

The Source

Commodity of the Month - Potatoes



MARKET ALERTS

Asparagus - Mexican and Peruvian asparagus supplies are improving, with jumbo sizes limited. The market is stabilizing.

Avocado - Ripening times for the Normal crop are short. Columbia's East Coast volumes will decrease, and Peru's supply continues through late August.

Bell Peppers - Demand exceeds supply, with Michigan and Ohio starting small harvests. California peppers are also scarce due to heat, keeping markets active.

Blackberries - Supplies are very limited due to quality issues with Mexican fruit and high temperatures. Oregon has started harvesting, with better availability expected in about two weeks.

Brussel Sprouts - High demand exceeds supply, keeping prices elevated. Limited processed supplies face quality issues, insect damage, and elongated seed stems.

Carrots - We're catching up on Jumbo carrots due to a shortened Bakersfield season. Please order with a 48-72 hour lead time.

Lemons - Fruit is peaking on 115ct and larger sizes, with smaller sizes tight until mid-September. Offshore supplies are easing domestic lemon shortages.

Oranges - Valencias are performing well with rising demand and low harvest volumes. 88/113/138ct sizes will be tight after summer. Available in the Central Valley, Riverside, and from Chile.

JULY 24, 2024 CROP UPDATES

The persistent high-pressure ridge out west looks to finally move to the east late this week bringing near seasonal temperatures to the Salinas and Santa Maria Valleys. This is welcome relief from the hot temperatures allowing crops to recover in the fields. [Read more](#)

WEATHER

Arizona - This weekend is expected to be dry with highs in southwest Arizona reaching 109-113, and southeast California reaching 116-121.

California - Heat wave conditions persist through Thursday, with light offshore winds. Lows in the 50s-60s, highs in the 70s-90s. Winds turn onshore, causing lows and drops.

Florida - Sea breezes and T-storms are expected through Thursday, with increased moisture and showers. Warm, humid conditions with gusts in the 15-22 mph range.

Mexico - Isolated to scattered showers and T-storms will continue through Saturday, with rain totals ranging from 0.05" to 0.30". Temperatures will average below normal.

FREIGHT

The freight market is experiencing limited truck capacity due to hot weather, affecting equipment and cargo temperatures in smaller regional deals like New Mexico.



IN PEAK SEASON



Garlic - Production in Mexico is limited but of fair quality. The market should remain steady.

Green Onions - Extreme heat and humidity in Northern Mexico have reduced yields, causing prices to rise over the next few weeks.

Pineapples - Supply is short of demand. Mexican pineapples face quality issues from heavy rains.

Tomatoes - Tennessee is slowed by rain, California faces heat-related supply issues, and Southern Baja is winding down.

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Commodity Updates



Apples

New crop Washington apples are just around the corner! While most varieties won't be available until September, we'll see the first of the new crop Gala and Honey Crisp apples in the second week of August. Until then, expect the apple market to remain mostly steady. Reds, Granny Smiths, and Fujis will stay in good supply throughout the summer, while Honey Crisp and Pink Lady apples will increase in price during July. Most shippers will finish their Golden's in the next couple of weeks.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

ALERT

Mexican asparagus supplies are steadily improving, and Peruvian volumes are also on the rise, with further improvements expected over the next two weeks. Jumbo sizing remains limited, but the market on both coasts is gradually stabilizing.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Steady	\$\$\$	Good
Ciudad Obregon (Year Round)	Steady	\$\$\$	Good
Peru (Year Round)	Steady	\$\$\$	Good



Avocados

ALERT

Ripening times for the current Normal crop will remain shorter until the next crop comes in. Flora Loca has started in small quantities, with maturity levels still lower compared to the Normal crop that is still being shipped. Shippers are taking care to avoid mixing fruits within the same pallet. California's season is ongoing and will continue through August. Columbia is also arriving on the East Coast, with volumes expected to gradually decrease as the current crop winds down. Peru's supply continues to arrive and is expected to run through late August.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

