemons** - Supplies are improving this week on large sizes. There have been shorter supplies of small sized fruit. most sizes are peaking on 115 and 140ct. Desert supplies will be winding down over the next 2 weeks. Weather has been optimal for growing and we expect good quality to continue over the next few weeks.

**Limes** - mostly large sizes currently available. Better supplies of small sizes are expected to be available in the coming weeks, although rain has been delaying harvests and volumes are shrinking daily. Stronger markets this week on product crossing into Texas. This trend will continue for the remainder of the month.
**Cantaloupes**

We could simply cut and paste the past few weeks of reports and they would be accurate. Good growing conditions in the Caribbean basin and Central America will continue for the next week. Supplies look to flow unabated through the week into POEs. Sizes will continue to peak on 9s and jbo 9s with ample 12s and 15s. Quality will continue to be good and volume will continue to be dominated by two big vendors. At the same time demand has been tepid at best and there appears to be no promotions on the horizon. We look for another dull and steady market with discounts available through next week.

**Honeydews**

Same cut and paste routine could be done on honeydews. The above mentioned growing conditions for cantaloupes will exist for dews as well. Mexico will be mild as well and continue to produce. Peak sizes are 5s and 6s with jbo 5s and some 8s available as well. Quality remains variable with some good lots and others showing scarring. This does not look to change as well. Like with cantaloupes, we expect honeydews to remain dull and steady to lower next week with discounts readily available.

**Onions**

Dry onions remain steady and in some cases, depending on the size, some pretty cheap deals are around. Generally speaking jumbo yellows are in the $5-$7 range and reds are in the $4-$6 range. There are starting to have good supplies crossing from Mexico and the pricing is in the $7-$8 range Depending on who you talk to…whites are around $12 with decent supplies.

**Asparagus**

Asparagus. Hopefully some 99 cent retails will start some demand for Mexican Asparagus, because at this point people don’t seem to be too interested in buying any volume. Supply is enormous and I’m sure there are consignments available. The Ad pricing, well into March, are in the $16-$18 range.
OG Broccoli and Cauliflower

Cauliflower - Production continues from the desert with transition to Central Valley expected over the next couple weeks. Quality has been nice and demand continues to match supplies.

Broccoli - Production continues to be strong and prices have remained flat although demand continues to be solid with many promotional opportunities. We do expect prices to firm with current demand levels. Quality has been very nice as we enter the final leg of the desert growing season. We expect a smooth transition to Northern California production areas over the next month.

OG Herbs & Bunch Greens

Most Herbs and Bunching Green production will continue to improve with most of the items originating from Mexico. The full range of commodities should be an excellent category to promote through the end of the month.

OG Root Vegetables

Carrot - Production has been steady. Demand has been very strong. Temperatures are expected to warm and slowly improve supplies. Continue to plan ahead to get full coverage. Bunch Carrot Quality has improved although the tops are still showing signs of previous frost damage.

Potato - Supplies continue to come mainly from storage on the west coast. We expect new production by late spring.

Onion - Demand remains good with plentiful supplies remaining in storage. Quality is starting to show the effects of over wintering. Expect supplies to lighten by the end of March and the market to escalate before new crop arrivals late Spring.

OG Leaf and Iceberg Lettuce

Leaf, Iceberg & Romaine - Increased supply is expected as quality begins to improve. Most lettuce will continue to show some epidermal peel and discoloration although romaine hearts have improved the most with the ability to trim excess blister in the field. All growers are quoting product with these defects.
**OG Citrus**

**Lemons:** The market remains steady with good demand for domestic product as production continues to transition back to the coast and Central Valley. Quality remains smaller profile but a high percentage of fancy grade.

**Oranges:** Navels production has peaked with excellent sizing and sugar profile. Optimum growing conditions has resulted in mostly larger sizes limiting smaller fruit. Expect tiered pricing on smaller fruit. Strong supplies of mandarins continue to available with Cara's and Bloods peaking and Golden Nuggets becoming available as well.

**Limes:** The market has begun to edge higher on reduced supplies. Expect prices to continue on an upward trend. Quality is improving but remains inconsistent.

**Grapefruit:** Production is slowly transitioning back to the West Coast with supplies still coming from Texas and Mexico.

**OG Grapes**

**California:** Central Valley of California harvest have finished with some storage fruit available. Offshore fruit is available on either coast.

**OG Asparagus**

**Mexico:** Production has surged as the weather has improved and Export demand has fallen off significantly. Take advantage of strong promotional supplies between now and Easter.

