

July 13, 2017

Overview

Lemons are still in a very EXTREME MARKET and we are seeing a shortage in supply with oranges as well. The melon market is in escalation. Asparagus is also escalated and in short supply. Lettuce is active but stable. Berries are a good buy out of SALINAS.

Market Alert

- Apples- **EXTREME**
- Avocados – **ESCALATED**
- Asparagus- **(JUMBO AND LARGE)-ESCALATED**
- Celery- **ESCALATED**
- Cucumbers- **ESCALATED**
- Green Beans – **ESCALATED**
- Garlic – **EXTREME**
- Green Peppers – **(LARGE AND CHOICE) ESCALATED**
- Lemons- **EXTREME**
- Melons- **(CANTALOUPE AND HONEYDEW)- ESCALATED**
- Oranges- **EXTREME**
- Potatoes- **(Large Sizes)-ESCALATED**

Good Buy

Strawberries from Salinas CA - Strawberries, an excellent source of Vitamin C, are consumed fresh, frozen, dried and often made into preserves. Make Strawberry Yogurt popsicles perfect for summer!

STRAWBERRY FRUIT POPS!

Recipe:

1 pint fresh strawberries, roughly chopped
1/4 cup sugar
1 teaspoon lemon juice
6 to 8 ounces Greek yogurt

- Combine the strawberries and sugar in a small bowl. Let stand about 20 minutes and stir.
- Pour the strawberries and syrup into a food processor or blender. Add the lemon juice and pulse a few times until the fruit is pureed.
- Stir the yogurt into the strawberry mixture until combined. Pour into molds and freeze for at least 8 hours or overnight.

Transportation

Trucks are in good supply in California, Arizona, Washington and Texas. Freight rates are firm. Availability has tightened in Florida and Eastern Oregon.

Weather

SOUTHEAST: Expect a mix of clouds, sun and rain through early next week.

Thu 07/13	Fri 07/14	Sat 07/15	Sun 07/16	Mon 07/17	Tue 07/18	Wed 07/19
86° 68°	87° 67°	83° 66°	84° 65°	85° 64°	86° 64°	86° 66°
						
Chance of a Thunderstorm	Clear	Clear				

BAKERSFIELD/ CENTRAL VALLEY: There will be plenty of sunshine with above normal average high temperatures.

Thu 07/13	Fri 07/14	Sat 07/15	Sun 07/16	Mon 07/17	Tue 07/18	Wed 07/19
104° 76°	104° 77°	104° 80°	106° 78°	104° 75°	102° 75°	103° 76°
						
Clear	Clear	Clear	Clear	Clear	Clear	Clear

CENTRAL COAST: No major forecast changes over the next 7-14 days. Plenty of sun, mild days and cool evenings.

Thu 07/13	Fri 07/14	Sat 07/15	Sun 07/16	Mon 07/17	Tue 07/18	Wed 07/19
69° 53°	70° 53°	75° 56°	81° 54°	72° 53°	70° 53°	72° 54°
						
Partly Cloudy	Clear	Clear	Clear	Clear	Clear	Clear

Fruits & Vegetables

Avocados: ESCALATED - On the immediate horizon, we are seeing a dip in production and seeing markets turn again as smaller sized fruit becomes very short. We expect to see smaller sized fruit short for the next several weeks due to the transition to the new Flor Local crop in Mexico. Long term market forecasts call for lighter volume crossing through Laredo, TX. Volume is anticipated to be 30 to 35 million pounds next week, down roughly 5 million pounds from the current week. California volume will also continue a downward trend further limiting availability. Peruvian volume is expected to remain unchanged. We anticipate a very inconsistent avocado market over the next several weeks.

Bananas: Demand and quality are good and inventories are lighter this week.

Grapes: There is good volume out of Coachella while the Central Valley ramps up. Still seeing product available crossing through Nogales but sizing is limited to mostly large. Quality is starting to decline on the import product as well. Deals are being made on smaller sized fruit. Large/XL peak sizes in Coachella, seeing quotes in the high teens to low 20's on larger sizes.

Kiwi: Supplies are good. Prices are good and quality is average.

Berries

Blueberries: - Production is increasing in Baja California and Oxnard; prices will remain unchanged this week while prices are varied by region. Quality is good.