ALERT

Demand is currently exceeding supply. Michigan and Ohio have started harvesting in small quantities, with minimal choice products being picked initially. As more supplies become available, the market should begin to soften. However, California peppers are also in short supply due to heat, so we expect markets to remain active for the next few weeks.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Berries (Blackberries)

ALERT

Blackberry supplies remain extremely limited. Much of the fruit being transferred from Mexico to California is not meeting quality standards and is being rejected, leading to shortages. Recent high temperatures in all growing regions, including California, have also affected availability. Oregon has begun harvesting in small quantities, and we expect improved numbers from that region in about two weeks.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair



Berries (Blueberries)

There's no significant change in the market from last week. Supplies remain steady from the Pacific Northwest, Michigan, and Mexico. We are also seeing products entering the market from Central Coast California.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

We are finally seeing better availability of this item thanks to larger shipments from Baja and Northern Mexico. Additionally, there is still some domestic production in California's Central Coast areas.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Good



Berries (Strawberries)

Good numbers are still coming out of the Salinas and Watsonville areas despite very light demand, keeping the markets steady. Growing conditions have been favorable after the extreme heat of early July. As we approach the season's end in late August or mid-September, plant production is beginning to decline, resulting in smaller sizes.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Driscoll's
Only the Finest Berries™



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Broccoli

Broccoli supplies and quality remain strong in Salinas, Santa Maria, and Mexico. We anticipate the market will continue to ease as we approach the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good
Santa Maria, California (Year Round)	High	\$\$\$	Good
Salinas (May - October)	High	\$\$\$	Good



Brussel Sprouts

ALERT

Sprout demand continues to exceed supply, keeping market prices elevated. Processed supplies will remain limited due to seasonal quality issues and transitional challenges. Insect damage persists as a chronic problem, and elongated seed stems will also be present.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Light	\$\$\$	Fair
Oxnard, CA (May - July)	Light	\$\$\$	Fair



Carrots

ALERT

Cuyama/Santa Maria is now the primary growing region and will continue through October. The upcoming season looks promising with ample acreage and good supplies. However, we're catching up on Jumbo carrots, as extreme heat in Bakersfield cut that season short by a few days. Please place orders with a 48-72 hour lead time.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Excellent
Various Northwest Regions (July - October)	Steady	\$\$\$	Excellent



Cauliflower

Cauliflower supplies are expected to be plentiful this week, provided there are no quality issues from the recent heat wave. This presents an opportunity for promotion.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good



Celery

This market is stable and is expected to remain so throughout the week. All pack types are available in both northern and southern California. Shippers are flexible with volume orders, so it's a good time to promote as much as possible. Quality remains high, with only minor seeder issues reported.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Citrus (Lemons)

ALERT

Fruit is peaking on 115ct and larger sizes, while 165ct and smaller sizes will remain extremely tight throughout the summer until District 3 starts in mid to late September. Markets for 140ct and smaller sizes will stay strong. With District 1 (San Joaquin Valley) finished, District 2 (Oxnard/Ventura County) is now the main growing region, focusing on larger fruit. Offshore supplies on the West Coast are starting to provide some relief for domestic lemons.

Commodity/Region	Supply	Price	Quality
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Oxnard/Ventura (October - February)	Light	\$\$\$	Good
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San Joaquin Valley (October - May)	Light	\$\$\$	Good
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Citrus (Limes)

Volume remains steady from the Veracruz and Mexico regions. There is increased availability of 110/150ct sizes as the size distribution shifts. Overall quality is good.

Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	Steady	\$\$\$	Good
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Citrus (Oranges)

ALERT

Valencias remain the main variety and are performing well, with markets strengthening. Demand is picking up, especially with the return of school business, but harvest volumes are still low as we aim to extend the short Valencia season. Fruit will peak on 72ct and larger sizes, while 88/113/138ct sizes will be extremely tight once the summer break ends. Currently, Valencias are available in the Central Valley and Riverside, with Brix levels around 12. Offshore Chilean fruit is also available on the West Coast.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (Year Round)	Steady	\$\$\$	Good
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Cucumber

Markets are steady with good supply coming from multiple regions. The main source is Baja in the west, with additional local supplies from the northwest and east.