**California:** Coastal California harvest has begun although low pricing on Mexican product has lead to a delay in volume. Expect significantly tiered pricing vs product of Mexico especially as quality diminishes at the end of the month but in the meantime take advantage of promotional supplies.

**OG Avocados**

**Mexico:** Production has slowed and sizing appears to be leaning towards smaller profile which will allow growers to continue to pace their harvest although demand is improving, which should lead to better supplies as prices firm.

**California:** Good Demand continues to push prices higher as growers have slowed harvest to improve sizing and quality. We still expect this year’s crop barring any significant weather issues to be substantially larger than previous years with excellent promotional opportunities.
MARKET UPDATE

**Round Tomatoes:** Florida’s round tomato volume has been lighter this week as cool temperatures slowed the transition between plantings. A few growers have started up in Palmetto/Ruskin in a light way, but the majority of Florida’s fruit is still coming from southern areas. Most farms look to have steadier production and more volume as we move into next week.

Good weather continues in Mexico which is helping to improve both production and quality. With most growers in crown picks, sizing is skewed toward the larger end for both Florida and Mexico’s product.

**Roma Tomatoes:** Florida’s roma volume should continue at a steady but light pace for the next few weeks until more acreage comes online in April. Quality has been very nice. Fortunately, West Mexico’s crop continues to improve with better supplies and quality coming the further we move past the previous weather. New crops are coming online to help with supply as well. Although we’re not back to ‘normal’ levels yet, supply has improved considerably over recent weeks.

**Grape Tomatoes:** Mexico’s grape tomato production seems to be on the rebound as additional shippers are back in the mix despite some recent rain in the growing areas. Florida farms are projecting light but steady volumes for the next few weeks. Demand has been light, so the current supply is adequate.

**Bell Peppers:** Bell pepper numbers have been shy out of Mexico this week, especially on retail sizes. Hot weather and prior plant damage brought crops on fast last month and now farms are waiting anxiously for new plantings to get started. Look for supply to gradually improve as farms work through the gap. There are also less peppers in FL this week, mostly because growers in the East Coast area are in a slight skip between Winter and Spring crops. As normal during transitions, there is a variety of quality in the market, with the better fruit coming from the new crop crown picks. Like Mexico, FL farms expect to have a bit more product next week.

**Cucumbers:** Although there was optimism about FL’s start to the season last week, it looks like there won’t be any significant volume for 2 weeks. Early crops have seen a good amount of wind and weather, so initial quality may not be top notch. Honduras is still bringing product to the US but the import deal is definitely winding down for the season. Some shippers will be done next week while others will try to bring in product for another 2-3 weeks but it will be mostly offgrades. Mexico’s volume will also be light for another week but Spring crops are slowly coming on. Sonora will start up in 7-10 days and the first grower out of Baja will begin in 2 weeks. Current quality has been strong despite the weather issues in Mainland Mexico.

**Green Beans:** Florida bean growers moved into new crops with better yields and quality this week, ending the short supply situation. With Mexico also into new crops and enjoying better weather, the outlook for green beans looks good for the immediate future, barring any weather disturbances.

**Summer Squash:** Western squash supply will continue to be hit or miss for the next few weeks until production fully transitions north to Hermosillo, Mexico. Yellow squash has been extremely short with little or no product available some days. Zucchini is very snug also, but we should see relief a little sooner as many growers start zucchini before yellow. Florida supply is similar - limited on both but a bit more zucchini available. Quality is tough on yellow but a little better on zucchini. Increased acreage and more supply is on the way in the next few weeks, especially when Plant City starts harvesting later this month.

**Eggplant:** With less acreage, cool weather, etc. there’s not a lot of eggplant in Florida or Mexico to meet the increased demand for Lent season. Although quality is generally pretty good, we expect supply to remain snug for the rest of the month.

**Hothouse English Cucumbers:** Production out of Canada has ramped up while Mainland Mexico houses have maintained at a steady pace. Add the domestic supply to the mix and there’s an abundance of product this week.

**Chili Peppers:** Chili pepper markets are strong this week as record demand from the Mexican national market and lighter production are keeping crossings light. Most of Sinaloa’s product is staying in Mexico, leaving the new crops from Sonora for US export. Reports indicate that the Sonoran crops were hurt by weather and won’t have the volume or quality that usually comes this time of the season. Pepper walls are a little thin, there are sizing issues and some misshapen fruit, so quality is just okay. Serranos are the tightest variety. There’s not a lot of chilies in FL to help but we should see new crops come online in South FL in 2 weeks and in Plant City in 4 weeks.

