



Premier Produce

Market Report:

Date: 7/13/10

Re; Weather, Apples/Pears, Asparagus, Avocado, Mexican Fruit, California Fruit, Chilean Fruit, Bell Peppers, Berries, Broccoli, Carrots, Cauliflower, Celery, Citrus, Cucumbers, Grapes, Green Onion, Leaf Lettuce, Lettuce, Melon, Onion, Potatoes, Squash, Stone Fruit, Tomatoes, Watermelon

Weather California's Central Coast is forecast to remain in a fairly typical summer time weather pattern this week. Morning low clouds and fog, especially near the coast with clearing by mid morning. Temperatures will range from the mid 60s near the coast to high 90s in the warmest interior valleys. Mid range forecasts show high pressure building and a slight warming trend late this week into next weekend.

APPLES/PEARS Washington reds, golds, and Granny-Smith apples are still heavy large fruit and the premium grade. The smaller sizes and lower grades remain short. The markets on all three colors are mostly steady but will start to climb when the Galas and Fuji's clean-up. Galas & Fuji's are the only two varieties left. Most shippers are looking to clean their remaining inventories of both varieties. D'Anjou pear supplies are extremely light as we approach the end of the season. The few shippers who still have fruit only have the large size in the US# 1 grade, and will have availability through this week. Early variety pears are available in California now and are peaking on the smaller counts. New crop California green Bartlett's will be available in approx. two weeks and light supplies of Red Bartlett's will be available later this week.

ASPARAGUS This market is active on all sizes. Thunderstorms will be occurring in Mexico throughout the week. Peru is experiencing very cold weather and hence production is down as well. Jumbos will be extremely difficult to purchase throughout this week. Pre-booking orders as early as possible is highly recommended.

AVOCADO

California harvest remains at a good steady pace with good demand. Mexico has entered into their light summer production.

California Fruit: Growers continue to harvest good supplies, with 48's being the peak size. Demand continues very strong.

Mexican Fruit: Growers continues at a very slow pace as their season is nearing the end of this year's crop.

STONE FRUIT Domestic peaches are readily available with good volume to promote and excellent quality. Nectarines are a little more limited but quality is very good. Both red and black plums have better availability this week. Tree ripe or preconditioned peaches, nectarines and plums are now available. Apricots are available for loading out of California and Washington. Washington cherries are available but still very limited

BELL PEPPERS

Western Green Bells and Colored Bells: Bakersfield harvest on greens is increasing production. Demand is very good. The California desert crop for colored bells is at the end of their season. Supplies are short and quality is only fair. Bakersfield crop for colored bells will start mid week.

Eastern Bells Peppers shipping from Tenn., North Carolina and New Jersey, Michigan starting, but only large sizing available. Volume in Michigan still about 10 day's away. Quality good, market steady.

BERRIES

Strawberries: This market continues to be active. The availability will continue to vary amongst all the suppliers. Foggy cool days has caused harvest numbers to be light and not keeping up with demand. The forecast is for a warming trend as we get closer to the weekend which should increase the harvest numbers for the start of next week. Supplies are mainly coming out of the Salinas and Watsonville growing areas. There are still a few growers harvesting in Santa Maria. Quality is good to fair. Sizing is medium with counts in the mid teens. Stem Strawberries are limited out of all areas. Retail ads will be the main driving force keeping the market firm.

Raspberries: Good demand with light supplies is keeping this market firm. Supplies should improve slightly next week. Quality is good with a few fair lots.

Blackberries: California supplies are coming out of Watsonville at this time. Demand is moderate with a steady market. Quality is improving.

Blueberries: Supplies are still limited off of both coasts. The heat wave on the east is bringing supplies to a quick close. Supplies are limited and will be done shortly. California supplies will also be done for the most part by the end of this week. Michigan, Oregon and BC are just starting up. Weather has improved in the Oregon growing area over the weekend. Supplies are still limited. Michigan is running a little earlier this year. BC should come on as this week moves on with light volumes. Quality is good with a firm market. The main pack size on both coasts is pints with a few 6oz being packed.

