

The Source

July 28, 2021

PRO*ACT

Market Alerts

Apples – Market slightly higher as we near the end of the old crop. New Crop Galas should start in a little over two weeks.

Asparagus – Good supplies from Peru and Mexico are keeping the market steady. Look for quality and the market to stay steady going into next week.

Avocados – Markets are holding steady with good demand. Very light supplies on #2 grade fruit. New crop has hit the pipeline and hearing reports of fruit checkerboarding. Size structure on new crop peaking on 60s and smaller. New crop fruit will require additional ripening time. Virtually, fruit will appear bright green externally. A firm squeeze is the best way to gage ripeness.

Bell Peppers – Volume picking up out of all growing regions, especially in the east. Quality is good. Pepper ramping up out of Michigan and Ohio with several other local regional deals.

Berries (Blackberries) – Product is in short supply due to cooler weather and fair demand.

Berries (Blueberries) – Multiple growing areas continue to produce adequate numbers to keep the markets flat.

Berries (Raspberries) – The upcoming warming trend should help strengthen yields for the weekend.

Berries (Strawberries) – The market is firm with higher undertones for the weekend as lower yields adjust to stronger demand.

Broccoli – Better demand is keeping this market at a higher level. Supplies are steady and quality is good coming out of the Salinas Valley, Santa Maria, and Mexico.

Continued

Brussels Sprouts – Local supplies in the Salinas area are still extremely tight. Look for this market to be in demand exceeds supply through next week. Quality is fair.

Carrots – Quality is good on all bulk and value-added product. Markets remain steady. We do have options out of Texas as well.

Cauliflower – Supplies are steady coming out of Salinas, Santa Maria, and Mexico and quality are fair with occasional discoloration. Look for this market to stay steady going into the weekend.

Celery – Southern California continues to have strong production with this commodity. Salinas will continue to harvest as well. In essence, supplies look to be good throughout the week. Some shippers continue to flex so promote as much as possible. Large sizing continues to have the best availability.

Citrus (Lemons) – Supplies out of Ventura County continue to limit domestic supplies. Pricing is higher on both Fancy and Choice grade fruit. We're seeing better supplies on imports out of the east coast with good quality. Imports out West are looking to arrive at the end of the month.

Citrus (Limes) – Supplies and markets have remained steady in all sizes. The rain in Mexico could halter crossings due to lighter yields and shrinkage. We have availability out of Texas, and also have cross dock options out west and east coast.

Citrus (Oranges) - We are in full swing on Valencia's, supplies are looking steady on 88's and larger, small sizes remain light. Quality is good and prices are stable.

Cucumbers – Steady supplies and good quality out of all growing regions.

Continued

Eggplant – Overall good supplies. NC is still going with eggplant while MI is about two weeks away. Quality is good.

Garlic – California supplies remain very tight. Imports from Mexico and Argentina will offset in a minor way. Pricing is higher and quality is good.

Grapes (Green) – Quality and volume improving. Prices easing off due to moderate demand.

Grapes (Red) – Good demand on reds. Market is going steady.

Green Onions – Good supplies coming out of Mexico. Look for this market to stay steady.

Kale – Steady supplies are keeping this market level. Watch this market closely with the upcoming heatwave.

Lettuce (Iceberg) – This market is stronger with all suppliers. Soil disease like sclerotinia continues to have growers losing yields. Tip and fringe burn are also being reported. Supplies will tighten up throughout this week. Demand will rise with the opening of schools in early August. This market looks to be active in the upcoming weeks.

Lettuce Leaf – Romaine as well as green and red leaf is active in the marketplace. Lower yields due to fringe and tip burn will cause less availability of the product. Demand will be up as well as increased business is inevitable with schools opening across the country. Currently, shippers continue to flex on romaine hearts so promote as much as possible.

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Lettuce Tender Leaf – Heat wave the last couple of weeks has caused quality issues and lower yields on Cilantro. The market is up and supplies are extremely tight. Watch for this market to stay high the next couple of weeks.

Melons (Cantaloupe) – To start the week, markets are slightly higher with good demand. Size structure peaking on 9/J9s. Smaller-sized fruit is light, mostly pallet volume. Quality is great and sugars as well. With schools starting up and strong retail ads in play, markets may strengthen.

Melons (Honeydew) – Honeydew markets are steady with good demand. Quality has been great. Clean external cast with brix sugars trending at 10% or better. Peaking on 5/J5s and very light on 6s and 8s.

Melons (Watermelon) – Watermelon markets are steady with good demand. Supplies are plentiful for both east and west coast. Quality on regular and mini seedless has been great.

Onions – Markets are steady out of both California and New Mexico. White onions remain elevated out of both regions. New crop Northwest onions are expected at the end of August.

Pears – California pears in full production. Good supplies and a wide range of sizes.

Continued

Pineapples – Supplies are tight up and will continue through early August. This is typical of this crop's early summer growing cycle. Quality is good and pricing is steady on whole and crownless fruit.

Potatoes – Several small packers have ended their seasons early causing an increase in demand of limited available stocks of storage crops. New crop norkotahs are expected to be harvest the week of August 16th.

Squash – Recent rain out east caused prices to rise. West coast squash is up due to lighter volumes. Expect higher prices as volume gradually picks up over the next few weeks on both coasts. Quality is good.

Stone Fruit – Good supply and quality in all varieties. Market steady.

Tomatoes – California continues to struggle with hot weather as another round of warm temps will hit growing regions this week. East coast volume is light but will pick up slowly over the next 2-3 weeks. Quality is good. Expect fairly steady markets.

Weather

California – A week ridge of high pressure from the east produces dry conditions with near to above normal temps, peaking on Friday, cooling slightly into the weekend.

Mexico – Isolated showers and thunderstorms are likely through the weekend. Temps are likely to continue to be near to slightly below normal this weekend.

Florida – Onshore flow from both coasts collides inland, bringing numerous rain showers. Expect partly cloudy skies for Friday and Saturday, with a precipitation probability of less than 30%.

Arizona – Brief warming and drying early to the mid-week before moisture and chance for storms return late week due to an increase in moisture associated with an inverted trof.

A Peek at Peak Seasons

Blueberries
Carrots
Limes
Oranges

Grapes (Green)
Grapes (Red)
Pears
Stone Fruits
Strawberries (Past Peak Season)

Freight

Trucks remain tight and expensive in California, Idaho, and the Northwest. The national average remained steady and is currently at 3.342 per gallon.

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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 fair, pricing is higher	 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 lower	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is steady
 BERRIES (BLACKBERRIES)	Quality is fair, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is lower	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is fair, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is fair, pricing is higher	 GRAPES (GREEN)	Quality is good, pricing is lower	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is higher	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is fair, pricing is higher
 BRUSSELS SPROUTS	Quality is fair, pricing is higher	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is higher
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is steady	 LETTUCE ICEBERG	Quality is fair, pricing is higher	 TOMATOES	Quality is good, pricing is higher