



# Premier Produce

## Market Report:

Date: 7/29/10

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

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**Weather** California's Central Coast is forecast to remain in a fairly typical summer time weather pattern this week although slightly cooler than seasonal norms due to the heavy marine inversion layer. Morning low clouds and fog, especially near the coast with slow clearing by the afternoon. Temperatures will range from the mid 60s near the coast to the mid 80s in the warmest interior valleys. Mid range forecasts show high pressure building and a slight warming trend late this week into the 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 are still very tight and getting tighter now that the early school business is coming back. Besides the small counts the markets on reds and Granny's are mostly steady. Golden delicious are higher as supplies are really low. Galas & Fuji's are finished for the season. D'Anjou pears are finished for the season in Washington. California is still packing green Bartletts and stark-crimson red pears. The markets for both are steady to lower as more shippers get started. Bosc pears will start in California in approximately 2 weeks

**ASPARAGUS** This market is firm on all sizes. Harvesting crews in Mexico have been limited due to weather conditions. Thunderstorms are expected again throughout the week in the growing regions. Expect product to be very light for the next two weeks. Peru is experiencing very cold weather also 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 is now past the 60% harvest point. Demand remains very strong. Mexico has entered into their light summer production.

**California Fruit:** The California harvest is peaking on 48's, with dwindling supplies of 60's and smaller.

**Mexican Fruit:** Growers have very little fruit to cross into the states as their season is at the end. The latest update on the beginning of their off bloom season is early August. If Mexico continues to get rain as they are, this could be pushed back.

**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. Red and black plums still with very good 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:** The Le Grand, Stockton and Gilroy areas have started, with increased production over the next few weeks. Bakersfield crop for colored bells is in good production.

### Eastern Bells:

Bell pepper supplies are ramping up in Michigan. With the increasing volume and weak demand, the market should continue a steady decline throughout the week. Quality has been excellent.

## **BERRIES**

**Strawberries:** Cool weather in the strawberry growing areas is limiting harvests causing the market to firm up. Quality is still fair with a few good lots due to the wet cool mornings. It is that time to keep your inventories down and only order what you need. Demand is still good. Sizing is medium with counts in the mid teens. Stem Strawberries are limited out of all areas. Market is higher.

**Raspberries:** Good demand with light supplies is keeping this market firm. Quality is good with a few fair lots.

**Blackberries:** California supplies are coming out of Watsonville at this time. Demand is good with a firming market. Quality is fair to good.

**Blueberries:** Supplies continue to improve out of Oregon, BC and Michigan with good quality fruit being harvested in all areas. The main pack size is pints with a few 6oz. being packed. Market is softer.

**BROCCOLI** This market continues to be soft. The availability of supplies is plentiful with all suppliers. Vendors are willing to make deals on volume orders on bunched or crowns so run offers buy. Mexico supplies will be moderate throughout the week. The quality is expected to be strong throughout the week in all of the growing areas.

**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 continues to be steady. Supplies are good with many shippers and volume quantities are available at discounted pricing. The best availability is coming in the twelve counts. The price fluctuations are not as dramatic as compared to past weeks, which is an indicator that supplies are good. Santa Maria and Salinas continue to be the two big growing regions at this time.

**CELERY** This market continues to be steady. Oxnard is finished and Salinas and Santa Maria are now the main growing areas of production. Smaller sizing is more readily available compared to past weeks. The weights and quality of celery continue to be strong. Pricing is very similar amongst all the sizes available.

## **CITRUS**

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

**Limes:** Supplies are tighter to begin the week due to rains last week in Mexico. Look for supplies to come back by the end of the week. Fruit is peaking on 175's, 150's. Smaller sizes beginning to shorted up a little as fruit sizes up.

**Oranges:** This should be the last week for late Navels. Valencia's are in good supplies and demand continues to increase. Market pricing on small choice grade fruit is firming.

## **CUCUMBERS**

### **Western Cucumber:**

Baja production will decrease slightly over the next 3 weeks.

**Eastern Cucumbers:** The recent heavy rains in the Michigan / Ohio area have caused the cucumber market to react. Prices are up this week and will most likely continue to climb through the week as New Jersey finishes up and more people look to Michigan.

