



**MIDWEST
FOODS**

Weekly Updates

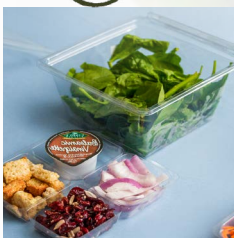
January 22nd, 2021

All items are subject to availability.

FEATURED NEW & RETAIL READY

Description		Item Number
Apples Cosmic Crisp 45ct (64ct Size) 27#	FEATURED ITEM	MWF-3242
Apples Lucy Glo (Yellow tint outside & Red flesh inside)	FEATURED ITEM	MWF-3177
Apples Lucy Rose (Red outside & Red flesh inside) 45ct	FEATURED ITEM	MWF-3178
Apples Sugar Bee 90ct 40#	FEATURED ITEM	MWF-3179
Apples Sweetie (Braeburn & Gala Cross) 45ct Case	FEATURED ITEM	01-11763
Asparagus Standard 11#	FEATURED ITEM	154600
Asparagus Large 11#	FEATURED ITEM	154500
Asparagus Jumbo 11#	FEATURED ITEM	154400
Clementine's 5#	FEATURED ITEM	16300
Oranges Cara Cara 1/2bu	FEATURED ITEM	16000
Oranges Blood Moro 20#	FEATURED ITEM	016100

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pre-packaged grab-and-go items available!

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orders@midwestfoods.com

MARKET UPDATES

Apples Small Grannys and Galas, Large Reds and Large Golds are tight. Market steady

Asparagus Asparagus supplies have improved with Caborca now up and running. Markets are adjusting lower with better supplies in the pipeline.

Avocados Market is steady on Mexican fruit and demand is good. Strong ads in play for the upcoming Super Bowl. Current USDA Daily Movement Report indicates avocados are up 6% year over year. Size structure trending large and peaking on 48's. Plenty of opportunities to move volume.

Bell Peppers Cooler temps in last few weeks slowed production but has resumed to normal production. Better sizing and more red and yellow bells are coming. Potential cooler weather in next few days may slow again but not expected to last as long.

Berries (Blackberries) Similar to the raspberries this item is showing the effects of colder weather and will be in lighter supplies through the next few weeks. Look for the market to firm up with varying quantities of fruit available.

Berries (Blueberries) Exports from Chile are in full production however off loading of containers, particularly on the West Coast are still being delayed in excess of 10 days on average. Mexico is still crossing lower numbers of superior fruit but transfer delays to the West Coast are still causing loading delays and shortages.

Berries (Raspberries) Raspberries have the potential to be extremely tight over the next few weeks as the crop is finally reacting to the same cold weather affecting the strawberries out of Baja and Central Mexico look for this market to remain firm and limited for open market orders.

Berries (Strawberries) The weather in all three growing regions of Oxnard, Mexico and Florida are experiencing colder weather and producing lower yields. There are several rain events scheduled in these areas which should cause these lighter supplies to continue to the end of the month. Look for markets to remain steady in the higher price range with limited availability on open market fruit.

Broccoli Plenty of supplies in the pipeline is keeping the Broccoli market aggressive.

Brussels Sprouts Brussels Sprout supplies are gradually improving and the market is softening as we head into the weekend.

Carrots We are in a demand exceeds supply on snack packs, supplies being are very tight. Markets remain stable and supplies are steady on cellos, and jumbos. We have light supplies out of Georgia as well if you have any interest.

Cauliflower Plenty of supplies to go around in both Yuma and Santa Maria.

Celery Demand continues to exceed supplies but not as extreme as last week. Demand has fallen some. Sizing of this commodity continues to be an issue. Small sizing 30-36s are the main packs currently. Processors continue to struggle on value added production due to the limited availability of long stalks used in the processing plants. The weather has played havoc on the production schedule this year with this commodity. Processed celery items will be a challenge for the next two weeks, minimum.

Citrus (Lemons) Supplies and quality is looking steady on small sizes. 115's and larger are still holding firm and active. Please reach out for any advance prices.

Citrus (Limes) The lime market is active and firm on prices due to rain in the growing regions. Suppliers are hoping it will level out by early February. We need orders in advance for better coverage.

