



## VALLEY VIEW PRODUCE



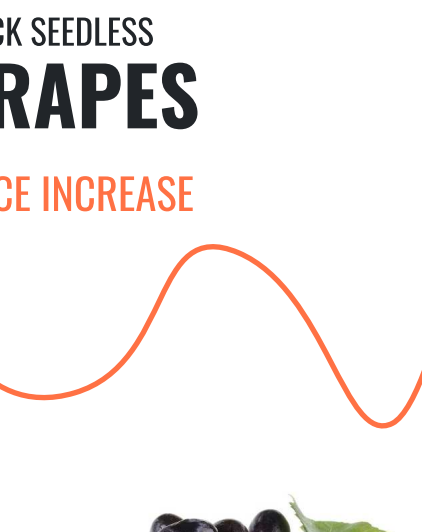
# December MARKET UPDATES

Wrapping up our produce news for the year, we see last month's trend of extreme weather and unexpected cold snaps continuing to put pressure on the produce markets, as demand remains high during the busy holiday season. Here is a look at what is happening across the fields for the month of December

**MELON**  
PRICE DECREASE



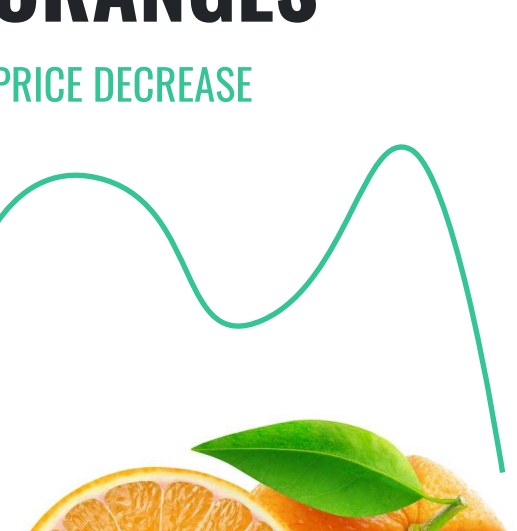
**FUJI APPLES**  
PRICE INCREASE



**BLACKBERRIES**  
PRICE INCREASE



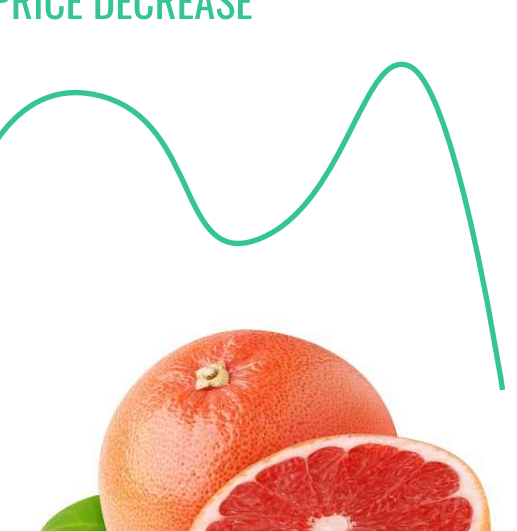
**BLACK SEEDLESS GRAPES**  
PRICE INCREASE