**GRAPES** Red flames are running very small in the central valley with limited availability on large fruit. The market is staying steady with the large fruit pulling premium pricing. Red Scarlets are available with limited availability but very nice extra large fruit. Thompsons and Sugarones are available with good size and eating very well. Summer Royal blacks are available with good quality. Red Globes are set to start in the central valley in the next week to 2 weeks.

**GREEN ONIONS** This market is stronger. Heavy storms in the Mexico region have hampered production. The weather is going to be rough again this week and pricing has been stronger. Pencil sizing continues to have the best availability followed by mediums. Quality issues have been minimal.

**LEAF LETTUCE** Supplies have lightened up on romaine and pricing is competitive. Green leaf is steady. Some mildew is occurring on the outer leaves but suppliers are peeling that portion back. The weights are still good after the peel back on all leaf items. Foggy, overcast mornings continue to be in the Salinas growing region. The availability of romaine will be tighter next week compared to past weeks.

**LETTUCE** This market is softer. The availability is stronger with most suppliers, however there continues to be a gap in pricing of around four dollars amongst different shippers. The weights are good, averaging 44-48 lbs. Mildew and burn has been seen sporadically, but overall the quality has been good. The availability of this commodity will be good throughout this week.

## **MELONS**

**Cantaloupe:** Sugar levels are still good with solid fruit and good quality. We are starting to see better volume peaking to 9's. Small fruit is still very limited.

**Honeydew:** The west side fruit is available but peaking to 5's leaving minimal 8's available. Quality is very good and volume will continue to increase.

**ONIONS** All colors of onions are available in California this week. New Mexico got several inches of rain over the weekend so they have very limited availability on all colors. Washington continues with wintered-over yellows but the supplies are very light and the quality is dropping. California is still packing mostly average size yellows. The yellow market is lower on all sizes due to lack of demand. Reds are steady to higher with lower supplies. White supplies are light in both areas but pricing is steady. Colorado is starting to pack a few yellows and prices are steady to lower. Canada is packing yellows and will start packing reds next week.

**POTATOES** Idaho continues to peak on smaller size cartons but the market is higher again due to strong demand. The Idaho market is strong on all sizes and packs and will remain so for the balance of the storage season. Idaho's quality has been mostly good but peeper-sprouts and internal black-spotting have been seen in some lots. Washington has started packing new-crop norkotahs and is peaking on 80/70's. The Colorado market is still in a demand-exceeds supplies situation. They are still heavier to 60/70's but supplies are extremely light as the smaller shippers have finished packing and storage supplies are very low. They will be done with old-crop in the next 2 weeks. California is still packing norkotahs and is heaviest to 70/80's, but this will be their last week. Prices remain mostly steady on all sizes. California also continues to pack colored potatoes. Most Bakersfield packers have finished. All Colors are available from the Stockton area. There are still a few left in Bakersfield as well but Stockton has the better quality and color. North Carolina, Virginia, and Alabama have reds and a few golds, with some round whites, but the temperatures have been so hot that they aren't holding up after harvest which has pushed much of the business to California. Minnesota/North Dakota and Wisconsin have starting to pack reds also.

## **SQUASH**

**Western Squash:** Baja looks to have good steady supplies for the next few weeks. Santa Maria has good steady volume on Italian, but Yellow production is down some.

**Eastern Squash:** After a tight weekend for squash, things seemed to have loosened up a bit this week. Prices are steady and the volume is definitely there. Quality is good.

## **TOMATOES**

**Eastern:** Roma tomatoes continue to be behind on production compared to the other crops, and we are seeing higher fobs on the Romas compared to weeks previous. Round tomatoes are in good supply and have cleaned up the majority of the fruit that was affected by previous heat and rain. Cherry and Grape have also come down on price and availability is good. reports of quality are much better than last week. There are a lot of "local" growing deals along the east up into Michigan and that will keep fob's low and supplies good.

**Western:** Supplies out of San Diego are increasing as the transition is done. We are seeing better availability on all packs. Cherry and Grape tomato production is strong with low FOB's and shippers making deals to keep things moving. 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. There are promotable volumes and pricing is steady to higher.

**VALUE** The lettuce quality is better. There have been some complaints that processed lettuce has had issues with shelf life shortage. This week the lettuce should be stronger in terms of quality which will lead to better shelf life. The supplies of romaine have been better to start the week. There continues to be a few issues upon arrival of brown to red discoloration on romaine and lettuce items. The quality of value added items is expected to be better this week.

## Commodities at a glance...

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

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