

## Market Report:

Date: 7/20/11

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

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### THINGS YOU SHOULD KNOW:

- Grapes are limited on reds and extremely limited on green should have better volume at the end of the week
- Cantaloupe and Honeydew are extremely limited.

### Weather:

The weather for the Northern and Southern California growing regions look to be good throughout the week. There is absolutely no chance of rain. The southern region will have highs in the 70s and lows in the mid 50s. The northern region, Salinas mainly speaking will be in the high 60s to low 70s with light fog in the morning. Winds in all the growing regions will be minimal.

### APPLES/PEARS

Red Delicious remains heavy to small fruit with high color. The demand for red delicious is way up so stay ahead as prices are climbing and the availability is down. Lower grade fruit is still very short and will be for the rest of the storage crop. Golden Delicious is still heavy to 100-size and the Washington extra-fancy grade. Stay ahead on lower grade fruit due to light supplies and expect a much stronger market now that the varieties have finished. Washington Galas are essentially finished for the season. Imported Galas are still available on both coasts and are peaking on 90's and larger. Granny-Smiths are still heavy to 88's and larger. Small Granny's remain very limited so stay ahead. Most packers will sub larger sizes and higher grades on orders of smaller Granny's. Expect the Ganny-smith market to rise now that the varieties are finishing. Fuji's are still high in color and heavy to 88's and larger but they are almost finished. D'Anjou pears are still mostly large and peaking on the US# 1 grade. Fancy grade fruit remains very limited. D'Anjou supplies are extremely short as most packers will finish soon. Offshore D'Anjou's and Packham's are available on both coasts and are still heavy to the US# 1 grade and the 70/80/90 size range. Imported Bosc is also available on both coasts.

### ASPARAGUS

This market is stable. Mexico's production is moderate to good on large and standard sizing. Extra large and jumbos continue to demand a higher price. The availability will be light on these two sizes throughout the week. Peruvian product is moderate in supplies. The Peruvian also is very light on jumbo and extra large sizing.

### AVOCADO

Avocado crossings remain light from Mexico and are about 95% done. California harvest is good, and it is becoming the main source of avocados. This year is a very small crop. The end of August Chilean and Mexican fruit will start and better volume will be available. Look for higher prices as we move into and through August. We will see insufficient volume to meet normal demand through summer.

### BELL PEPPERS

**Western Green Bells and Colored Bells:**

The Bakersfield crop on green bells is producing good volume. Colored bell supplies are improving as new crop starts to kick into production. Good volume is still about a week away.

#### **Eastern Bells:**

North Carolina, Tennessee, and New Jersey are still the primary areas for peppers right now. There are some off grade, Sun Tan and Mixed Red Bell Peppers coming out of Georgia and Tennessee. Quality has been good and demand is steady. The market remains stable.

#### **BERRIES**

**Strawberries:** Good demand and light supplies the start of this week is causing a firm market. Strawberry plants are in between fruit set currently which will last for about two weeks before the next set comes on. Look for the market to be active and supplies on the short side for the next couple of weeks. The forecast is for warming trend going into the weekend which should help the fruit ripen quicker. Quality is being reported as good with an occasional fair lot. Sizing is medium counting in the 16 to 20 range.

**Raspberries:** Good demand and moderate supplies is causing a firm market. Quality is being reported as good with an occasional fair lot. Look for supplies to get better in the next couple of weeks.

**Blackberries:** Demand and supplies are moderate with a steady market. Quality is being reported as good to fair.

**Blueberries:** Oregon and Michigan are the two main areas that are harvesting blues currently. Oregon was hit with some heavy rain on Sunday which has interrupted harvest for a day. This will hurt supplies being transferred down to Watsonville for the front part of this week. Supplies are done in California and New Jersey Quality is being reported as good out of these new areas. Look for the market to stay firm into the end of this week.

#### **BROCCOLI**

This market is a little stronger. Large orders this past week has allowed suppliers to get caught up with their production. Expect pricing to slowly increase throughout the week on bunched product as well as crowns. Demand obviously will play a big part in this. Salinas and Santa Maria are the two main growing regions for this commodity.

#### **CARROTS**

California carrot supplies are good with good size on the jumbo product as well.

#### **CAULIFLOWER**

This market is getting stronger daily. A few suppliers have started the week sold out while others are open pricing. Supplies will be light throughout the week in Santa Maria as well as Salinas Twelve count sizing will be the best size available.

#### **CELERY**

This market is stable. A lack of demand has allowed large sizing to have a better availability to start the week. Smaller sizes, mainly 36s continue to be on the light side. Santa Maria and Salinas should have decent supplies throughout the week as the weather should be ideal. Large sizing has the best availability.

#### **CITRUS**

**Lemons:** The lemon market continues to strengthen in the face of improving demand that is typical for this time of year. Specific sizes are cleaning up on a daily basis but advance orders are well covered.

**Oranges:** Late season navels continue to be available but supplies are dwindling. The quality continues to be good. . Sizing in running to 56's/72's/88's with limited numbers on small sizes. Valencia oranges are in good supplies; peak sizes are 88's/113's/138's. Sugar levels are running good.

**Limes:** Lime supplies continue to be light to moderate with about steady demand. Larger sizes (110-150's) still limited.

## **CUCUMBERS**

### **Western Cucumber:**

Baja production is improving as new fields are coming into full production. Fresno has limited production, but remains day to day.