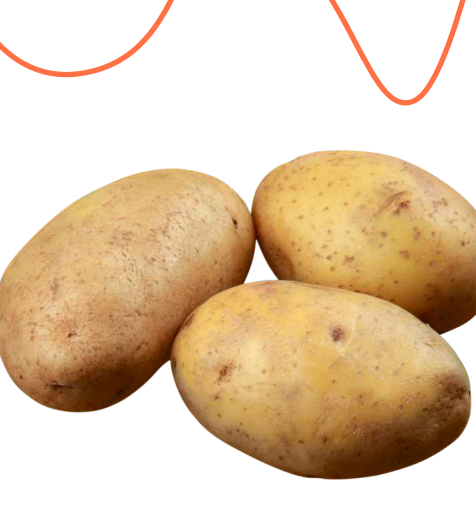
**STRAWBERRIES**  
PRICE INCREASE



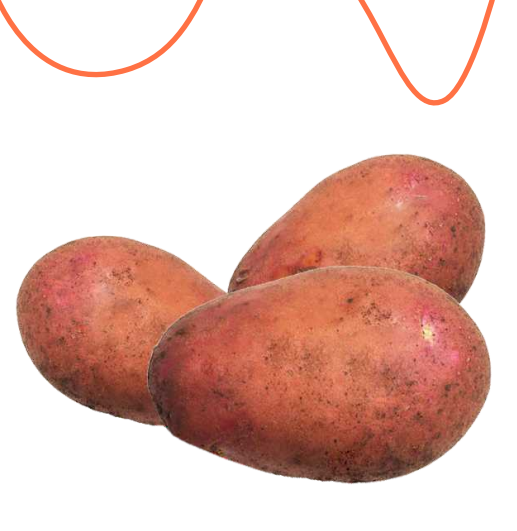
**ORANGES**  
PRICE DECREASE



**BANANAS**  
PRICE INCREASE



**GRAPEFRUIT**  
PRICE DECREASE



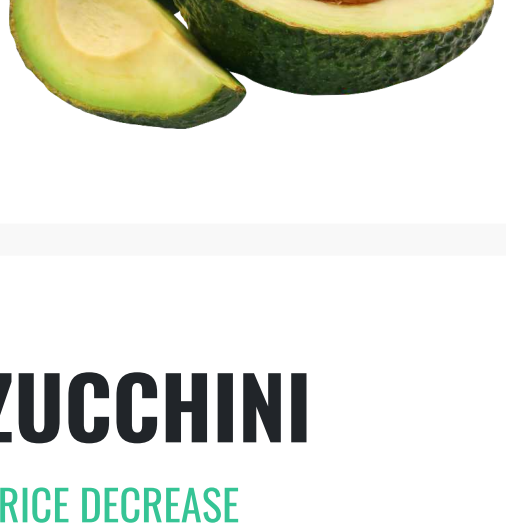
**YELLOW POTATOES**  
PRICE INCREASE



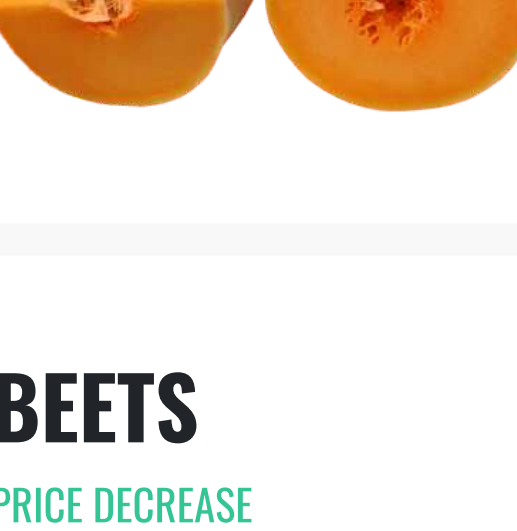
**RED POTATOES**  
PRICE INCREASE



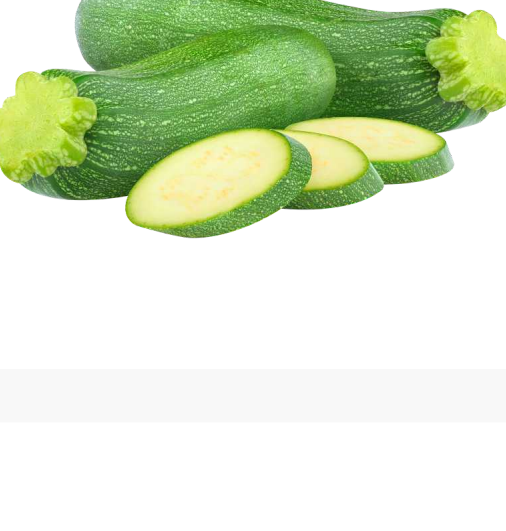
**ASPARAGUS**  
PRICE INCREASE



**CELERY**  
PRICE INCREASE



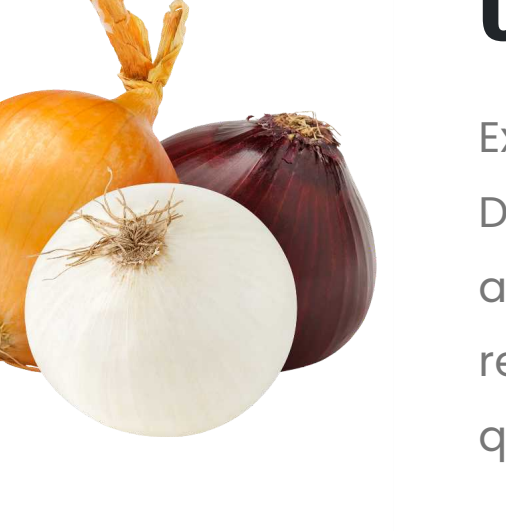
**AVOCADO**  
PRICE DECREASE



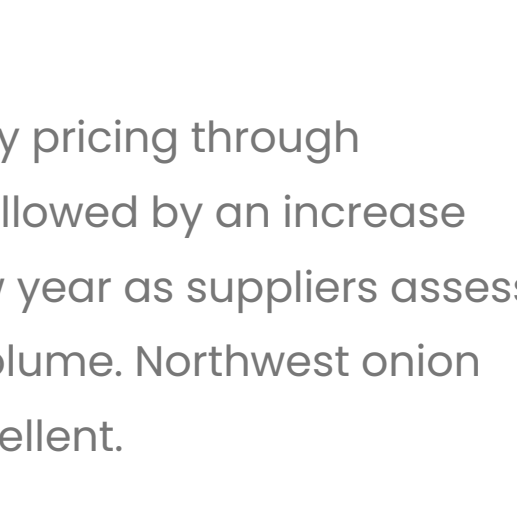
**SQUASH**  
PRICE DECREASE



**ZUCCHINI**  
PRICE DECREASE



**BEETS**  
PRICE DECREASE



## Special ALERTS



### ONIONS

Expect steady pricing through December followed by an increase after the new year as suppliers assess remaining volume. Northwest onion quality is excellent.



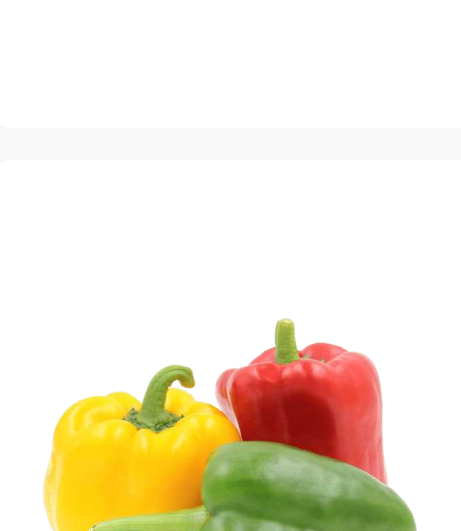
### MELONS

Numerous varieties of melons are in peak season. Watermelon is in especially good supply, with exceptional value on large seedless and mini varieties.



