

The Source

October 28, 2020



Market Alerts

Apples – Small low grade apples are tight due to heavy demand and limited supply. Good supply on nicer apples.

Asparagus – Markets are continuing to adjust slightly lower as better supplies are coming out of Peru and Mexico.

Avocados – The market on Mexican avocados is holding steady. Currently, **48's** remain under pressure and in high demand. Not much change as far as size curve, peaking on **60's** with promotable volumes through the front part of November.

Bell Peppers – Seeing some stronger markets on **green** bells due to transition, but steady markets on **red** and **yellow** bells.

Berries (Blackberries) – Plenty of supplies out there good promotable volume.

Berries (Blueberries) – More exports arriving on the East and West coasts. Plenty of volume coming through Texas from Mexico.

Berries (Raspberries) – Plenty of supplies out there good promotable volume.

Berries (Strawberries) – Good availability with the market firming up due to cooler weather.

Broccoli – Plenty of supplies in both Salinas and Santa Maria are keeping this market very aggressive.

Brussels Sprouts – Market stays steady on the higher side.

Continued

Carrots – USDA demand is driving **cello** and **baby whole peeled** categories. We are still tight on **Jumbos** out West. **SNACK PACK SKU'S ARE IN A DEMAND EXCEEDS SUPPLY MODE AND FILL RATES ARE IN EFFECT!**

Cauliflower – Plenty of supplies out of Salinas and Santa Maria. Market continues to be aggressive.

Celery – This market is a bit stronger compared to this past month. Supplies have tightened up with a few shippers and this will continue as we get closer to Thanksgiving. Large sizing is still the most readily available. Expect good quality for the entire week.

Citrus (Lemons) – D3 (Desert crop) is starting, supplies are improving weekly. 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) – Supplies are looking steady across the board. Markets are starting to soften up and quality is looking nice. Please place orders with lead time.

Citrus (Oranges) - We're almost to transition time from **Valencia's** to **Navels**. Majority of shippers to start **Navels** in the next few weeks. Current markets are still holding strong. Quality is still looking tired. Please keep sending orders in advance.

Cucumbers – Seeing some condition issues arising after shipment, slow movement with significant supplies, and level demand. Markets are very low.

Continued

Eggplant – Little softening of market on eggplant with better supplies on east coast. Condition and quality has been very good.

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

Grapes (Green and Red) – Wide range in quality appearance and price.

Green Onions – Plenty of supplies coming out of Mexico. Market continues to be flat.

Kale – Steady supplies and good quality out of southern California will continue for this week. Salinas will have light to moderate availability for the next few weeks.

Lettuce (Iceberg) – Production is moderate to light in Salinas and Huron. There is light production in Santa Maria. The quality is fair with light weights being reported, 35-38 pounds on liner lettuce. Salinas' production continue to be hit and miss with soil disease. Reports say there will be lightweights, didcoloration, and misshapen heads seen upon arrivals. Yuma will begin production the first week in November. Demand is moderate for this commodity.



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Lettuce Leaf – Demand continues to exceed supplies on **romaine, romaine hearts** as well as **green** and **red leaf**. Expect light supplies in the Salinas valley for the next 2-3 weeks. Production will be very light in Yuma the first week of November and better supplies expected in the second week in November. The quality will be average at best out of Salinas. Expect to see fringe and tip burn, discoloration, lightweights and smaller lengths to romaine as well as all leaf items.

Lettuce Tender Leaf – Supplies continue to be on the lighter side on **spinach, parsley** and **cilantro** due to the recent heat waves.

Melons (Cantaloupe) – Cantaloupe market is steady and supplies are good. There is still some harvest going on in the San Joaquin Valley but quality is suspect. As for the desert, production continues to improve as well as quality. Size structure currently peaking on 9's/J9's. Looking forward, we are 2-3 weeks away from offshore arrivals hitting US ports. Offshore melons from Central America travel by vessel and could take anywhere from 5-8 days to arrive depending on destination.

Melons (Honeydew) – Honeydew market is slightly stronger than the cantaloupe market. Currently peaking on 5's/J5's. Quality on domestic fruit is fair while Mexico has a cleaner pack. With the upcoming round 4 of the USDA Box Program, market will trend upward.

Market Alerts

Melons (Watermelon) – Watermelon market is steady and demand seems to have decreased slightly. Retailers setting smaller displays on melons and focusing on seasonal items. Quality is good and improving. Good availability on seedless and mini seedless as well.

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

Pears – Small lower grade pears very tight. Quality is very nice and the packout is mostly US#1 and peaking on 80's and 90's.

Pineapples – The strike in Costa Rica is in negotiations we're hearing containers have been able to leave the ports and we should be okay on supplies. 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 – Eastern production along with western and Mexican production has softened the markets significantly. Condition and quality has been holding well.

Stone Fruit – Peaches and Nectarines are done. There will be plums till the end of November.

Tomatoes – Florida production is light with little volume coming from Northern crops previously affected by rain and central Florida ramping up for November.

Market Alerts

Tomatoes (Cont) – California has finished early for the season and Mexico sending everything available to take advantage of the demand in the US market. As a result color is light with a lot of green in the box. Prices are headed lower already this week as production begins to pick up in all growing areas. Roma, grape and cherry tomatoes are near normal seasonal pricing but Rounds remain elevated above the \$20 mark. Quality is mostly good.

Weather

California – High pressure continues to dominate the region as low pressure systems bring brief cool downs as they get pushed to the north.

Mexico – Near seasonal temperatures along with isolated showers continue into next week.

Florida – Slightly above normal temperatures with a few stray showers over central and northern counties late this week.

Freight

Trucks continue to be tight in California, Idaho, and the Northwest. The national average remained steady at 2.385 per gallon.

A Peak at Peak Seasons

Apples
Blackberries
Raspberries
Strawberries
Onions





































Potatoes
Carrots (PAST PEAK)
Grapes Green (PAST PEAK)
Stone Fruit (PAST PEAK)



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Commodities at a Glance

 APPLES	Quality is good, pricing is higher	 CELERY	Quality is good, pricing is higher	 LETTUCE LEAF	Quality is fair, pricing is steady
 ASPARAGUS	Quality is good, pricing is lower	 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 good, pricing is steady	 MELON (CANTALOUPE)	Quality is fair, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is poor, pricing is higher	 MELON (HONEYDEW)	Quality is fair, pricing is steady
 BERRIES (BLACKBERRIES)	Quality is good, pricing is lower	 CUCUMBERS	Quality is fair,, pricing is lower	 MELON (WATERMELON)	Quality is fair, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is lower	 EGGPLANT	Quality is good, pricing is lower	 ONIONS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is fair, 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 steady	 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 good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is lower
 CARROTS	Quality is good, pricing is higher	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is poor, pricing is higher
 CAULIFLOWER	Quality is good, pricing is higher	 LETTUCE ICEBERG	Quality is fair, pricing is steady	 TOMATOES	Quality is good, pricing is lower

