

The Source

October 14, 2020



Market Alerts

Apples – Market mostly steady. Some upward pressure on smaller lower grade fruit.

Asparagus – Demand exceeds situation brought on by minimal supplies coming out of Peru and Mexico.

Avocados – Market is steady with good demand. Recently, 48's have come under pressure. Strong retail ads for the month of October promoting large fruit. This is the last big push for retailers to promote and push avocados before focusing in on holiday items.

Bell Peppers – Coachella district set to start in two weeks, quality is good, supplies meet demand and market is steady.

Berries (Blackberries) – Supplies are in good shape due to an increase in Mexican production. Markets should soften.

Berries (Blueberries) – Imports dominate the market right now with sporadic arrivals. Market is firm and higher. Mexican production is due to increase next week.

Berries (Raspberries) – Supplies are in good shape due to an increase in Mexican production. Markets should soften.

Berries (Strawberries) – Warmer weather has caused a temporary increase in numbers as we see lighter demand this week. Look for the market to adjust slightly lower.

Broccoli – Steady supplies out of the Salinas Valley and Santa Maria.

Brussels Sprouts – Brussels Sprouts market continues to stay steady on the higher side.



www.proactusa.com

Continued

Carrots – Jumbos are still in light supplies on the West coast and that market is elevated as the shippers transfer carrots from outside the US to fill orders.

Cauliflower – Markets are going up due to lower yields brought on by the last few heat waves.

Celery – The market attempted to get stronger at the end of last week, but this died down. Supplies continue to be strong in Oxnard/Santa Maria and light to moderate in Salinas. Demand is average at best. The quality continues to be good. The best deals continue to be in southern California so please keep in mind.

Citrus (Lemons) – The coastal district has a few weeks left of the season. D3 (Desert crop) is starting out with light supplies. Markets are steady. Fancy grade is holding firm and choice market is holding steady. Reach out if you have any interest on imports.

Citrus (Limes) – Markets on 200's and smaller are starting to soften. 175's and larger are still holding firm with lighter supplies. Quality has improved. Please place orders with lead time.

Citrus (Oranges) - Valencia supplies are winding down for the season. 88/113/138's are very limited. Better supplies on 72's and larger. Markets are active on both grades and quality is fair. Please put orders in advance for better coverage.

Cucumbers – Baja is going and more cucumbers are crossing in Nogales - better supplies out of east as well, market is lower. Condition and quality are solid.

Continued

Eggplant – Slightly higher market on eggplant as Santa Maria area is finishing up. Nogales has not yet started.

Garlic - Steady supplies on this commodity for the week. Overall quality is good. The market has remained unchanged.

Grapes (Green) – Market slightly higher on decreasing end of season supplies and quality. This is a good time of year to spend the money and buy a better green grape.

Grapes (Red) – Market mostly steady. Wide range in quality and price.

Green Onions – Plenty of supplies to go around. Market continues to be flat.

Kale – Goody supplies continue on this commodity. The market will be steady throughout the week.

Lettuce (Iceberg) – Demand exceeds supplies with this commodity. Escalated pricing on all value added items will begin this week. Issues of lightweights, misshapen heads, discoloration, and weaker product will continue throughout the Salinas season. Huron will begin Next week, and Yuma will start the first to second week in November.

The Source

October 14, 2020



Market Alerts

Lettuce Leaf – Romaine as well as all leaf items will be light in availability for the next few weeks at a minimum. The quality will continue to suffer with tip and fringe burn, pink ribbing, light weights and shorter shelf life. All value added items are on escalators. Demand exceeds supplies. Yuma production is expected to begin the first to second week in November.

Lettuce Tender Leaf – Supplies continue to be light on spinach and cilantro due to the recent heat waves.

Melons (Cantaloupe) – Market holding steady with good demand. Size structure trending down and peaking on 12's. Limited on larger sized fruit (J9's/9's). Overall quality and brix levels are good. Production on import fruit continues to improve. Mexico currently peaking on large (6's/J9's) sized fruit.

