

The Source

August 11, 2021

PRO*ACT

Market Alerts

Apples – Old crop **Golden Delicious** are done. New crop **Ginger Golds** being packed this week. Small supplies of old crop **Grannys** left. New crop in 3 weeks. Market on other varieties slowly on the rise.

Asparagus – Plenty of supplies and good quality coming in from Peru and Mexico. Look for this market to continue to stay steady.

Avocados – Avocado markets remain active with increasing demand. The industry is in a demand exceeds supply situation on 48s and larger. Markets on 60s have firmed up and supplies on #2 fruit are extremely tight. The balance of August will be challenging with limited supply out of Mexico. Checkerboarding continues to impact ripe programs.

Bell Peppers – Prices are steady to slightly lower. Promotable volume on green bells remain available in the east with good quality. Westcoast prices on green bell peppers have inched down as several coastal regions aid in production with Fresno still going. Quality is good; with size peaking on jumbo XI and choice grade. Prices will remain steady for the balance of the week.

Berries (Blackberries) – Production is expected to remain steady through August.

Berries (Blueberries) – Weather has hindered harvests in the Pacific North West.

Berries (Raspberries) – Improved production numbers are expected over the next two weeks.

Berries (Strawberries) – Lower volume due to the end of the plant cycles are resulting in higher markets.

Continued

Broccoli – Plenty of supplies and good quality is keeping this market steady. Look for this market to remain steady going into the weekend.

Brussels Sprouts – Supplies continue to be extremely tight as local supplies are slow to get going. Look for supplies to continue to be tight going into the weekend.

Carrots – Quality is good on all bulk and value-added product. With the strong school demand we advise to put orders in early. Markets remain steady. We do have options out of Texas as well.

Cauliflower – Good supplies continue out of Santa Maria, Salinas and Mexico. Look for this market to stay steady going into the weekend.

Celery – Supplies continue to be plentiful in Santa Maria/Oxnard as well as Salinas. The better deals continue to be in southern California. The quality continues to be very good. Shippers are flexing so promote this item.

Citrus (Lemons) – Supplies out of Ventura County continue to be limited on domestic supplies. Markets are holding firm on both Fancy and Choice grade fruit. We're seeing good supplies out east on imports, out west imports are slowly making their way in. Reach out if you have any interest.

Citrus (Limes) – Supplies are snug and markets are gradually climbing. The rain in Mexico halted crossings this week 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're seeing a strong demand for school business, small sizes on 113's & 138's remain very light. Sizes are peaking on 88's and larger. Overall, quality is good and prices are strengthening.

Continued

Cucumbers – Prices slightly higher; especially on large sizes. Quality is good. Expect fairly steady pricing for the week.

Eggplant – Light demand keeping prices steady. Supplies are light with good quality. Expect stable prices for the back of the week.

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

Grapes (Green) – Market on green grapes currently supply exceeds. Expect this to last a few more weeks.

Grapes (Red) – Red grape market slightly higher than last week. Supplies slightly lighter. Expect supplies to increase over the next few weeks. Some shippers starting **Krissy** and **Scarlet** varieties this week. Flames are still available.

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 steady. Demand is moderate with supplies in both northern and southern California. The warm weather in the growing regions has caused for some defects. Puffiness and lighter weights as well as some discoloration is being reported. A few suppliers are flexing for volume type orders.

The Source

August 11, 2021

PRO*ACT

Market Alerts

Lettuce Leaf – Demand and availability is steady on romaine as well as all leaf items. Fringe and tip burn is being seen upon arrivals. Multiple shippers are finding the high heats in the growing regions has been the main cause. Shippers are peeling back product, so weights have been lost to romaine and all leaf items. Romaine hearts continue to have good availability.

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. Spinach now has reacted to the heat. Look for the spinach market to adjust higher going into the weekend.

Melons (Cantaloupe) – Markets are steady and demand is good. Peaking on 9s/J9s with light supplies on 12s and 15s. Quality is excellent and brix levels trending above 12%.

Melons (Honeydew) – Markets are relatively steady and demand is slightly lower this week. Peaking on 5/J5s with limited supplies on 6s and 8s. Quality is great and brix levels trending above 12%.

Melons (Watermelon) – Markets are steady and demand is slightly lower. Good supply on large sized fruit and lighter on 60s this week. Quality has been great.

Continued

Onions – Ample supplies are available in all regions. Idaho-Eastern Oregon stocks are ramping up.

Pears – California pears in full production. Great quality and price. Washington starting to scratch around on early blocks.

Pineapples – Supplies remain snug through the month, we should start to see relief towards the end of August. This is typical of this crop's early summer growing cycle to produce lighter yields. Quality is good and pricing is steady on whole and crownless fruit.

Potatoes – New crop **Norkotahs** are on the market peaking on 90 CT. Large carton counts are extremely limited. Burbanks will be unavailable until October.

Squash – Reduced supplies on both coasts driving prices upward. Growers in the east struggling with low yields as a result of rainy weather. In the west, production has slowed due to poor market conditions. Quality is good and pricing will remain elevated over the next week.

Stone Fruit – Good supplies on all stone fruit. Nectarines looking for help as supply exceeds demand.

Tomatoes – Overall supplies are fairly steady. Quality is good. Expect steady markets for the remainder of the week.

Weather

California – Strengthening high pressure causes a heat wave through the weekend. Expect the temps to reach the mid 90s to 111 degrees in southern part of the Salinas Valley. Expect breezy afternoons with gusts up to 30mph.

Mexico – A few isolated sprinkles through Thursday, but by Friday into Saturday, anticipate isolated to scattered showers and thunderstorms.

Florida – Ridging from the Atlantic extends across the peninsula, with continues heating and ample available moisture fueling numerous scattered rain showers and thunderstorms.

Arizona – Chance of thunderstorms Friday into Saturday due to an inverted trof and an influx of moisture. Temps ranging from 96-105 today and warming to 103 to 111 degrees on Thursday and Friday.

A Peek at Peak Seasons

Carrots
Limes
Oranges
Green Grapes
Red Grapes

Pears
Pineapples
Stone Fruit
Blueberries (Past Peak Season)
Strawberries (Past Peak Season)

Freight





































Trucks remain tight and expensive in the Northwest, Idaho, and California. The national average remained steady and is currently at 3.364 per gallon.

PRO*ACT

www.proactusa.com

The Source August 11, 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 fair, pricing is higher |  LETTUCE TENDER LEAF | Quality is fair, pricing is higher |
|  AVOCADO | Quality is fair, pricing is higher |  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 good, 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 higher |  MELON (WATERMELON) | Quality is good, pricing is steady |
|  BERRIES (BLUEBERRIES) | Quality is good, pricing is higher |  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 steady |  GRAPES (RED) | Quality is good, pricing is higher |  POTATOES | Quality is good, 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 good, pricing is steady |  LETTUCE ICEBERG | Quality is fair, pricing is steady |  TOMATOES | Quality is good, pricing is steady |