

The Source

May 17, 2023

PRO*ACT

Market Updates

Apples –Granny Smiths continue to be in short supply. With the storage season nearing an end, Washington shippers are stepping up Gala packing. Small reds, Golds, and Fujis are also in good supply.

Asparagus –The lack of supplies coming out of Mexico is being helped by good domestic supplies from Washington and Michigan. Peru continues only with limited production from the south, mostly Ica. However, we expect the large growing areas in the north to begin in late June or early July. Mexico, Canada, Peru, and the United States will overlap their production in June, resulting in good supplies.

Avocados –It is a lower market across the board on all sizes. Within the next month or so, normal crop will end. Next is the Flora Loca crop. As of yet, we do not know what the peak sizes will be for that crop.

Bell Peppers –As Georgia slowly increases volume, eastern supply remains adequate. Green bells are produced in good quantity and quality in the California Desert. Chula Vista now offers colored bells in steady supply.

Berries (Blackberries) –We are seeing better availability on this item as well as lower pricing. The quality of Mexican fruit being transferred is just fair. We are waiting for new crop California to increase its numbers, which should take a couple of weeks.

Berries (Blueberries) –While Georgia struggles with weather, Mexico continues to produce fruit. Florida is down-trending rapidly signaling the end of their season.

Berries (Raspberries) –While we wait for warmer weather to bring on the Central California production, in a few more weeks, this item remains very tight.

Berries (Strawberries) –Fruit is still being produced in large quantities in Santa Maria and Oxnard. Oxnard has passed its peak and is winding down rapidly. The Salinas and Watsonville areas are just starting to produce decent numbers. Over the next few weeks, this trend should continue to increase steadily.

Continued

Broccoli –The supply of broccoli, including florets, remains steady in Santa Maria and Salinas. Overall, the quality is above average. The market is expected to rise going into the weekend.

Brussels Sprouts –The supply of Brussels sprouts is very limited. The Oxnard season normally begins at the beginning of May, but it was pushed back a few weeks. As the weekend approaches, the market is expected to increase. Overall, seeders are being reported and it is causing lower yields and smaller sizes.

Carrots –Whole carrot supplies are in a better position. There is a slight decline in the markets. Imperial Valley growing region will go until mid/late May. Bakersfield's growing region is next up with no issues forecasted on sizing.

Cauliflower –We're starting to see a gap in our cauliflower supplies in Salinas due to all the rain we've had during planting. Santa Maria continues to have steady supplies. We can expect this market to continue to adjust higher as we approach the weekend.

Celery –In the next two-three weeks, light supplies are expected. This market continues to be very active. It is expected that Salinas will begin production at the end of June. Oxnard should have better supplies at the beginning of next month. The most common defects upon arrival are seeders and pith. This is an industry-wide issue. Value-added items with this commodity continue to be escalated.

Citrus (Lemons) – District 1 is the main growing region for FCY fruit. District 2 will have more choice-grade fruit as it ramps up. Small fruit is tight due to the rain helping to increase fruit size. The market continues to rise.

Citrus (Limes) –Prices continue to trend downward. 110s continue to be very limited, with manifest peaking at 200/230ct sizes. The overall quality is good.

Citrus (Oranges) –There is a peak in supplies for 72/88ct. The quality is good. The market for small fruit with significantly less volume is firming up. To help with the shortage of 113/138ct navels, Valencias have begun very lightly.

Continued

Cucumbers –Georgia's volume is picking up, and prices are steady. The volume and quality of Baja are excellent. Nogales will continue for a few more weeks.

Eggplant –The markets are steady. Eggplant will move from Coachella to Fresno in early June, and Georgia will begin at the end of May.

Garlic –Throughout the week, California's production is expected to remain steady. It has been reported that the quality is good.

Grapes (Green) –There is a real supply gap between South America and Mexico. Grapes may be completely unavailable by the end of this week. Mexican grapes crossing in Nogales won't begin until 5/19 at the earliest and with very light volumes. This tight supply period will last through May and into the first half of June.

Grapes (Red) – There is a real supply gap between South America and Mexico. Grapes may be completely unavailable by the end of this week. Mexican grapes crossing in Nogales won't begin until 5/19 at the earliest and with very light volumes. This tight supply period will last through May and into the first half of June.

