



Premier Produce

Market Report:

Date: 7/5/10

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 low 90s in the warmest interior valleys. Mid range forecasts show high pressure building and a slight warming trend late this week into the Holiday weekend.

APPLES/PEARS Washington is still pushing larger count premium grade reds, golds, and granny-smiths while the smaller counts and lower grades remain short. The markets on all three varieties are steady but there are deals on 56/64/72's. Galas & Fuji's are the only two varieties left and the Gala supplies are really light. D'anjou pear supplies are lighter and the market remains strong as we approach the end of the season. Most shippers only have large size US#1 grade fruit left and will have them for another week. The quality has been good. Expect prices to stay strong through the end of the season. New crop California green Bartlett and red Bartlett's will be available in late July.

ASPARAGUS This market is stronger on all sizes. Jumbos are almost non-existent and extra large is being used to substitute. California is all but finished in production. Peruvian product is still available on the East and West Coast. Product from Mexico is also available. Good quality is reported from suppliers.

AVOCADO California harvest continues 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. Small fruit is getting shorter as fruit is sizing up and retail has been pulling these sizes. Demand will continue very strong as Mexico supplies fall away.

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

STONE FRUIT Domestic peaches and nectarines are going strong with good volume. Product is sizing up and the quality is excellent. Tree ripe or preconditioned peaches, nectarines and plums are now available. Apricots are limited but still available for loading out of California. Washington cherries are available but volume is still limited

BELL PEPPERS

Western Green Bells and Colored Bells: Bakersfield harvest on greens is increasing production and will continue so over the next 2 weeks. Picking is still peaking on extra large and jumbo size. The California desert crop for colored bells is dropping as their season is coming to an end and high heat is starting to take a toll on the last on the bells. Some growers will be able to go into July with light volume. Bakersfield crop for colored bells now looks to start around the second week of July.

Eastern Bells Tennessee and the Carolinas are now the only regions on the west working pepper. New Jersey should be starting in another week or so and the West is back into good supply so demand has backed off enough to keep the market steady. Michigan will begin to ship pepper around the first of August.

BERRIES

Strawberries: The cool weather in the strawberry growing regions has caused supplies to tighten up and with good demand from the 4th of July pull has caused the market to firm up. Demand should ease up as we go into the weekend. Quality is still being reported at good with full color fruit and counts in the mid teens. Strawberries are still harvested out of Santa Maria, Salinas and Watsonville areas. Some of the growers in Santa Maria have switched their fields to the freezer market.

Raspberries: Demand is good with lighter supplies. Market is firm. Quality is good.

Blackberries: California supplies are coming out of Oxnard and Watsonville. Demand is light with building supplies. Quality is fair. Market is steady.

Blueberries: Supplies are moderate out of both the East and West coasts. Over the next two weeks California, New Jersey and Georgia supplies will finish up for the season. Michigan, Oregon and BC are just starting up. Oregon is facing some weather challenges... mild days and cold nights. Michigan is running a little earlier this year. BC should come on during the week of July 8th with light volumes. Quality is good with a steady market. The main pack size on both coasts is pints with a few 6oz being packed.

BROCCOLI This market is steady to start the week. The availability is light to moderate with most suppliers. Some suppliers continue to experience planting gaps on both bunched product as well as crowns. 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 is steady. Supplies, like broccoli is light to moderate. There will likely be price fluctuations throughout the week with different suppliers. Planting gaps are in the forecast with this commodity. Santa Maria and Salinas continue to be the two big growing regions at this time.

CELERY This market continues to be steady. Oxnard will be finished by the end of June and Salinas will be 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. Demand is very good. The market is firming on 140's and larger. Quality is very good.

Limes: Good supplies on smaller fruit, with larger fruit remaining limited.

Oranges: Demand for late Navels are slow as more users switch into Valencia's. Valencia's are in good supplies. Valencia quality is good and eating well.

CUCUMBERS

Western Cucumber: Baja production has steadied as weather is warming. Some growers are expecting slight decreases over the next 7 days. Demand is very good.

Eastern Cucumbers: With Michigan, Ohio and New Jersey now solidly harvesting cucumbers alongside Tennessee and the Carolinas, this market will continue to drop. Quality and demand have been good.

GRAPES Nogales, Arizona Mexican fruit and Coachella, California with domestic fruit both have product available on red and green seedless grapes. The reds are flame seedless and are available with good volume size is peaking to large. The greens are primarily Sugarones now and the fruit is very nice with deals available on load volume. Black seedless are also available in both areas. Mexican Globes are available with limited supplies and good quality.

GREEN ONIONS This market continues to be steady. Production is good out of the Mexico region. Pencil sizing continues to have the best availability followed by mediums. There have been less issues of yellowing compared to past weeks. Supplies are good on iceless product if there is a need.

LEAF LETTUCE Supplies continue to be strong on romaine and suppliers are listening 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. Warm afternoon temperatures, mixed in with foggy, misty mornings have made this commodity vulnerable to mildew and tip burn. Red discoloration will be seen in certain lots. Most shippers are having these issues.

