

The Source

June 14, 2023

PRO*ACT

Market Updates

Apples –There are good supplies of foodservice size galas, Fujis, and Reds. Golds are nearing the end of the storage crop. The supply of Granny Smiths remains low.

Asparagus –As Michigan is expected to be finished next week, domestic supplies are winding down. Washington State is pretty much done for the season. Mexico's supplies continue to improve this week. From the south, mostly in Ica, Peru continues to produce only limited quantities. Nevertheless, we expect the large growing areas to begin in late June or early July. With overlapping production from Mexico, Canada, Peru, and the United States, supplies will be good going forward.

Avocados –The market is steady on 48ct and lower on 60/70ct fruit. Within the next month, the current crop will be finished. Flora Loca is the next crop and will peak around 48-70ct in size.

Bell Peppers –There are steady supplies coming out of Georgia, and local deals will begin to appear the week of June 20. Western supplies are a bit lighter as Nogales is about done and Coachella is winding down. A new crop out of Bakersfield will start next week, so there will be some overlap. Quality is better in California.

Berries (Blackberries) –In Georgia, some production has begun. It is expected that West Coast numbers will begin to appear by the end of next week, weather permitting. There are still light numbers crossing the Mexican/U.S. border

Berries (Blueberries) –The Central California Valley has begun to produce decent numbers helping to ease previously short supplies. Georgia, North Carolina, and New Jersey are all in production.

Berries (Raspberries) –This item continues to be short in supply due to cooler weather which is not producing much fruit. Over the next several days, California's temperatures are expected to warm slightly, which should help berry maturation and color.

Berries (Strawberries) –The Santa Maria numbers have lightened due to many shippers still packing fresh rather than freezing. By the end of the week, Salinas and Watsonville should produce better numbers. This was a result of better temperatures and a weakening marine layer.

Continued

Broccoli –There continues to be a good supply of broccoli in Santa Maria and Salinas, including florets. Overall, the quality is above average. With good supplies and quality, we can expect this market to remain steady into the weekend.

Brussels Sprouts –There is a very limited supply of Brussels sprouts. Oxnard normally begins on the first of May but has been delayed. The market is expected to remain steady as the weekend approaches. There are reports of seeders and discoloration, which is causing lower yields and smaller sizes. During the next few weeks, supplies will remain limited.

Carrots –The Imperial Valley is finished. The main growing region is Kern County. Conventional products have strong sizing. Due to rain damage sustained during planting, rainbow carrot packs are gapping for a few weeks. There are still baby rainbows and other value-added packs available.

Cauliflower –Cauliflower supplies continue to be good in Salinas and Santa Maria. As this market remains steady, we do not expect any issues with supplies going into the weekend.

Celery –Production in Salinas will begin this week in a light way. Oxnard and Santa Maria will continue to produce enough to meet demand. Please be aware that seeders are still being reported. This week, all value-added items will be subject to second- and third-tier escalation.

Citrus (Lemons) – District 1 is finished. District 2 is the main growing region and will bring more choice-grade fruit to the market. Small fruit is extremely tight. The market for Fancy and Choice grade products continues to rise.

Citrus (Limes) –The lime front is steady, but the 110s are still tight. The availability of other sizes was good last week with heavy crossings. We can expect a higher market in August as we approach a new crop cycle.

Continued

Citrus (Oranges) –The supply of 72/88ct is at its peak. The quality is good. Currently, both Navels and Valencias are in play. 100% navels are expected the first week of July. Expect a 1-2 week gap on Mandarins, until offshore fruit is available on the west coast.

Cucumbers –Production out of North Carolina is picking up, Georgia is steady, and quality is good. In Nogales, quality is fair, growers may push the season through June if the market permits, and Baja will be in seasonal volumes by next week.

Eggplant –Georgia is steady, and more local in early July. As of now, Coachella supplies are steady. Fresno will start next week and will last until Nogales starts up again. The quality is good.

Garlic –California's production is expected to remain steady throughout the week. Quality has been reported to be good.

Grapes (Green) –The supply of green seedless is much lower than that of red seedless. The market is up.

Grapes (Red) – In Nogales, red seedless are readily available. The market price is soft.

Green Onions –Mexican-grown supplies continue to improve this week. In Mexico, the warmer weather has helped spur growth. The quality is good overall.