**Hard Squash:** New blocks have started on acorn squash, somewhat easing the two-month shortage we’ve experienced. Butternut supply and quality remain pretty solid, but spaghetti looks to be the next challenge. Quality has started to decline and there are reports that newer blocks are projected to have reduced yields. The East still has a few butternut and spaghetti coming in from Honduras and will see a little fruit from FL over the next few months, but doesn’t expect any major change until Georgia comes on in May.

**TOVs:** Heavy ad demand and lighter production from Central Mexico has contributed to the current snug and sporadic availability situation for TOV’s. April should bring some normalcy to supply as more domestic and Canadian producers enter the market.

**Mini Sweet Peppers:** Mexico’s production of mini sweets has been strong and solid but some growers anticipate a decrease in production on the current sets they are harvesting from over the next 7-10 days.

**Colored Bell Peppers:** Both McAllen and Nogales have had fairly steady availability on colored bells this week, although orange still remains a little snug. Light production has started in Canada now.

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RESTAURANT INDUSTRY NEWS
The Solo Diner Ranks Tops in U.S. Restaurant Visits
www.fastcasual.com, March 3, 2020

When it comes to who’s dining out the single diner is tops when it comes to U.S. restaurant visits.

In 2019 solo diners represented 35% of visits compared to parties of two (27%), parties of three (14%), parties of four (12%) and parties of five or more (13%), according to data from The NPD Group.

Solo diners made 15.4 billion restaurant visits in the year, an increase of 1% compared to year ago, and with the exception of parties of four, visits from all other party sizes declined, according to NPD’s ongoing foodservice market research, CREST.

When it comes to where solo diners are dining, the QSR ranks first with 89% of solo diner visits and 10% eating at full service restaurants, according to a press release.

The share of solo diners’QSR meals eaten at home is 9%, stated the release, and solo diners eat at the restaurant 8% of their visits, in a car 8% of visits, and 5% of solo diner’s restaurant purchases are eaten at work.

"Not surprisingly, solo diners eat most of their meals at full service restaurants. As far as meal times, 48% of their visits are for lunch, 29% for breakfast and morning snack, and 22% of solo diner visits are at dinner," stated the release.

One factor driving more solo diner visits is technology — including digital ordering for delivery and pick-up, as well as self-service kiosks, noted the release. Another factor is that more people are living alone — 11% more than a decade ago.

"My best advice for restaurants is to acknowledge that they have more solo diners as customers and accommodate them," David Portalatin, NPD food industry advisor and author of Eating Patterns in America, said in the release. "They are looking for convenient and quick meal options and if eating on premise, they may want single seating areas. In other words, solo diners are a large customer group so make them feel welcome."

TRANSPORTATION FACTS

*For the 8th week in a row, the National Diesel Average fell. This week’s decline was $.03, which puts the price at $2.85 per gallon.

* The average price for a gallon of diesel is $.23 lower than the same time last year.

* All regions of the country reported price declines ranging from $.02-.05 per gallon. California’s fuel price dropped the most, and is down $.05.

*Despite its significant price decline, California still tops the charts at $3.73 per gallon while the Gulf Coast remains the low-price leader at $2.63 per gallon.

*The WTI Crude Oil price fell 8.0% this week, moving from $49.90 to $45.90 per barrel.

*Trucks are available in adequate supply throughout the country this week with a slight surplus in Central and South Florida.
CHEF’S CORNER
Contributed By: Wil Wilbur, Manager of Culinary Development

This month we’ll focus on some new twists on flavors to keep everyone on track with healthier food choices and vegetable-heavy meals— from flavorful dips and veg-centric entrees all the way to dessert where vegetables aren’t just savory! It’s not hard to level up your snack times, evening meals or dinner parties with the added complexity of some fresh fruits and vegetables! Pops of color, added nutrients and some creativity to infuse new ingredients within every-day items is as easy as pie (or chocolate beet cake)!

Using Lipman’s fresh cut product line provides you with the best of nature, cut fresh and packed for convenience year round. Our product-specific processing and patented packaging drives optimal shelf life — meaning you’ll receive only the best product, every time. And this produce not only tastes good… it helps customers save valuable time in the kitchen, and the convenient packaging also reduces the risk of foodborne illness, by decreasing the opportunity for cross-contamination. For more information, please reach out to your usual Lipman contact or one of our fresh cut specialists: Johnathan Maldonado at 214.907.0695, Wil Wilbur at 214.213.0559, Chris Daulerio- East at 215.870.8956 or Brian Arbini- West at 209.402.5184.