Green Onions –This week, Mexican-grown supplies continue to improve. 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. In general, the quality of the product is good, and the market is stable.

Lettuce (Iceberg) –Better supplies of this commodity are available in Salinas and southern California. Escalated pricing of value-added items is off. Shippers are flexing on volume-type orders, so promote as much as possible. Product weights have ranged from 41 to 45 pounds. As compared to previous weeks, discoloration of the outer leaves and misshapen heads have been reported much less frequently.

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Lettuce Leaf – There is a soft market for romaine, green and red leaves. Shippers are flexing. The ideal weather in the Salinas Valley has resulted in good production. Since the Mother's Day pull, demand has decreased. No value-added leaf items have escalated pricing. Availability on romaine hearts will be good for the next few weeks, minimum. There are some slight defects being reported, such as burnt tips and fringes.

Lettuce Tender Leaf – There is still a tight supply of Italian parsley. Because of the heavy rains we had back when the growers were trying to plant the product, the product in Salinas is still behind schedule. Over the next week, we hope the weather in the Salinas Valley warms up and growth improves.

Melons (Cantaloupe) – The offshore deal is done. The cantaloupe season in Nogales has begun. This week is the start of the desert deal. The market is up and supplies are tight.

Melons (Honeydew) – The offshore deal is done. The honeydew market is mostly steady. 5/6's are in short supply. Overall, the quality is good. The Honeydew season has begun in Nogales. Yuma and the Imperial Valley will begin this week. Demand is good.

Melons (Watermelon) – The offshore fruit is done. There is a steady flow of supplies coming out of Mexico.

Mushrooms – There is an excellent supply and availability.

Onions – There are light supplies in all growing regions. Supplies are most abundant in California.

Pears – The market is slightly higher. From May to July, prices will gradually rise as storage supplies run out. The new California Bartlett crop is expected to start July 10th, but could be delayed due to weather.

Continued

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

Potatoes – The market remains extreme. Burbanks are the main variety shipped. Limited Norkotahs remain on the market.

Squash – Markets are fairly steady. The primary region out east is Georgia. Approximately three weeks remain in Nogales before we move to Fresno and Santa Maria.

Stone Fruit – California has started on Peaches, Nectarines, and Apricots. Cherries have been delayed due to cooler weather, but should pickup in volume late this week.

Tomatoes – Low volumes in Florida and Mexico are causing quality issues as the Sinaloa season winds down. It is expected that eastern supply will be light until early July once the mountain region in North Carolina and Tennessee gets going. The Sinaloa crop is rapidly winding down, as most shippers have begun using Sonora for the new crop. Baja crop has also started, but quality is fair.

A Peek at Peak Seasons

Strawberries

Weather

California – As the heat wave peaks again today, daytime highs will be in the 80s to upper 90s inland, but mid-60s to mid-70s near the coast. The morning lows remain in the upper 40s to mid-50s. A weakening high-pressure system is expected to cool slightly. Max temperatures will be in the 60s and 70s along the coast and in the upper 70s to low 90s inland on Thursday.

Mexico – Apart from a few light isolated showers, expect mostly dry weather through May 20. We can expect warm and seasonal temperatures into the weekend.






Florida – There will be widespread showers and isolated thunderstorms (mainly confined to northern Florida) throughout this week as warm and moist conditions remain across the peninsula. The driest days are expected to be Wednesday and Thursday in central Florida. We will see steady temperatures in the upper 80s-low 90s through the week, with morning lows in the mid-60s to low 70s, about 5 degrees above normal.

Arizona – While temperatures are running several degrees warmer than normal across the low deserts, winds could be a bigger problem starting today. Southwesterlies are expected to gust to 15-20mph in Yuma today and 20-25mph by Thursday, while outflow boundaries from higher elevation thunderstorms and showers could produce 35mph winds in central Arizona.

Freight

Despite DOT week, trucking remains steady in California, Idaho, and the northwest. The national diesel average dropped slightly and is currently at 3.897 per gallon. California's price is currently 4.825 per gallon.

Commodities at a Glance

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