

# The Source

July 13, 2022

PRO\*ACT

## Market Alerts

**Apples** – Shippers are nearing the end of their pink lady, fuji, and gala storage suppliers. Market is expected to rise. New crop galas are the first variety to start the week of 8/9.

**Asparagus** – Expect plentiful from Mexico and Peru. Pricing and quality are very good.

**Avocados** – Market have reached the bottom. Flora crop is in full production with supplies peaking. Overall, good quality and the market is steady.

**Bell Peppers** – Expect a limited supply of green bells. Colored bell peppers remain very limited, expect a bit of relief as Bakersfield will start next week.

**Berries (Blackberries)** – Quality and supplies are good, market pricing is steady.

**Berries (Blueberries)** – Expect peak production to begin the last week of July in the new crop areas. Quality is good and pricing has slightly increased.

**Berries (Raspberries)** – Quality and supplies are good, the market continues to be steady.

**Berries (Strawberries)** – Production remains light due to smaller sizing and a downward production curve. Quality is fair and pricing has slightly increased.

**Broccoli** – Salinas and Santa Maria supplies are plentiful. Expect the market to be steady.

**Brussels Sprouts** – Supplies have started to improve. Expect better quality and market to be steady going into the weekend.

**Carrots** – Supplies are plentiful with Bakersfield's growing region underway.

**Cauliflower** – Salinas and Santa Maria supplies are good. However, Mexico is experiencing pest pressures due to the heat and humidity causing lower yields. Expect the market to stay steady going into the weekend.

## Continued

**Celery** – The market is steady on all sizing. Quality continues to be good. Expect supplies to be available throughout the week.

**Citrus (Lemons)** – Central Valley is finished and Oxnard/Ventura County is now the main growing region. A gap is expected between growing regions. Harvesting will end early-June and new crop production will start in early November. Expect good quality and supplies steady.

**Citrus (Limes)** – Quality is good and the market remains steady.

**Citrus (Oranges)** – Supplies of all sizes are extremely tight throughout the season. Expect good quality and pricing to be steady.

**Cucumbers** – Available out in New Jersey, New York, Ohio, and Michigan. Western supplies continue to be steady out of Baja and Central Mexico with good quality and pricing.

**Eggplant** – Eggplant supply remains moderate. North Carolina is limited. Northern local deals will start towards the end of the month. Eggplant steady out west.

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

**Grapes (Green)** – Central Valley harvest has begun. Quality is reported to be excellent and the market to be steady.

**Grapes (Red)** – Central Valley harvest has started strong. Expect good quality and a steady market for the next couple of months.

**Green Onions** – Green Onion supplies continue to be steady. Look for this market to stay steady going into next week.

**Kale** – Steady supplies are keeping this market level. Look for this market to continue to stay steady going into the weekend.

**Lettuce (Iceberg)** – Supplies are expected to be ample to fill all orders for the week. Expect good production from Salinas and Santa Maria. Overall, supplies are steady. Case weights will average 39-44 lbs.

## Continued

**Lettuce Leaf** – Supplies exceed demand for romaine as well as green and red leaf. Expect steady production throughout the week.

**Lettuce Tender Leaf** – Good supplies with quality overall fair to good with texture and size. Expect the market to stay steady going into the weekend.

**Melons (Cantaloupe)** – Westside deal is picking up volume day by day with good quality and demand which is keeping the market strong.

**Melons (Honeydew)** – The quality of honeydew is a hit or miss with desert season slowly winding down, while the Westside is in full swing with good quality.

**Melons (Watermelon)** – With Texas supply finishing up, the San Joaquin Valley supply is improving, and should expect to see better volume out of Mexico.

**Mushrooms** – The mushroom quality and availability are improving as prices continue to elevate due to a lack of labor and growing materials.

**Onions** – Onion demand exceeds available supply out of California and New Mexico due to extreme weather events. California is receiving excessive heat further delaying yellow onion supplies. Due to the rain in New Mexico, onions are spending 6+ hours in dryers which is delaying availability.

**Pears** – With California Bartletts starting, the California market will stay firm for the season as cannery demand is at a historic high this year.

**Pineapples** – Due to the storm season in the tropics, there is a light volume of pineapples.

**Potatoes** – Demand for potatoes exceeds offerings due to a shortage of supply. A new crop is anticipated in Washington, in early August.

PRO\*ACT

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

The Source July 13, 2022

# The Source

July 13, 2022

PRO\*ACT

## Market Alerts

**Squash** – With supplies a bit lighter and prices fairly steady in the east, western supplies are steady. Squash is available in Michigan, Ohio, New Jersey, and Indiana.

**Stone Fruit** – The California peach market is slightly higher due to the very light crop on the east coast, which has forced some end users to look for supply on the west coast. Nectarines and plums are steady.

**Tomatoes** – There is a steady supply on both coasts. Newer regions like Virginia, North Carolina, and Tennessee have started production. Production in Northern California, Baja, and Eastern Mexico is steady with good quality. In the next few weeks, expect steady supplies of Oceanside pole tomatoes, due to their high quality, high Brix, and good texture for slicing.

## A Peek at Peak Seasons

**Green Grapes**  
**Red Grapes**  
**Pears**  
**Stone Fruit**

**Strawberries (Past Peak Season)**

## Weather

**California** – High pressure over the area causes morning lows to be in the 50s to low 60s, daytime highs near the coast in the mid-60s to 70s and max temps inland in the 80s to mid-90s. Thursday kicking off a heat wave with max temps at many inland fields above 100 through the weekend.

**Mexico** – Expect an isolated shower and t-storm activity will continue through the weekend.







**Florida** – Southerly flow continues, turning easterly mid-week, with ample moisture and uplift fueling steady rain showers and afternoon/evening thunderstorms.

**Arizona** – Expect a slight chance of thunderstorms over the next couple of days with warm afternoons.

## Freight

Trucks are steady in the Northwest, Idaho, and California. The national average for diesel fuel is 5.568 while the average in California is 6.665 per gallon.

# Commodities at a Glance

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