BROCCOLI This market is softer to start the week. The availability is stronger with most suppliers. Mexico supplies will be moderate throughout the week. The quality is expected to be strong throughout the week in all of the growing areas. A few suppliers are willing to deal on sharp pricing for volume orders on both bunched and crown business. This commodity is a good product to promote this week.

CARROTS California carrots are in good supply. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER The cauliflower market is steady. Supplies are moderate but gaps are in the forecast. This week should not be a problem, with the best availability being on the twelve counts. The price fluctuations will continue to be seen throughout the summer amongst our different suppliers. Santa Maria and Salinas continue to be the two big growing regions at this time.

CELERY This market is steady. Oxnard is finished and Salinas is now the main growing area of production. Santa Maria will also have production. Overall, smaller sizes continue to demand a higher price. Twenty-four count sizing continues to have the best price available. The weights and quality of celery continue to be strong.

CITRUS

Lemons: Supplies are good and demand is very good. The market continues to firm on 140's and larger. Quality is very good.

Limes: Good supplies on all sizes of fruit.

Oranges: Demand for late Navels are slow and mostly large sizes are available. Valencia's are in good supplies.

CUCUMBERS

Western Cucumber: Baja production is steady. Some growers are expecting slight decreases this week. Demand is good.

Eastern Cucumbers: Shipping from Michigan, Tenn. Quality very good, Michigan cukes have excellent color. Market remains good, demand increasing.

GRAPES Nogales is finish up with the Mexican fruit this week and central California product will get going with limited availability here at the start of the season. The reds are flame seedless and with some Scarlet Royals just getting started. Sugarones are still going strong with good size and eating very well. Black seedless is limited this week but should have more volume by the end of the week. Globes are available with good quality.

GREEN ONIONS This market has remained unchanged. Production is steady out of the Mexico region. Pencil sizing continues to have the best availability followed by mediums. Quality issues have been minimal. Supplies are good on iceless product if there is a need.

LEAF LETTUCE Supplies continue to be strong on romaine and suppliers continue to listen to offers on volume orders. Green leaf is steady with strong supplies available as well. Some mildew and tip burn are still seen upon arrival sporadically. Foggy, overcast mornings continue to be in the Salinas growing region. This will cause some mildew issues. Red discoloration will be seen in certain lots. Most shippers are having these issues.

LETTUCE This market continues to be active. The availability will continue to vary amongst all the suppliers. The warm afternoon weather, coupled with foggy mornings has caused for irregular growth patterns. Mildew and burn are going to be seen randomly. Suppliers are cleaning up product as best they can, but expect some defects upon arrival. Other quality issues include pink ribbing, discoloration, and mechanical damage. The availability of this commodity will be light the week.

MELONS

Cantaloupe: Desert melons are winding down with very little availability this week. The sizing is still peaking to 9's for most shippers and sugar levels are very good. West side shippers remain limited this week as they wait for fruit sugars to come up. By the end of the week there should be better availability and by next week much better.

Honeydew: Mexican and Arizona fruit is all but done for the season. Westside shippers will have better inventory by weeks end as they struggle just to cover the contracted product here at the beginning of the week.

ONIONS California and New Mexico continue packing all colors while Washington continues with wintered-over yellows. Both areas are peaking on jumbo and larger yellows while Washington has jumbos and mediums only. New Mexico got some rain over the weekend so they will not have much available until the end of the week. The demand for small yellows is still very strong and the prices are steady but strong. Large yellow demand has been fair but prices

have firmed up because of the rain in New Mexico. Reds are higher in California due to lower supplies and steady in New Mexico. The red demand has been steady but again prices are higher because of the rain in New Mexico. Whites are steady to higher in both areas due to lower supplies. Expect whites to remain steady for now.