**Bulgogi Guacamole**
Grilled marinated avocado, garlic, soy sauce, rice wine vinegar, brown sugar, topped with diced tomatoes, red onion, shishito pepper and green onion

**Jalapeno Zucchini Greek Yogurt Dip with Cucumber Chips**

**Cowboy Caviar & Pita Chips**
Diced tomatoes, green and red bell peppers, red onion, corn, black beans, black eyed peas, fennel, chiles tossed in olive oil and red wine vinegar dressing

**North African Inspired Spicy Black Bean & Veggie Dip**
Black beans, harissa paste, diced tomatoes, yellow onion, garlic, and serrano pepper, topped with melted smoked gouda

**Lipman Ingredients**

<table>
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<th>3/8” Diced Red Onion</th>
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NEWS IN THE GROCERY TRADE

Fresh Perspective on Fresh
By: Gina Acosta, www.progressivegrocer.com, March 1, 2020

The $61 billion produce category remains the No. 1 differentiator for grocers as they look for a competitive advantage in an increasingly tough retail market. That’s the consensus from the food retailers and fresh produce growers who gathered at the Southeast Produce Council’s 2020 show in Tampa, Fla., over the weekend.

The Food Industry Association (FMI) debuted its latest report, Power of Produce 2020, at the SEPC event, along with some other new findings about the category. “Produce is still one of the main ways a store can win or lose,” said Anne-Marie Roerink, principal and founder of 210 Analytics, who moderated a panel featuring industry executives. “If you look at sales per labor hour, if you look at how produce boosts the basket, produce is the No. 1 way in which consumers decide on one store over another. For retailers, it’s not just about getting produce right for the sake of produce, it’s about getting produce right for the sake of the entire store.”

But FMI’s Power of Produce report tells us that even the mature and powerful produce category needs to find ways to inspire growth, said Rick Stein, vice president, fresh foods for FMI. “To that end, we’ve witnessed tremendous strides in recent years for how enhanced produce offerings can inspire consumer demand, as value-added produce alone has grown about 3% in both dollars and volume – three times higher than overall produce,” Stein said.

This wave in convenience-driven merchandising plays directly into consumers’ desire for more information and education regarding produce, whether that’s information about growing practices, nutrition facts recipe ideas or specific medical and health benefits.

In addition to opportunities for health and convenience, the report demonstrates some divides among consumers when it comes to channel choice and packaging. Thirteen percent of shoppers say they buy produce in a different store than where they purchase most of their groceries, and for organic produce shoppers, 27% go elsewhere. Shoppers are also divided in the packaging debate between functionality mattering most (31%), the environment mattering most (35%), or striking a balance between the two (34%).

Other key takeaways from the report include:
* Produce dollar growth increased 1.2% in 2019
* Vegetables (up 1%) are outperforming fruit (down 1.3%)
* Some fresh produce sales are shifting to frozen
* 43% of fresh produce is being sold on merchandising
* Grocers should be looking to provide meal inspiration through Pinterest or recipe apps
* In-store signage has dethroned the print circular as the most effective promotion vehicle

And Roerink presented some recommendations at the SEPC show for growing produce sales, including:
* Drive impulse with great promotions (make sure they are relevant, differentiated and drive incrementality)
* Drive impulse with seasonality (local and seasonal are closely related to same interest groups)
* Drive impulse with eye-catching displays (help employees understand the importance of eye appeal)
* Drive impulse with sampling (38% of sampled items are impulse buys, and sampling is something ecommerce can’t do)
* Drive impulse with recipe ideas (help shoppers change up their routine)

Sustainability

Now, grocery shoppers aren’t just looking for a next-level, differentiated produce department. They are also looking for retailers to provide leadership on reducing food waste and plastic packaging in the produce department more than ever before. Kathy Lawrence, new business development director for Proseal, said more retailers and growers should be looking to reduce plastic (and food) waste by using tray sealing. "One way that we can help with plastic reduction is by replacing the clamshell lid on many fruits and vegetables with a top sealed film. You can reduce the amount of plastic used by up to 45% just by replacing the lid of a clamshell with a film seal," Lawrence said.

Note: This article has been edited for content and space. To view the entire selection, please go to www.progressivegrocer.com/fresh-perspective-fresh
MARKETING MINUTE
Make Your Business Buzz-Worthy with Location-Based Marketing
www.restaurant.org, March 6, 2020

Location-based marketing is no novelty, but it is growing and evolving. Asif Khan, founder and director of the Location Based Marketing Association, says 88% of retail and restaurant companies worldwide used local marketing in 2019, up 8% from 2018. Annual spending on technology — platforms, solutions and hardware — is expected to reach $87.4 billion globally by 2021, with geotargeted advertising expenditures rising to $34.2 billion. “That’s just under a $100 billion market,” Khan notes. “This is a mature part of marketing.”