### **Eastern Cucumbers:** *Bob Reich*

Michigan is working cucumbers. Supply has been limited and demand continues to be strong. Quality has been good. The market remains steady.

## **EGGPLANT**

### **Western Eggplant:**

Fresno is going well with their crop and supplies are increasing.

### **Eastern Eggplant:**

Eggplant is available from Georgia and North Carolina. Quality has been good, and demand has been consistent. Color on eggplant is still good, and crops will move North shortly. New Jersey is beginning to quote a few eggplants.

## **GRAPES**

Central California shippers are just starting for the most part with extremely limited availability. Demand exceeds supplies of both red and green seedless. Red seedless will be limited this week but better volume should start next week. Green seedless is even more limited with most shippers still out 7-14 days from their start. Quality is good. We should see better availability at the end of the month and into August.

## **GREEN ONIONS**

This market continues to be flat. Supplies are steady out of Mexico with pencil sizing having the best availability. Suppliers look to be steady all week for this commodity ample to fill all orders for the week.

## **LEAF LETTUCE**

The romaine market is firm. The market continues to be steady on green and red leaf and this will likely continue throughout the week. Expect supplies to be good throughout the week on red and green leaf. The overall quality has been reported as good in terms of weight and texture of the product. Volume discounting is available on green and red throughout the week, so continue to promote these items.

## **LETTUCE**

This market is stronger with all suppliers. Salinas and Santa Maria production has lightened up compared to past weeks. The weights on lettuce are averaging 42-46 pounds. Production is expected to be lighter towards the end of the week. Brown butts, brown spotting and fringe burn are some issues currently with lettuce. Expect pricing to get stronger throughout the week.

## **MELONS**

**Cantaloupe:** The Westside shippers have started but product is extremely limited as weather is not cooperating and they are 10-15 degrees cooler than they should be at this time.

Not only are they not sizing up but they are also not maturing at the rate they should be. Demand exceeds supplies on all sizes.

**Honeydew:** The Westside has started but like the cantaloupe the dews are not maturing or sizing up as they should be by now. Most shippers are hoping for availability at the middle to end of the week. Demand exceeds supplies on all sizes.

## **ONIONS**

California yellows are slightly lower on jumbos and larger due light demand. Most shippers are dealing on volume orders of colossal and jumbos but mediums remain limited. New Mexico is also slightly lower on the larger sizes and is also dealing on volume orders. Reds supplies down slightly in California so the market is up slightly but a few shippers will still deal on volume. New Mexico is more limited on reds so their market is relatively high. White supplies are better in both areas and prices are steady to lower. California quality has been good on all colors. New Mexico quality has ranged from good to poor. Temperatures have been in 70's to 90's in California and in the 90's in New Mexico.

## **POTATOES**

The Idaho carton market has leveled off for now but suppliers are still limited especially in 60's and larger. All shippers are still rationing their product out to avoid or minimize a gap, by only covering regular business. Plan ahead as the market will continue to climb; in fact several Idaho packers have already finished packing! Idaho's quality is still mostly good but many lots have hollow-heart and internal black spotting. The Washington market has also leveled off. Most Washington packers have finished and only the largest remain. The larger packers expect to have storage supplies into late July and will have new-crop starting in late July or early August. The Colorado market is higher on all sizes due to light supplies. Most Colorado packers have also finished for the season. Colorado expects to start packing new crop spuds the last week of July. California still has good numbers of russet cartons and they continue to peak on 80-count and larger. The market is steady on all sizes except 100's which are more limited now. California's russet quality is excellent and they expect to pack for most if not all of July. Bakersfield has finished packing colored potatoes for the season. Stockton, California continues packing golds and reds available, whites will start later this week. The market is steady on reds and stronger on golds.

## **SQUASH**

### **Western Squash:**

Baja has fair supplies. Fresno and Santa Maria have been experiencing good growing weather and volume is picking up.

### **Eastern Squash:**

Michigan is shipping both Zucchini and Yellow Squash. Quality has been good, but demand has been light forcing the market to continue to be low.

## **STONE FRUIT**

Peaches are still coming on strong with very good volume. The domestic peaches are very good quality. Nectarines have better volume and good demand. Red and Black plums are available with good volume. Apricots are finishing up with very limited availability.

## **TOMATOES**

**Western:** The mature green tomato deal in the central valley of California is 'steady-as-she-goes', with some current strength on the extra-large or 5x6 size. Prices have remained constant but could potentially inch higher on the larger sizes over the next few days. However, daytime temperatures have cooled off to the high 80's & conceivably that could size up the fruit before maturity, which could offset that perceived strength.

**Eastern:** The Eastern Shore deal of Virginia/Maryland is not quite into full swing, but certainly is able to ship whatever supplies they do have to the Eastern wholesalers & terminal market, keeping prices firm too strong. This is despite the large FOB price differential from California, is much lower from a freight standpoint, and trucks are readily available as well.

## WATERMELON

Yields are down this summer on Watermelon and quality is a mixed bag. The market should remain strong throughout the summer. Mini Seedless are in light supply but should have better availability toward the end of the week into next.

## VALUE ADDED

The lettuce supplies are lighter to start the week. Some occasional russet spotting has been reported but very lightly. Romaine availability will be no issue in terms of availability. The overall production of value added items in terms of quality should be good. Broccoli supplies are still good to fill all demand. The cauliflower production will be light.

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

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