



VALLEY VIEW

PRODUCE



October MARKET UPDATES

As we head deeper into the fall season, extreme weather continues to take its toll on produce yields, impacting crop quality, supply levels and pricing.

Keep an eye on our monthly market reports to stay on top of food costs and availability and plan your wholesale orders accordingly.



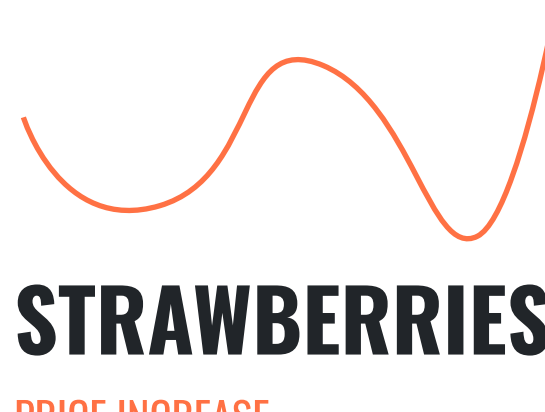
LIMES

PRICE DECREASE



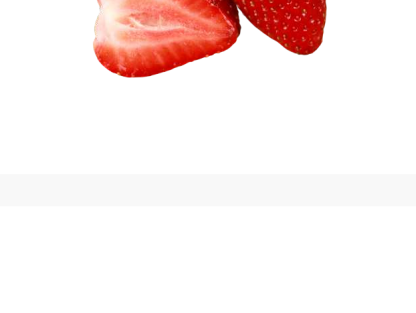
APPLES

PRICE INCREASE



STRAWBERRIES

PRICE INCREASE



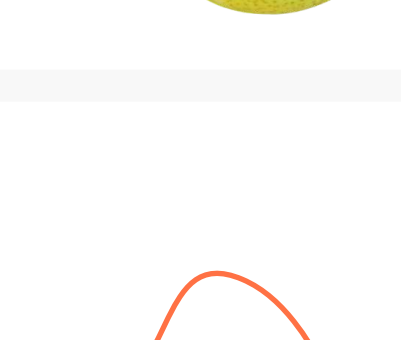
PINEAPPLES

PRICE DECREASE



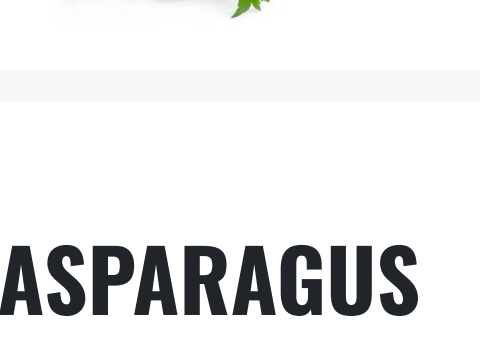
PEARS

PRICE DECREASE



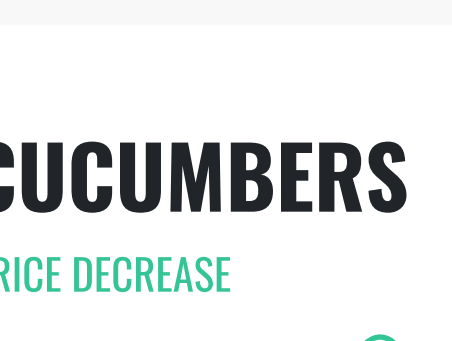
CELERY

PRICE INCREASE



CABBAGE

PRICE INCREASE



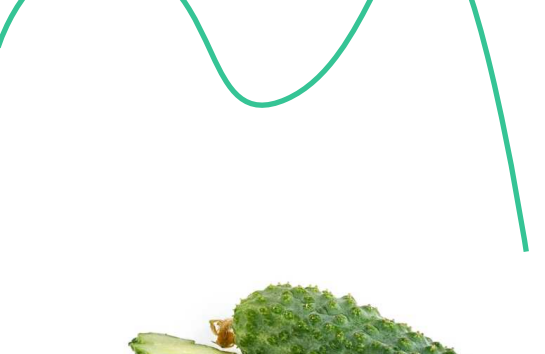
ASPARAGUS

PRICE DECREASE



CUCUMBERS

PRICE DECREASE



BROCCOLI

PRICE INCREASE



Special ALERTS



ASPARAGUS

Market is stable with ample, good quality supplies.



AVOCADOS

Markets are steady with solid volume coming from Mexico and Peru.



CAULIFLOWER

Stocks are limited, keeping prices high. Recent heat waves have impacted production and caused quality issues such as off-color and brown spotting.



CELERY

Supplies are ample for crops coming from Salinas, California. Quality is excellent.



ONIONS

Markets are stable. Availability is currently limited for colossal-sized crops, but will improve in the following weeks.



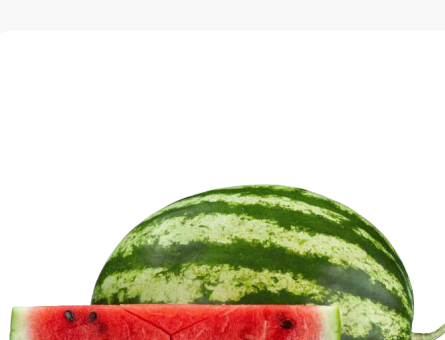
LIMES

Markets are level. Crop quality is inconsistent due to recent rains but improving.



SQUASH

Hurricane Ian has spared East Coast supplies, so markets remain stable. Production is underway in California.



WATERMELON

Supplies run tight and prices rise during the transition from California season to the new crop Mexican season.