Citrus (Oranges) Navel supplies on 88's and smaller are tightening up. We're seeing strong demand due to schools starting back up. Please place orders in advance for better coverage.

Cucumbers Steady volume and pricing on cucumbers along with great quality has been an easy run for cucumber lovers!

Eggplant Small transition to new fields, no gap anticipated, but slightly lower volume for a few days. Quality has been very good and opportunity buys on #2 product with small scuffs or misshape are available.

Garlic Steady supplies are keeping this market level.

MARKET UPDATES CONTINUED

Grapes (Green and Red) Only talking about imports now. Market steady with supplies on both coasts. Supplies on the east coast much better than out west.

Green Onions Supplies out of Mexico are tighter as the cold weather is hampering growth. Watch for this market to stay strong going into the weekend.

Kale Supplies continue to stay steady keeping this market steady.

Lettuce (Iceberg) Moderate to good supplies are expected throughout the week with this commodity. Aside from some slight pinking and outer leaf freeze damage, the overall quality has been above average. Weights are averaging 39-44 pounds from multiple shippers. Overall demand is moderate to light at best.

Lettuce Leaf Romaine, green leaf and romaine hearts continues to have good availability with most suppliers. Red leaf is light in availability and this will continue throughout the week. Common defects on all romaine and leaf items being reported include tip/fringe burn, and blister and peel but the severity is minimal. Overall the quality is good with multiple suppliers. Pricing will be competitive due to a lack of demand. Shippers are flexing on larger type orders so promote as much as possible.

Lettuce Tender Leaf Steady supplies have been the story as of recently. Rains in Yuma this week may slow down harvest and yields this week.

Melons (Cantaloupe) Industry remains in a Demand Exceeds Supply Situation. Fruit is very limited on the east and even more limited on the west coast. Due to the holiday, we are experiencing delays at the port as well as limited availability. Size structure trending large limiting smaller sized fruit. Quality has been hit and miss with occasional surface mold. Current USDA Daily Movement Report indicates cantaloupes are down 34% year over year.

Melons (Honeydew) Markets are active and demand is good. Size structure trending large making smaller sized fruit limited. Availability remains challenging but we have options. Quality has improved and brix levels are ranging 10-14%. Current USDA Daily Movement report indicates honeydews are up 3% year over year.

Melons (Watermelon) Demand is good and markets are steady. Availability out of Mexico has improved as well as quality. Out east, we are seeing availability improve on offshore arrivals. Overall quality has been fair and continues to improve.

Onions Onions are steady from all regions. The Northwest is still shipping out of storage. Quality is excellent. Deals available on large sized yellow onions in Idaho. Expect mediums and 3# bags to tighten up with new USDA box business.

Pears Market steady on moderate supplies.

Pineapples Supplies are snug out of both coasts. Current markets are stable and quality is looking nice. We should see better supplies going into February.

Potatoes With USDA box business & Idaho Potato Lover's Month approaching, shippers will be packing smaller pota-toes making 40 - 60 CT less available. Quality is excellent, peaking on 70 CT cartons. Burbanks and White Russets are available at a surcharge of the Norkotah market price.

Squash Slightly higher markets on squash from cooler weather slowing production. A lot of #2 product is available with mostly misshape and some scuffing. New fields coming into production should help with volume and market.

Stone Fruit Some peaches, nectarines, and apricots in New Jersey now. More to come.

Tomatoes Mexico round and roma imports continue to increase sending the market lower, and quality is good. Florida is also coming into better volume but weather in the east has slowed harvest and picking schedules. New crops in both regions have shifted the size profile towards the larger end of the spectrum. Grape and cherry tomatoes are still behind schedule due to a cold snap weeks ago. Supply remains limited and will gradually improve near the beginning of February.

The Source January 20, 2021

WEATHER FORECAST

California Santa Ana winds continue to today with gusts up to 45 mph. By Friday, a low pressure system approaches bringing a chance of rain to end the week.

Mexico A cold front will cause showers and thunder-storms today into tomorrow. Dry weather moves in by Thursday afternoon and extends into Friday.

Florida Persistent high-pressure will produce steady warming through the weekend. A weak front may bring a chance of light showers to the far northern areas on Friday.

Arizona Persistent high-pressure will produce steady warming through the weekend. A weak front may bring a chance of light showers to the far northern areas on Friday.

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