POTATOES Idaho continues to peak on smaller size cartons but the market is higher due to stronger demand. The market is steady but strong on large counts. Number-twos are also up. The Idaho market will remain strong until new-crop Nebraska and Washington potatoes start. Idaho's quality has been mostly good but there has been some peeper-sprouts and internal black-spotting in a few lots. Colorado is slightly stronger steady on 80's and larger and higher on the smaller counts and consumer bags. They are still heaviest to 60/70's. Colorado will pack into the middle of August on old crop and will begin packing new-crop Nebraska potatoes in early August, so expect a gap from the smaller suppliers. California continues packing new crop Norkotahs and is heaviest to 70/80's. New crop prices remain steady along with demand. California also continues to pack colored potatoes but the demand has been very strong so stay ahead! They will ship from Bakersfield for another week or so before transitioning to Stockton, California. Stockton will have supplies through September. North Carolina, Virginia, and Alabama have reds, a few golds, and some round whites but the temperatures have been so hot that they aren't holding up very well after harvest so it's pushing a lot of business to California.

SQUASH

Western Squash Baja is expecting steady supplies through the week. Fresno is dropping in volume as their season comes to a close until the fall. Santa Maria has steady volume, but cooler weather has slowed any increases.

Eastern Squash: Currently shipping out of Michigan and Ohio, Tenn. and New Jersey. Quality good and remains steady in all areas. The market remains stable..

TOMATOES

Eastern: The South Carolina Growing deal is done and eastern shippers are trying to get things going from Virginia and Maryland. Several growers have started to pack rounds, grape and some cherry tomatoes. Roma tomatoes are a bit behind the other crops and we are seeing higher fobs on the romas compared to weeks previous. Growers are saying they should have better production for next week. There are currently a few growers in North Carolina and Tennessee harvesting round tomatoes with volume increasing in the weeks to follow. Michigan and Ohio should be going by the end of this month.

Western: Supplies out of San Diego inconsistent with transition into the northern growing areas, and predominantly bigger sized fruit. There are fewer round and roma tomatoes than in weeks previous. We can expect the remainder of the week to be short in short supply but increasing into next week. Grape and Cherry production is steady. Weather has been favorable in Baja with no major issues. Central California continues going strong with production and plenty of good quality fruit behind it.

WATERMELON Domestic fruit is going strong with very good quality. Prices are steady.

VALUE ADDED The lettuce quality is fair. There have been some complaints that processed lettuce has had issues with shelf life shortage. This is due to the fact that lettuce is not as strong in quality and availability is very light. Shippers are doing their best to cover all orders, but some lots are weaker than others. All growers are having the same issues. The steady supplies of romaine will help processors stay ahead of orders. Availability is good. There continues to be issues upon arrival of brown to red discoloration on romaine and lettuce items. The quality of value added items is expected to be average.

Commodities at a glance...

Commodity	Quality	Market
Apples	Excellent	Steady
Asparagus	Good	Higher
Avocado (Mexican)	Good	Higher
Avocado (California)	Good	Higher
Bell Peppers(Western)	Fair	Steady
Bell Pepper (Eastern)	Good	Higher
Berries: Strawberries	Good	Steady
Berries: Raspberries	Good	Steady
Berries: Blackberries	Good	Steady
Berries: Blueberries	Good	Steady
Broccoli	Good	Lower
Carrots	Good	Steady
Cauliflower	Good	Steady
Celery	Good	Steady
Citrus: Lemons	Good	Higher
Citrus: Oranges	Good	Steady
Cucumbers (Western)	Good	Steady
Cucumbers (Eastern)	Good	Lower
Grapes	Excellent	Higher
Green Onions	Good	Steady
Lettuce: Leaf	Fair	Steady
Lettuce: Iceberg	Fair	Higher
Melons: Cantaloupe	Good	Higher
Melons: Honeydew	Good	Higher
Onions	Good	Steady
Pears	Excellent	Higher
Potatoes	Good	Steady
Squash (Western)	Good	Higher
Squash (Eastern)	Good	Steady
Stone Fruit	Excellent	Steady
Tomatoes (Western)	Good	Steady
Tomatoes (Eastern)	Good /Fair	Higher
Watermelon	Good	Steady

Market new is compiled of information from print and the internet. Sources may include ProAct, The Produce News, The Packer, etc.