### SQUASH

Florida is harvesting steady amounts of high-quality zucchini, but yellow squash volume is tight. Expect slightly lower prices over the next two weeks



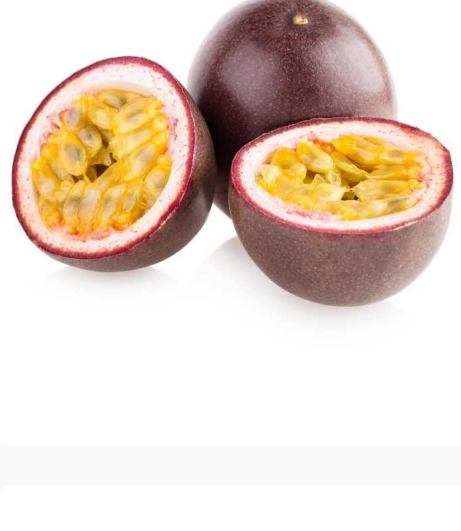
### TENDER LEAVE ITEMS

Supplies of tender leaf items are extremely limited due to colder-than-normal temperatures in the Yuma growing region.



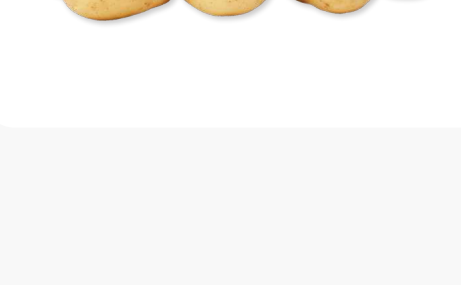
### GREEN BEANS

Lower prices are expected in the next few weeks due to an increase in east and west coast supplies.



### CILANTRO & PARSLEY

Prices are rising as demand exceeds supply. Stocks are extremely tight due to cold weather



### BELL PEPPERS GREEN & RED

Markets are up across all colors, as supply is set to remain tight throughout the holiday season.



### STRAWBERRIES

Strong demand and elevated markets due to heavy rainfall. Volume remains limited due to soft skin, decay, white shoulders and pin rot.



### PASSIONFRUIT

One of the most popular items for New Year's Eve is still in their peak with great availability out of Florida for the holiday season.



### POTATOES

Low temperatures are set to push prices up past the holiday season.