Kale –The market continues to be steady. The availability is expected to be moderate to good throughout the week. Overall, there is good quality and a stable market.

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Lettuce (Iceberg) –Suppliers in this market are split with availability. Due to this, there are price gaps ranging from two to four dollars, depending on who the shipper is. Prices will remain stable for the first half of the week at a minimum. By the end of the week, the market may become more active. For liner products, the weights remain between forty and forty-five pounds on average. There is a moderate demand.

Lettuce Leaf –We are starting off the week with a steady market. School is out for the summer. The demand is moderate at best. Production in Salinas is expected to be strong with multiple suppliers. The quality of the romaine, greens, and red leaves remains above average. Shippers are flexing and production on romaine hearts will be good throughout the week. Please promote as much as possible.

Lettuce Tender Leaf –There are still a limited number of tender leaf items, such as Italian parsley and cilantro. As a result of the heavy rains that we had when growers were planting the product, the product in Salinas is still behind schedule. Hopefully, the weather in the Salinas Valley will warm up and growth will increase over the next few weeks.

Melons (Cantaloupe) –We are finally starting to see some better volume on cantaloupe in the desert deal. The size is on the smaller side, but it should improve next week.

Melons (Honeydew) –There has been no improvement in the desert honeydew crop. There will be very little volume until at least next week. The market is firm.

Melons (Watermelon) –There are limited supplies of watermelon crossing through Nogales. Seedless bins are mostly larger sizes.

Mushrooms –The volume is excellent and promotable.

Continued

Onions –California is transitioning from El Centro to the Central Valley. Supplies are ramping up in New Mexico.

Pears –The pear market is currently up for the month. Through June and July, this market is expected to gradually increase as storage supplies reach the end. The new crop of California Bartletts is expected to start the week of July 17th.

Pineapples –There is a light open market volume. The quality of the product is good, and the market is steady.

Potatoes –Supplies remain extremely limited.

Squash –Eastern supply is shifting to more localized programs in Georgia, North Carolina, New Jersey, and Virginia. As for the west, Nogales is finishing up, cool weather has limited early production, both SM/Fresno have started, and many new areas, including Baja, should see good supplies within the next few weeks.

Stone Fruit –Much better availability this week for peaches, nectarines, and cherries. Plums and apricots are still limited. Cherry prices are down, but peaches and nectarines are steady.

Tomatoes –As crops transition, supply is improving on both coasts. Tennessee, North Carolina, and California will begin the 1st week of July. As eastern Mexico also begins to produce, overall supply will improve by the beginning of July.

A Peek at Peak Seasons

Blackberries (Past Peak Season)

Weather

California –Weak high pressure continues to bring deep marine layer cloudiness and spotty morning drizzle. The morning lows will be in the upper 40s to upper 50s with daytime highs in the lower to upper 60s near the coast and in the 70s to mid 80s inland. Friday's high pressure will allow for some warming, but marine layer cloudiness will linger near the coast.

Mexico –Across the fields of Central Mexico, temperatures will remain warm through the weekend. Most fields will experience high temperatures in the upper 80s to mid-90s. It will be cool through Sunday, with low temperatures in the mid-50s to mid-60s. The weather is expected to be mostly dry through June 18th, with a few sprinkles.

Florida –Wet and stagnant conditions continue across the southeast and northern parts of Florida, causing instability. Through the weekend, scattered showers and thunderstorms will move into north and central Florida, with isolated light showers south of I-4. Over the far north counties, the heaviest rainfall is expected tomorrow and Friday.

Arizona –The building of a high-pressure ridge will cause warmer temperatures over the next five days. High temperatures today will be in the mid-90s to 100 degrees in the afternoon. The weekend will be warmer, with temperatures reaching the upper 90s to 106 degrees on Saturday. Today/Thursday's morning lows will be in the mid-50s to mid-60s, and Saturday and Sunday's will be in the low-60s to upper 60s. Wind gusts of up to 30-35 mph today and tomorrow. Wind gusts up to 40 mph and 30 mph elsewhere on Sunday.

Freight

Trucks remain steady in California, Idaho, and the Northwest. The national diesel average remains steady at 3.794 per gallon. Diesel prices in California remain steady at 4.750 per gallon.

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Commodities at a Glance

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