Commodity/Region	Supply	Price	Quality
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Georgia (May - June)	Steady	\$\$\$	Good
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Mexico (November - May)	Steady	\$\$\$	Good
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Baja California (May - October)	Steady	\$\$\$	Good
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Eggplant

Overall supplies are good, with enough to meet demand on both coasts.

Commodity/Region	Supply	Price	Quality
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California (May - October)	Steady	\$\$\$	Good
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Georgia (May - June)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Garlic

ALERT

Garlic production in Mexico remains limited, though the quality is fair. The market is expected to stay steady over the next few weeks, with domestic supplies anticipated to start arriving by late July or early August.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Light	\$\$\$	Fair
Bakersfield, California (Year Round)	Light	\$\$\$	Fair
Gilroy, California (Year Round)	Light	\$\$\$	Fair



Grapes (Green)

Mexican seedless grapes are finished, though a few lots of Mexican red globes remain. Domestic grapes from the San Joaquin Valley will see improved production this week. High field heat is limiting picking hours, but the crop is reported to be of excellent quality and volume. Barring any unexpected rainstorms, California grapes should be available until late November or early December. The market is steady to slightly lower.

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Excellent



Grapes (Red)

Mexican seedless grapes are finished, though a few lots of Mexican red globes remain. Domestic grapes from the San Joaquin Valley will see improved production this week. High field heat is limiting picking hours, but the crop is reported to be of excellent quality and volume. Barring any unexpected rainstorms, California grapes should be available until late November or early December. The market is steady to slightly lower.

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

ALERT

Due to extreme heat and humidity in Northern Mexico over the past two weeks, growers are experiencing reduced yields. As a result, we can expect the market price to gradually increase over the next few weeks.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair



Kale

Kale supplies are expected to be plentiful this week, offering opportunities for promotion. The quality remains excellent.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - OCT)	High	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Lettuce Iceberg

There is plenty of supply available from multiple shippers. Despite some minor misshaping, which is typical for this time, the quality and texture of the commodity are very good. Weights average between 39-44 pounds, and internal burn is mostly not an issue. Expect good supplies throughout the week with competitive pricing, and all escalated pricing is currently off.

Commodity/Region Supply Price Quality

Mexico (Year Round)	Steady	\$\$\$	Fair
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Santa Maria, California (March-December)	Light	\$\$\$	Fair
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Salinas, California (May - October)	Light	\$\$\$	Fair
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Lettuce Leaf

Romaine, as well as green and red leaf lettuce, is expected to be plentiful throughout the week from most shippers. Romaine hearts will also be widely available. Ideal weather and the school break have led to a surplus of product in the marketplace. Aside from some minor fringe and tip burn, quality remains above average, with good sizing and weights reported. Shippers are flexible, and this trend will continue throughout the week.

Commodity/Region Supply Price Quality

Mexico (Year Round)	Steady	\$\$\$	Fair
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Lettuce Tender Leaf

Tender leaf supplies are expected to be plentiful going into the weekend, with fair to good quality. Italian parsley remains limited, with fair quality.

Commodity/Region Supply Price Quality

Mexico (Year Round)	Steady	\$\$\$	Fair
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Oxnard, California (Year Round)	Steady	\$\$\$	Fair
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Melon (Cantaloupe)

The cantaloupe market is steady, with excellent quality in the new crop from central California. Due to the recent heat wave, the new crop is peaking on Jumbo 9s and 9s, while smaller fruit is commanding a premium. Brix levels are in the 14-17 range. Retailers are planning to push promotions for all melons at the end of July and beginning of August.