Blackberries: Blackberries are good in supply through this month. Quality is good.

Raspberries: Good quality and supply. Central California growers are now harvesting as well.

Strawberries: Availability is good, although quality in the Santa Maria is not that favorable. Quality is good out of Salinas but prices are higher.

California / Arizona Citrus

The lemon and Valencia markets remain tight. Large lemons, sizes 79-140S, are the most difficult and anything over contract will not get booked. Import lemons have started arriving on the east and west coast, although market prices remain high. Import clementines are now available as well. Mexican lemons are available.

Navels/Valencias: EXTREME

Import Navels are now available from Chile and South Africa. Valencias are tight, as temperature has affected picking. Quality is good. Organics are available.

Lemons: EXTREME

Supplies on domestic lemons will remain very tight on all sizes for the remainder of summer. South American and Mexican lemons have started to arrive.

Limes: Limes are available. Great quality and color.

Grapefruit: California Star Ruby and White grapefruit is available. Organic is also available.

Specialties:

- Ojai Pixie tangerines are available. Gold Nuggets are done.
- Halos will be available through June.
- Import clementines are now available.
- New Zealand Meyer and Pink Zebra Lemons are now available.

PINEAPPLE: Supplies are good, loading at the ports as well as forward distribution centers. Fruit is cutting nicely with good brix. This is a good substitute for Honeydew.

California Lettuce

Butter: Prices are down and supply is good.

Green and Red Leaf: Quality is good except for the occasional fringe burn. Demand is steady. Supply is heavy on green and steady on red.

Iceberg Lettuce: Supplies are lighter this week and markets are seeing an increase in price. Quality is very good.

Romaine: Good supply. Quality is overall good however we are still seeing occasional fringe burn and yellowing on the outer leaves.

Romaine Hearts: Supplies are good, prices are down. Quality is good, with occasional mildew.

Eastern and Western Vegetables

Green Bell Peppers: ESCALATED Pepper supplies are hit and miss due to quality even though North Carolina is now in full production. We are seeing a lot of rain related quality and shelf life concerns post-harvest. We expect to see Mid Atlantic as well as Michigan production in two weeks which should relieve some demand on North Carolina. Bakersfield, Somis and Oxnard are ramping up but still seeing heavy demand from the east keeping FOB prices elevated in addition to quality issues related the recent heat wave. We should see Fresno ramp up over the weekend. Large and Choice packs are demanding a premium this week.

Red Bell Pepper: Supplies are starting to improve, however markets remain high. Bakersfield production is hit and miss while quality is questionable because of the past heat wave. Somis and Oxnard are ramping up. Supplies are also crossing through Otay.

Yellow Pepper: Extremely Light supply crossing through Otay. Coachella is out and could be done due to the heat wave.

Mini Sweet Pepper: Light supplies expected over the next 7-14 days

Cucumbers: ESCALATED BUT IMPORVING!! North Carolina production has increased as well as better quality being reported from the fields. We are also seeing more availability. Michigan production ramping up in addition to better volume out of the Baja. We will see prices begin to fall over the next 10 days.

English Cucumber: Supplies from Eastern Canada are good.

Green Beans: ESCALATED Supplies are IMPROVING throughout the Southeast this week. Quality is still hit and miss, however, should improve daily. Light supplies will continue in the west, however, with improving weather conditions we expect to see volume increase out of Fresno and Brentwood. FOB Prices are slightly down.

Zucchini & Yellow Squash: GREEN Domestic supplies are still good in the southeast, but we are seeing price pressure due to rain related quality issues. In the west, Fresno and Santa Maria production continue to ramp up. YELLOW- Supplies are improving daily and finally driving FOB quotes down.

Herbs

Fresh herbs are very steady.

