

# Frog Holler Produce

MARKET NEWS 1/23/20

**MARKETS TO WATCH:** The cold weather has been affecting the Florida crops. Florida temperatures haven't been this low in a long time. Iguanas are falling out of the trees because they are so cold they are starting to hibernate. With that being said, it is a good idea to keep an eye out on Tomato, Pepper, and Strawberry market. And all while this is happening, Green Onions still pose a problem because that main growing region is also experiencing not only cold weather but wet/rainy weather as well. And of course, we can't forget about the SEVERE ARUGULA SUPPLY PROBLEM, which is still something we are dealing with, but doing our best to keep fresh product in stock.



**Local and Seasonal:** Not too much local product in these days, the winter weather here, and it sure is mighty cold. Putting a damper on most local produce. However, you can still find a couple goodies popping up. For any questions or concerns, feel free to reach out to our office staff, and you can always check out our website: [froghollerproduce.com](http://froghollerproduce.com).



**Avocado:** We are just weeks away from the Super Bowl and avocados are in high demand. The avocado market will remain relatively active leading up to the big game. Post Super Bowl we will see this market come off on price and there will be some opportunity buys available. Overall quality has been consistent, fruit is cutting good and eats great.



**Green Onion:** The green onion market continues to stay strong as supplies remain tight as the recent cold weather slowed the growth process. We are hoping the warmer weather this week spurs on growth. Quality is fair with occasional leaf minor caused by the recent colder weather. The market will continue to stay strong going into next week.



**Leaf Lettuce:** The cool weather in the growing regions has slowed production on romaine as well as all leaf items. Demand is still off due to past issues with this commodity. Although no rain is in the forecast this week, the cool, low temperatures will continue. This will cause ice delays to occur. Expect this market to get stronger throughout the week.



**Tender Leaf Lettuce:** The Tender Leaf supply continues to struggle due to lower yields caused by the recent wet and cold weather. The wet weather and the continuous cold temperatures have certainly lowered yields on Arugula and Spinach. The warmer temperatures this week should help growth, quality, and supply. **ARUGULA WILL BE IN A DEMAND EXCEEDS SUPPLY SITUATION PLEASE ADVISE!**



**Tomatoes:** The market has shown slight improvement in the last week prematurely giving hope for relief in the market by February. A turn of evens last night with a shot of freezing temperatures in Florida now has some speculating a cold snap further delaying a market recovery until March. The original forecast for better markets by February has now been adjusted out further by another 6 weeks because of the sudden freeze. Florida temperatures dipped into the low 30's last night where temps remain in the low 40's this morning. Some weather models show a chance of significant rainfall near the end of next week. Risk of a cold snap and compromised harvest are likely to directly affect yields in the immediate future.



**Strawberries:** The market remains firm. With Florida being one of the main growing regions, and the state itself going through a major cold spell, we can expect to see some availability issues. Not only is it cold in Florida, the plants themselves are in a natural gapping period that is expected to last the next 5 to 7 days. Hopefully will warmer weather on the horizon the growers will ramp back up in time for Valentines Day. **Make sure if you are looking to get any Long Stem Strawberries, that you pre-order ASAP!**