

The Source

August 19, 2020



Market Alerts

Apples – Small size fruit continues to remain limited. New crop gala and **Ginger Gold** varieties will be entering the market. **Red Del** stocks are depleting.

Asparagus – Steady supplies out of Peru and Mexico. Demand is starting to pick up with the Labor Day pull.

Avocados – Steady market with good demand. #2 grade fruit is very limited out of Mexico. Dry matter on new crop fruit improving weekly.

Bell Peppers – Steady market now, however heat in growing areas will push quality and production down and markets up...stay tuned.

Berries (Blackberries) – Excessive hot weather over the last 5 days has caused yields to drop and quality to suffer.

Berries (Blueberries) – Multiple growing areas are producing fair yields causing the market to flatten out. Imported fruit from Peru is right around the corner in the next 2 to 3 weeks.

Berries (Raspberries) – Excessive hot weather over the last 5 days has caused yields to drop and quality to suffer.

Berries (Strawberries) – Excessive hot weather over the last 5 days has caused yields to drop and quality to suffer.

Broccoli – Some quality issues will be prevalent giving the recent and current heat wave in the Salinas Valley and Santa Maria.

Continued

Brussels Sprouts – More supplies and better quality is the outlook.

Carrots – Sizing out of the Bakersfield area is still running on the smaller side causing prices on jumbos to be escalated and the cello category is similarly limited. Mexico is steady out of the McAllen Texas area and Colorado and Michigan are up and running as well.

Cauliflower – Steady supplies in both the Salinas Valley and Santa Maria.

Celery – Steady supplies continue in both northern and southern California with this commodity. There is a gap in pricing in the marketplace. Expect lower pricing in the Oxnard/Santa Maria region. All sizing is available with most shippers.

Citrus (Lemons) – Good supplies out of the Coastal District. Markets are active and firm on fancy grade. Choice market is still looking steady.

Citrus (Limes) – Markets are holding firm with active markets on 200's and larger. 230/250's market is slightly coming off. Please place orders with lead time.

Citrus (Oranges) – Valencia demand is stronger and markets are firming up. 113's & 138's are very tight, put orders in advance for better coverage.

Continued

Cucumbers – Higher markets from transitioning fields in Baja, short term rise anticipated. Quality is good.

Eggplant – May see some stronger markets once heat wave rolls through- at this time markets and quality is steady.

Grapes (Green) – Market is steady and demand is good. Green varieties showing good quality and sugar levels. Promotable volumes through the month of August.

Grapes (Red) – Market is steady and demand is good. Quality has been consistent with promotable volume through August.

Green Onions – Plenty of supplies and good quality.

Kale – Flat market and steady supplies expected throughout the week.

Lettuce (Iceberg) – This market is stronger. High temperatures in the growing regions has caused for defects like puffiness, misshapen heads and discoloration. The quality will be moderate at best. Value added product will have a shorter shelf life than normal.



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Lettuce Leaf – Romaine as well as romaine hearts continues to be light in availability. Red leaf as well as green leaf is stronger in the marketplace. Fringe and tip burn is being reported on all leaf and romaine items by all suppliers due to excessive temperatures in the growing regions. The quality is expected to have quality issues throughout this week.

Lettuce Tender Leaf – Quality issues will be prevalent giving the recent and current heat wave.

Melons (Cantalope) – Market has softened and demand is good. Extreme heat advisory for the valley all week. May see quality issues going into next week along with less yields.

Melons (Honeydew) – Market has softened and demand is good. Extreme heat advisory for the valley all week. May cause quality issues going into next week along with less yields.

Melons (Watermelon) – Market is steady and demand is good. Market will firm up with Labor Day right around the corner.

Onions – NW season is ramping up. Availability is improving daily from WA and Idaho. CA and NM have finished.

Market Alerts

Pears – CA pears are limited on on 100 CT and smaller sizes. WA is starting on new crop Bartlett's soon. Demand is keeping prices elevated.

Pineapples – Crown fruit volume is down out of both coast with markets firming up. Crownless fruit supplies is improving. Quality is looking fair. Organics supplies are in better shape, need orders in advance.

Potatoes – New crop **Norkotahs** have entered the market. Quality is excellent, number 2 stocks are limited and prices are elevated. Remaining **Burbank** storages are limited with below average quality.

Squash – Heat in growing regions will affect quality as well as production and we will see markets getting strong. Cautious on quality!

Stone Fruit – Market remains firm and demand continues to strengthen. Availability is extremely limited on all sizes. Quality has been consistent. Strong retail ads in play for Labor Day holiday.

Tomatoes – There are multiple growing regions for tomatoes spanning AL, TN, VA, MI, NC, NJ, CA, Mex, and Baja. Quality varies by region. Backyard growing has soften demand and pricing is steady. Weather may reduce supply as summer crops wind down slowing the transition to Fall fields in September.

Weather

California – Warm inland temperatures continue with slight cooling towards the coast into the weekend. Another round of heat and humidity expected next week.

Mexico – Scattered showers and thunderstorms with seasonably warm temperatures look to continue into next week.

Florida – Near normal temperatures and daily widespread showers continue across the region.

Freight

Trucks remain tight in California, Idaho, and the Northwest. Rates are also higher than normal. The national average remained steady at 2.427 per gallon.

A Peak at Peak Seasons





































Blueberries	Pears
Carrots	Pineapples
Cantalope	Potatoes
Green Grapes	Red Grapes
Honeydew	Stone Fruit
Lemons	Tomatoes
Onions	Watermelon
Oranges	



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Commodities at a Glance

 Apples	Quality is good, pricing is higher	 Celery	Quality is good, pricing is steady	 Lettuce Leaf	Quality is fair, pricing is higher
 Asparagus	Quality is good, pricing is steady	 Citrus (Lemons)	Quality is good, pricing is steady	 Lettuce tender leaf	Quality is fair, pricing is steady
 Avocado	Quality is fair, pricing is steady	 Citrus (Limes)	Quality is poor, pricing is higher	 Melon (cantaloupe)	Quality is good, pricing is lower
 Bell Peppers	Quality is good, pricing is higher	 Citrus (Oranges)	Quality is good, pricing is higher	 Melon (honeydew)	Quality is good, pricing is lower
 Berries (blackberries)	Quality is poor, pricing is higher	 Cucumbers	Quality is good, pricing is higher	 Melon (watermelon)	Quality is good, pricing is lower
 Berries (blueberries)	Quality is fair, pricing is steady	 Eggplant	Quality is good, pricing is steady	 Onions	Quality is good, pricing is lower
 Berries (raspberries)	Quality is poor, pricing is higher	 Garlic	Quality is good, pricing is steady	 Pears	Quality is good, pricing is higher
 Berries (strawberries)	Quality is poor, pricing is higher	 Grapes (Green)	Quality is good, pricing is steady	 Pineapples	Quality is good, pricing is steady
 Broccoli	Quality is fair, pricing is steady	 Grapes (Red)	Quality is good, pricing is steady	 Potatoes	Quality is good, pricing is higher
 Brussels Sprouts	Quality is good, pricing is lower	 Green Onions	Quality is good, pricing is steady	 Squash	Quality is good, pricing is steady
 Carrots	Quality is good, pricing is higher	 Kale	Quality is good, pricing is steady	 Stone Fruit	Quality is good, pricing is higher
 Cauliflower	Quality is good, pricing is steady	 Lettuce Iceberg	Quality is fair, pricing is higher	 Tomatoes	Quality is fair, pricing is steady