Melons (Honeydew) – Market is holding steady with good demand. Most growers in the San Joaquin Valley have concluded their 2020 season. As the industry transitions to the desert region, production continues to improve weekly. The desert region is known for its inconsistent weather patterns. High gusty winds are common and do leave scars and bruising externally on honeydews. Production on Mexican fruit out of Nogales showing improvement as well.

Melons (Watermelon) – Steady market with good demand on import out of Mexico. As the season progresses, quality will only improve. Good availability on cartons, bins and minis.



www.proactusa.com

Market Alerts

Onions – The Northwest has finished harvest and will exclusively ship out of storage next week. Demand is higher on red and white onions with export to Mexico. Quality is excellent.

Pears – Market up on Bartletts and Anjous with light supplies of smaller sizes. Steady on **Bosc** and **Reds**.

Pineapples – Due to a strike in Costa Rica, anticipated arrivals have been delayed which cause light supplies on both coast for the next few weeks. Current markets are stable and quality is looking nice.

Potatoes – Idaho has started shipping storage norkotahs, which have undergone the sweat process. Harvest is complete 2 weeks ahead of schedule. Limited field run burbanks are available at an upcharge. They will become more available early November.

Squash – Supplies out of Santa Maria and out of Sonora through Nogales are up as well as production out of Eastern US, more than ample supplies and no change in demand, market is coming off significantly and expected to continue to be low.

Stone Fruit – Nectarines are done. Peaches are almost done (mostly utility grade). There should be plums into Dec.

Tomatoes – Round and grape tomatoes remain escalated in the east and west. Supplies are winding down and will continue to decline until the last week of October. New crops in Mexico are starting to help supplement the Fall season but the market has risen as California finish ahead of schedule. Quality is Fair overall and better out of new production areas of Mexico and FL.

Market Alerts

Tomatoes (Cont) – Florida crops set for Mid-October are on track but supplies will be light getting started until the first week of November. Roma tomatoes are finished in the east with demand shifting west this week. Markets will remain tight for another week before any relief begins to ease the market.

Weather

California – High pressure builds out west bringing another round of hot temperatures to the region into the weekend, cooling to near seasonal temperatures early next week.

Mexico – Isolated showers and thunderstorms with seasonal temperatures look to continue across Central Mexico into next week.

Florida – Temperatures hover a few degrees above normal cooling slightly into the weekend with a few light showers possible over southern counties.

Freight





































Trucks remain tight in California, Idaho, and the Northwest. The national average is currently at 2.395 per gallon.

A Peak at Peak Seasons

Apples	Onions
Blackberries	Pineapples
Raspberries	Potatoes
Citrus (Lemons)	Stone Fruit (PAST PEAK)
Citrus (Limes)	Tomatoes (PAST PEAK)

The Source October 14, 2020

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is fair, pricing is higher
 ASPARAGUS	Quality is fair, pricing is higher	 CITRUS (LEMONS)	Quality is fair, pricing is steady	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady
 AVOCADO	Quality is fair, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is poor, pricing is higher	 MELON (HONEYDEW)	Quality is good, pricing is steady
 BERRIES (BLACKBERRIES)	Quality is good, pricing is lower	 CUCUMBERS	Quality is good, pricing is lower	 MELON (WATERMELON)	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is higher	 EGGPLANT	Quality is good, pricing is higher	 ONIONS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is good, pricing is lower	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is steady	 GRAPES (GREEN)	Quality is fair, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is steady	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is good, pricing steady
 BRUSSELS SPROUTS	Quality is fair, pricing is steady	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is lower
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is fair, pricing is higher
 CAULIFLOWER	Quality is fair, pricing is steady	 LETTUCE ICEBERG	Quality is fair, pricing is higher	 TOMATOES	Quality is fair, pricing is steady