Commodity/Region Supply Price Quality

Central America (December - May)	High	\$\$\$	Excellent
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

The honeydew market is steady, as shippers have increased their inventory of the new crop. The new crop is peaking on Honeydew 5s and Jumbo 5s. With lower crossings from Mexico, there is a gap in the supply of smaller fruit, making Honeydew 8s more of a premium.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Excellent
Central America (December - May)	Steady	\$\$\$	Excellent



Melon (Watermelon)

The Arizona season has ended, and watermelons are now available from California, Kentucky, North Carolina, and South Carolina. Demand remains steady post-holiday as retailers actively promote summer fruit.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good
Central America (December-May)	Steady	\$\$\$	Good



Mushroom

Supplies and availability are excellent. Now is a great time to start increasing your averages with the holidays approaching.

Commodity/Region	Supply	Price	Quality
Nationwide	Steady	\$\$\$	Good



Onions

High temperatures in California are limiting supplies and keeping prices elevated as demand shifts to New Mexico. Washington is currently harvesting, and Idaho will start its crop in a few weeks.

Commodity/Region	Supply	Price	Quality
South Texas (July-April)	Steady	\$\$\$	Good
Tri-Cities, Washington (July-April)	Light	\$\$\$	Fair
California Desert (April - May)	High	\$\$\$	Excellent



Pears

The new crop of California pears has started off lightly. This year's California crop is down 20% from last year and is supported by high prices from canneries. Expect the California crop to start high and remain so. Washington's crop is also projected to be lower in volume. The Wenatchee area was particularly affected by a frost during bloom, and some shippers are uncertain about the viability of their crop in that district. The Yakima and Hood River districts are also expected to be 20% down from last year.

Commodity/Region	Supply	Price	Quality
Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

ALERT

"Supply is not meeting demand, and contracted business remains a priority. Costa Rican Pineapples: A lack of rainfall in the tropics has led to lower crossings year-over-year. The new crop is expected to arrive in the U.S. in week 32. Mexican Pineapples: Heavy rains have caused internal issues and lower Brix levels, which are not meeting U.S. standards."

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

Late storage issues, such as pressure bruising, are becoming more common. The new crop of Washington potatoes has entered the market, and Idaho is expected to begin harvesting the week of August 5th.

Commodity/Region	Supply	Price	Quality
Bancroft, Wisconsin (August-July)	Steady	\$\$\$	Excellent
Idaho Falls, Idaho (August-July)	High	\$\$\$	Excellent
Monte Vista, Colorado (August-July)	Steady	\$\$\$	Excellent
Pasco, Washington (August-July)	High	\$\$\$	Excellent



Squash

Markets are steady with ample supplies available. Most of the supply is coming from Baja and Santa Maria in the west, and Michigan and North Carolina in the east.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
California (May - Oct)	Steady	\$\$\$	Good
Ohio/MI/OH/NJ/NC (June - September)	Steady	\$\$\$	Good



Stone Fruit

Peaches, plums, and nectarines from the Central Valley are slightly higher due to the heat wave limiting crew working hours. Despite this, both supply and quality remain good. Pluots have started with several Central Valley shippers and will be available through August. Early Wonderful pomegranates are expected to begin in mid-August. The Chilean kiwi market remains steady.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	High	\$\$\$	Excellent



Tomatoes

ALERT

Strong demand and low availability are keeping markets steady at elevated levels. Tennessee has started, but intermittent rain in the region has slowed progress. In California, hot temperatures are impacting supply, quality, and availability. Further south, Southern Baja is winding down as crops move north. Expect limited supply throughout the summer.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Florida (November-May)	Light	\$\$\$	Good
Baja California (Spring/Summer - NOV)	Light	\$\$\$	Good
California (July - OCT)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



CALIFORNIA

Heat wave conditions will continue through Thursday while winds remain light offshore. Morning lows will be in the low 50s to mid 60s with daytime highs in the low 60s to mid 70s near the coast, mid 80s to mid 90s in the coastal valleys and 100 to 109 south of Soledad. The high weakens and winds turn onshore Thursday night causing the marine layer to deepen and temps to drop across the region. Max temps over the weekend will only be in the upper 50s to mid 60s on the coast, low 70s to low 80s in the coastal valleys and mid 80s to low 90s south of King City.