In the National Restaurant Association’s just-released 2020 State of the Restaurant Industry report, roughly nine in 10 consumers say they would pay attention to restaurant specials that are communicated via app. Three out of four say they’d likely pay attention to variable pricing if a restaurant offered it (for example, a reduced price during off-peak hours). These approaches might be even more compelling if the restaurant targeted customers nearby.

However, techniques of location-based marketing are now changing thanks to the European Union 2016 General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), which went into effect in January. Unless consumers in those areas have previously signed up to receive a brand’s messages on its app or a platform like Facebook or Twitter, it’s very difficult to approach them individually. Such regulations may spread in other jurisdictions in coming years.

These data privacy laws “now require very strict updated consent from consumers before you can do any targeted marketing — there are no unsolicited messages,” Khan explains. “In the early days, there were experiments around, ‘We see you’re walking by our restaurant, here’s a coupon to come in.’ Under the new regulatory framework, that’s not easily done.”

Instead, marketers have turned to data from website cookies, Facebook and other social media patterns to target audiences that follow common patterns. Geolocation data from GPS tracking of mobile phones allows “geofencing” of consumers within a small area.

These consumers “visit the same types of places or exhibit other common behaviors,” Khan says. “If we know they’re likely to be interested in what we’re offering, we can target an ad. The market has shifted and modernized; location-based marketing is now about audiences instead of individuals.”

Pointers for geotargeting
To keep your company ahead in today’s location-based marketing game:

- **Seek partnerships with social media companies**, from Facebook and Twitter to Google and Yelp, that know how to mine their vast trove of consumer data to benefit your brand.

- **Keep up to date on changes** in platforms and uses of social media. Millennials love the immediacy of Snapchat, posting photos that soon disappear. That makes it a perfect platform for restaurants offering 24-hour coupons. But Pinterest, where “pinned” images became a permanent record of the user’s interests, also is being exploited by marketers; the Kroger supermarket chain has joined the trend of posting recipes, offering its own on its Krogerco Pinterest page.

- **Consider teaming with organizations that offer adjacencies** to your products and services; retailers where your customers frequent shop; sports teams; music groups; local restaurant associations, chambers of commerce, colleges and universities. However, the depth of data that can boost such efforts is usually only available from the corporate level of these potential partners.

- **Call on franchises to test ideas**. Experiments in location-based marketing can be tried selectively and regionally, then rolled out chain-wide if they prove successful.

This article has been edited for space and content. Please visit www.restaurant.org to read the entire selection.

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MARK YOUR CALENDAR & PACK YOUR BAGS!

**March 16-18, 2020**
Restaurant Franchising & Innovation Summit
The Westin Buckhead Atlanta
Atlanta, GA
www.franchisinginnovation.com

**June 16-19, 2020**
United Fresh Convention & Expo
San Diego Convention Center
San Diego, CA
www.unitedfreshshow.org

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Contact: joanna.hazel@lipmanfamilyfarms.com

Lipman Family Farms www.lipmanfamilyfarms.com | PHONE 239.657.4421 | FAX 239.657.6951
Last Week’s Precipitation Totals and Average Temperature Deviations

**PRODUCE BAROMETER**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUALITY</th>
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<td>Cucumber</td>
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<td>Lower</td>
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<tr>
<td>Eggplant</td>
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<tr>
<td>Green Beans</td>
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<tr>
<td>Tomatoes</td>
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**MARCH CALENDAR**

- All Month
- Supply Management Month
- National Sauce Month
- March 8th
- Daylight Savings Time Begins
- March 9th
- Fill Your Stapler Day
- March 10th
- National Pack Your Lunch Day
- March 11th
- National Nutritionist Day

**West Palm Beach, FL Local Weather**

<table>
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<tr>
<th>Day</th>
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<th>Temp.</th>
<th>Feels like</th>
<th>Night</th>
<th>POP</th>
<th>Wind (mph)</th>
<th>Wind gust (mph)</th>
<th>Hrs Of Sun</th>
<th>24 Hr Rain</th>
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<td>79°</td>
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<tr>
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<td>82°</td>
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<td>19</td>
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<tr>
<td>Thu</td>
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<td>82°</td>
<td>84°</td>
<td>70°</td>
<td>20%</td>
<td>12 E</td>
<td>19</td>
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<tr>
<td>Fri</td>
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<td>84°</td>
<td>86°</td>
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<td>18</td>
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<td>Sun</td>
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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 90 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.

Byron Russell, Chairman & CEO