

# The Source

July 7, 2021

PRO\*ACT

## Market Alerts

**Apples** – Quality is good on all varieties, and pricing is steady. As the end of the primary season approaches, market pricing will continue to increase over the summer. New crop Galas will start in mid-August.

**Asparagus** – Mexico's harvest remains lighter due to prolonged rain. Peruvian product is stable, with good quality.

**Avocados** – Supplies remain light on #2 grade fruit and 84#1's. As Mexico starts to transition into new crop, the industry will experience checkerboarding, very common during transition. Ongoing precipitation will bring on Lenticel spotting. Lenticel spotting does not affect internal quality and dissolves as fruit ripens. Size structure peaking on 48s and larger.

**Bell Peppers – Green** bells remain steady; good supply and quality coming out of the San Joaquin Valley. Georgia will finish up this week; with New Jersey on tap for end of this week. **Colored** bell pepper supplies remain snug; expect prices to stay elevated until volumes increase out of the Bakersfield area.

**Berries (Blackberries)** – Supplies are increasing, particularly on the west coast. Quality has improved to good.

**Berries (Blueberries)** – Blueberries are still coming from multiple areas. The West coast is higher due to significant heat experience in the Pacific North West 9 days ago.

**Berries (Raspberries)** – Raspberries are still in light supply although West Coast production is expected to improve over the next few weeks.

**Berries (Strawberries)** – We are seeing cooler weather helping quality while keeping the market stable and production manageable.

## Continued

**Broccoli** – Very good supplies continue out of the Salinas Valley and Santa Maria. Expecting Broccoli market to stay steady.

**Brussels Sprouts** – Supplies continue to be tight coming out of Mexico. Look for this market to stay on the higher side going into the weekend.

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

**Cauliflower** – Good supplies continue out of the Salinas Valley and Santa Maria. Expect this market and quality to stay steady going into this weekend.

**Celery** – Quality is very good, and pricing is steady on all sizes.

**Citrus (Lemons)** – Field transition from the Central Valley to Ventura is limiting domestic supplies. Pricing is higher on both Fancy and Choice grade fruit, through mid July when imported product begins to arrive. Overall, quality is good.

**Citrus (Limes)** – Supplies and markets have remained steady on all sizes. The growing regions in Mexico continue to have some ongoing rain that could slow production and crossings.

**Citrus (Oranges)** - The Navel season is winding down, transition to Valencias will begin shortly. Quality is good and prices remain stable.

**Cucumbers** – Markets remain steady on both coasts. Production continues to increase from new growing regions, including Michigan and Baja. Overall quality is good.

**Eggplant** – Markets remain steady on both coasts. Production continues to increase from new growing regions, including Michigan and Baja. Overall quality is good.

## Continued

**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)** – Still adequate supplies of Mexican Greens as harvest begins in Central California. Market slightly higher.

**Grapes (Red)** – Mexico's crop is largely finished, with California's ramping up. Quality and pricing are good.

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

**Kale** – Steady supplies are keeping this market level. Watching this market closely with the upcoming heat wave.

**Lettuce (Iceberg)** – The heat wave in California continues to affect lettuce quality and yields. Market pricing is higher, and quality issues such as discoloration, puffiness and lighter case weights are being seen. Value-added product may be a better cost and quality option.

**Lettuce Leaf** – The heat wave in California continues to affect leaf lettuce quality and yields, particularly whole and heart Romaine. Market pricing is higher, and quality issues such as tip burn and shorter shelf life are being seen. Value-added product may be a better cost and quality option.

**Lettuce Tender Leaf** – Supplies are steady, however quality is impacted by the CA heat wave. Shorter shelf life and dehydration may be issues.

PRO\*ACT

[www.proactusa.com](http://www.proactusa.com)

The Source July 7, 2021

# The Source

July 7, 2021

PRO\*ACT

## Market Alerts

**Melons (Cantaloupe)** – California's crop is running to larger sizes, with 9 CT the most plentiful. Quality and pricing are good.

**Melons (Honeydew)** – California's crop is running to larger sizes, with 5-6 CT the most plentiful. Quality and pricing are good.

**Melons (Watermelon)** – Availability has improved post holiday. Demand will remain strong throughout the summer season. 60ct bins remain in high demand. Quality and sugars have been consistent. Supplies on minis are strong as well.

**Onions** – Rain in NM is creating active red and white markets. CA has adequate stocks. Supers and colossal sized onions are strengthening.

**Pears** – Washington's season is coming to a close, and California will begin harvesting Bartletts next week. Quality is good and pricing is higher.

**Pineapples** – Supplies are tightening up and will remain so for the next 4-5 weeks, typical of this crop's early summer growing cycle. Quality is very good and pricing is steady on whole and crownless fruit.

**Potatoes** – 40-70 and 100 CT market continues to strengthen with increasing food service demand and diminishing storage quality. New crop is expected to start Aug 2nd.

## Continued

**Squash – Green zucchini** supplies in the west and east are strong with moderate demand keeping prices steady. Eastern production continues to increase with several growing regions in the Northeast ramping up. **Yellow squash** continues to be slightly higher versus zucchini. Quality is good. Expect strong supplies over the next several weeks.

**Stone Fruit** – Good supplies and quality on peaches, plums, and nectarines. **Yellow peaches** are in promotable volume.

**Tomatoes** – Supplies on all tomato varieties continue to increase; prices are lower. Quality is good on both coasts. Tropical Storm Elsa may affect East coast production out of South Carolina bringing heavy rain and strong winds this week. Look for demand to shift to the west.

## Weather

**California** – Strengthening high pressure will cause a steady warming trend through the end of the week away from the marine layer. Temps will climb to triple digits in the Southern Salinas Valley by this Saturday.

**Mexico** – Scattered showers and thunderstorms will continue across Central Mexico through the weekend. Temps are expected to be slightly below normal as daytime heating is limited by clouds and shower activity.

**Florida** – East to southeasterly flow continues over the peninsula as Tropical Storm Elsa makes her way north from Cuba, with expected landfall midday to today with speeds of 65 mph upon impact, decreasing to 35 to 40 mph overland..

**Arizona** -- The main event this week will be the unseasonable hot temps due to high pressure ridge shifting westward into the Mohave Desert by Saturday. Afternoon highs Wed/Thurs, 108 to 113 degrees. Record breaking heat likely Saturday, 112 to 120 degrees.

## A Peek at Peak Seasons

Carrots  
Limes  
Oranges  
Stone Fruits

## Freight





































Trucks remain tight in the Northwest, Idaho, AZ, and CA. The national average is up slightly and is currently at 3.331 per gallon.

PRO\*ACT

[www.proactusa.com](http://www.proactusa.com)

The Source July 7, 2021

# 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 steady
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is higher	 LETTUCE TENDER LEAF	Quality is good, pricing is steady
 AVOCADO	Quality is fair, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is lower	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is steady
 BERRIES (BLACKBERRIES)	Quality is good, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is lower
 BERRIES (BLUEBERRIES)	Quality is fair, pricing is higher	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is fair, pricing is higher
 BERRIES (RASPBERRIES)	Quality is fair, pricing is higher	 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 good, 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 fair, pricing is higher
 BRUSSELS SPROUTS	Quality is good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is steady
 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 good, pricing is steady	 LETTUCE ICEBERG	Quality is fair, pricing is steady	 TOMATOES	Quality is good, pricing is steady