LETTUCE This market is steady to start the week. The availability will continue to vary amongst all the suppliers and this will create a variance in pricing by two to three dollars. Warm weather and 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.

MELONS

Cantaloupe: Desert melons will be finishing up in the next two weeks so shippers will be hit and miss with availability. The sizing is still peaking to 9's for most shippers and sugar levels are very good. There is availability in Arizona as well as the Brawley area of California. There are heavy retail ads on 12's so most shippers are limited. West side shippers will start scratching next week so product will be available around July 12.

Honeydew: Mexico fruit is still going strong with availability but quality is just ok depending on the shipper. Arizona and California fruit is still available with good volume and better quality. Westside shippers are scratching this week with some limited availability and next week should have better availability.

ONIONS California & New Mexico continue packing all colors and Washington has started with some wintered-over yellows. California has more large yellows and Washington has jumbos and mediums only. New Mexico's size profile is smaller now and they are heavier to medium and pre-packs. The demand for small yellows is still very strong and the prices are steady to higher. Large yellow demand is fair and there are volume deals in all areas. Reds are mostly lower to steady in California and steady in New Mexico since there are more planted out west. The red demand has been slow so expect deals on volume in California. Whites are lower in both areas due light demand and volume deals will remain on them as well.

POTATOES Idaho continues to peak on small size cartons. The market is steady but strong on largecounts and number twos due to increased demand. The smaller cartons are steady. Idaho's quality has been mostly good but peeper-sprouts and internal black-spotting have surfaced in a few lots. Washington is packing for the next 2 weeks and is steady on pricing as they are almost finished for the season. They are peaking on 70/80's and expect to have product through the week of July 4th. The Colorado market had dropped on large counts due to light demand but has firmed back up. Smaller counts and consumer bags are steady. They expect to pack into the middle of August. Their size profile is peaking on 60/70's. California continues packing new crop Norkotahs and is heaviest to 70/80's. New crop prices have been very steady along with the demand. Quality has been good. California also continues to pack colored potatoes but the demand has been very strong so stay ahead!! They will ship from Bakersfield for one to two more weeks and then transition to Stockton, California. Stockton will have supplies through September. North Carolina and Alabama have reds but the temperatures are so hot that they aren't holding up very well after harvest so it's pushing a lot of business to California. East coast supplies will be better next week.

SQUASH

Western Squash Baja expects increased supplies in early July. Fresno is dropping in volume as their season comes to a close until the fall. Santa Maria has finally started to increase and will stay steady for several weeks.

Eastern Squash: Michigan and Ohio are working squash this week and Tennessee continues to ship out for another week or so. Quality and supply are steadily improving in all areas so look for this market to trend downward in the coming days.

TOMATOES

Eastern: The east coast producing areas fob's seem to have stabilized from the little upswing from last week. There continues to be less of the smaller sizes but overall there is plenty of fruit across the board. Cherry tomato production continues strong with good availability and lower fob than weeks previous. The other eastern states continue to increase production., Arkansas, Tennessee are some of the growing areas picking up speed with grape and round tomatoes and will continue increase as we progress through this and into next week. Other local producing areas are getting close to starting as well such as Ohio and Michigan. With the other eastern growing areas getting up to speed this is going to keep volume and production high. We can expect pricing to stay moderately low through June and a small spike which we are starting to see due to the 4th of July pull right on top of us. We can expect to see pricing come right back down after the holiday pull. Reports of quality are good to fair with the heat being the main contributing factor to lesser quality fruit. The weather has been hot with some light showers in the north that did not disrupt production but shelf life is shorter.

Western: Supplies out of San Diego inconsistent with transition into the northern growing areas. 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 is going strong 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 has had issues mentioned earlier. There have been some complaints that processed lettuce has had a shorter shelf life. Although supplies are moderately better on lettuce this week, expect processors to continue to purchase extra acreage. 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	Steady
Bell Peppers(Western)	Fair	Steady
Bell Pepper (Eastern)	Good	Steady
Berries: Strawberries	Good	Higher
Berries: Raspberries	Good	Higher
Berries: Blackberries	Good	Steady
Berries: Blueberries	Good	Higher
Broccoli	Good	Steady
Carrots	Good	Steady
Cauliflower	Good	Steady
Celery	Good	Steady
Citrus: Lemons	Good	Steady
Citrus: Oranges	Good	Steady
Cucumbers (Western)	Good	Steady
Cucumbers (Eastern)	Good	Lower
Grapes	Excellent	Steady
Green Onions	Good	Steady
Lettuce: Leaf	Fair	Steady
Lettuce: Iceberg	Fair	Steady
Melons: Cantaloupe	Good	Steady
Melons: Honeydew	Good	Steady
Onions	Good	Steady
Pears	Excellent	Higher
Potatoes	Good	Steady
Squash (Western)	Good	Lower
Squash (Eastern)	Good	Lower
Stone Fruit	Excellent	Lower
Tomatoes (Western)	Good	Steady
Tomatoes (Eastern)	Good	Fair Steady
Watermelon	Good	Steady

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