MEXICO

Isolated to scattered showers and T-storms will continue through Saturday. Rain totals will range from 0.05" to 0.30" in most showers but 1" to 3" of rain is possible in some T-storms, especially on Thursday into Friday. Shower activity should become more isolated on Sunday. Temperatures should average a few degrees below normal during this period of increased shower activity. Highs in the low 70s to low 80s on Wednesday, low 70s to low 80s on Thursday, upper 60s to upper 70s on Friday into Saturday and low 70s to low 80s during the day on Sunday. Low temps in the upper 50s to mid 60s thru Sunday morning.



FLORIDA

Sea breeze circulations and a few air mass T-storms will occur through Thursday over the peninsula. As we move toward and through the weekend moisture will increase ahead of a cold front that is approaching the area. Therefore, expect showers and t-storms to increase across the area as well. Temps will remain warm over the next five days and humid weather conditions are expected. Winds will gust in the 15 to 22 mph range through Friday.



ARIZONA

Shower / thunderstorm coverage over central AZ increases Wednesday-Thursday. Could see some flash flooding near Scottsdale Thursday evening. This weekend should be dry. Highs will warm to the 109-113 range over southwest Arizona by Thursday afternoon, with southeast CA climbing to the 116-121 range.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



Freight market this week sees limited truck capacity from smaller regional growing deals such as New Mexico. Hot weather continues to put pressure on both equipment and the need for increased attention to cargo temperatures.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	07/08/24	07/15/24	07/22/24	Change from	
				week ago	year ago
U.S.	3.865	3.826	3.779	↓ -0.047	↓ -0.126
East Coast (PADD1)	3.934	3.908	3.872	↓ -0.036	↓ -0.099
New England (PADD1A)	4.101	4.109	4.101	↓ -0.008	↑ 0.001
Central Atlantic (PADD1B)	4.087	4.067	4.061	↓ -0.006	↓ -0.087
Lower Atlantic (PADD1C)	3.861	3.829	3.778	↓ -0.051	↓ -0.115
Midwest (PADD2)	3.803	3.745	3.732	↓ -0.013	↓ -0.082
Gulf Coast (PADD3)	3.598	3.551	3.461	↓ -0.090	↓ -0.179
Rocky Mountain (PADD4)	3.790	3.750	3.731	↓ -0.019	↓ -0.243
West Coast (PADD5)	4.454	4.450	4.394	↓ -0.056	↓ -0.161
West Coast less California	4.018	4.030	3.977	↓ -0.053	↓ -0.240
California	4.955	4.932	4.874	↓ -0.058	↓ -0.070

**prices include all taxes*

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Update



The persistent high-pressure ridge out west looks to finally move to the east late this week bringing near seasonal temperatures to the Salinas and Santa Maria Valleys. This is welcome relief from the hot temperatures allowing crops to recover in the fields.

Lettuce and leafy green crops are in good supply and generally good quality with some fringe burn, an elongated core/seeder and slightly dehydrated texture. These supplies will continue to show some premature pinking along the ribs that is not seen during harvest and tends to show up during transit and storage. The hot temperatures can cause physiological changes in the plants causing leaf sensitivity resulting in a thin, weaker overall texture. For fresh-cut items this can result in increased mechanical damage and bruising during harvest and processing. Processed items will likely see an increase in discoloration and breakdown showing up in the bag affecting quality and shelf life. Insect pressure remains problematic as increased rodent activity is also being reported in the fields.

In the San Joaquin Valley the excessive temperatures continues to limit harvesting hours and have caused some bloom drop in the melon, tomato and bell pepper fields. The long-term effects of this will likely show up around mid to late August with lower yields and overall smaller sizing.

As regional production continues across the U.S. growers in California plant less acreage in anticipation of these local supplies. Welcome rain in Central Mexico is improving supplies and quality from this region adding to overall supply. This region has been dealing with drought conditions and hot temperatures and the wet weather seed varieties used will benefit from the rain in the region.

It remains very important to maintain the cold chain at every step and keep inventories in check as the quality and shelf life of most crops, especially processed items, will be challenged.



TIM LYNCH
QUALITY ASSURANCE MANAGER