HERB	SUPPLIES	QUALITY	COUNTRY OF ORIGIN
Arugula	Good	Good	USA
Basil	Good	Good	USA/MEXICO
Opal Basil	Good	Good	USA/MEXICO
Thai Basil	Good	Good	USA/MEXICO
Bay Leaves	Good	Good	COLUMBIA
Chervil	Fair	Fair	USA

Chives	Good	Good	USA/MEXICO
Cilantro	Good	Good	USA
Dill	Good	Good	USA/MEXICO
Episode	Good	Good	MEXICO
Lemongrass	Good	Good	USA
Marjoram	Steady	Good	USA
Mint	Good	Good	USA
Oregano	Good	Good	USA
Italian Parsley	Good	Good	USA
Rosemary	Limited	Good	USA
Sage	Good	Good	USA/MEXICO
Savory	Good	Good	USA
Sorrel	Good	Good	USA
Tarragon	Good	Good	MEXICO
Thyme	Good	Good	USA
Lemon Thyme	Good	Good	USA
Lavender	Good	Good	USA
Lime Leaves	Good	Good	USA
Hora Santa	Good	Good	USA

Melons

Cantaloupe/Honeydew- ESCALATED

The shift that has now moved to the west side is now complete. Production is still lighter than expected however improving daily. We are seeing very good quality on cantaloupes, mostly larger sized which should level out over the next 7 to 10 days. Excellent quality, good brix in the low to mid-teens. Honeydews are starting up slower than expected, but expect to see better production numbers this week. Initial quality reports are very good. Bins are available out of Georgia, North and South Carolina.

Watermelon- Good supplies are now available out of Texas, the Carolinas and Georgia. California supplies are also improving. Fruit is cutting beautifully, deep red and sweet! A good substitute for honeydew over the next week if necessary.

Mixed Vegetables

Artichokes: We are seeing prices come down. Quality is good.

Arugula: Supplies are good for baby and wild. Quality is fair.

Asparagus (Jumbo/Large) ESCALATED: The market is tight, we are in short supply and seeing shortage by about 15%. This is due to the heat in Mexico. We usually pull from Mexico this time of the year but are having to pull from Peru due to quality. Peru lacks the supply so we are seeing supply issues and high prices.

Bok Choy: Quality is good and we are seeing some higher quotes on WGA cartons.

Broccoli: Prices are slightly higher and supplies are on the lighter side. Quality is good.

Brussels Sprouts: Higher prices and tighter supplies remain but are leveling out. Quality is improving.

Carrots: There is a good supply with solid quality.

Cauliflower: Market is good, supplies are lighter and quality is very good.

Celery: ESCALATED Oxnard is done and we are now in Salinas for 100% of supply. Prices rebounded and went back up. Supply is tight and prices are expected to remain elevated.

Corn: Georgia Sweet Corn is plentiful and promotional pricing is available. White, Yellow and Bi-Color corn loading in the Central CA District is now available with good volume.

Cilantro: Quality is variable as there is still yellowing with some decay. Prices are moderate.

Fennel: Supplies for the week will be light.

Garlic: EXTREME the extremely hot weather the past 7-10 days is helping us significantly. The 2017 crop is dying down. We hope to start bringing in decent amounts of 2017 CA product on tunnels. This crop is now being cracked and peeled for processing. We have been shipping CA product.

Ginger: Chinese ginger supplies have tightened up putting upward pressure on prices across the country. This is still a better dollar value than ginger from Hawaii, Brazil, Thailand and Costa Rica.

Green Cabbage: Green cabbage has improved, supplies are good and quality is good in the east and west. Volume incentives are available out of Georgia, however we have reported some quality issues in eastern cabbage due to the heavy amount of rain.

Green Onions:

Iced: Prices are good and there is plenty of product.

Iceless: This market is steady with good volume.

JICAMA: Normal prices and quality is good.

Kale (Green): Demand is steady and quality is better.

Mache: Availability is adequate.

Napa: Supplies are normal. Quality is good.

Parsley (Curly, Italian): We are seeing prices that are still higher but improving. Quality is average.

Radishes: Quality is good and supply is slowing down. Expect to see stronger markets through the summer.

Red Cabbage: Quality and sizing have been great, with good color. Overall, the market is strong.

Snow and Sugar Snap Peas: Snow and sugar snap peas are in high demand with good quality.

Spinach (Bunched): Supply is good, quality is fair due to heat related issues.

Spinach (Baby): Baby and clipped spinach supplies are good. Quality is fair due to heat related issues and occasional reports of mildew.

Spring Mix: There is plenty of product with quality being fair.

Onions

Pricing has increased as California supplies have had some gaps making the pull out of New Mexico significant. Central California crop was hit heavy with rains during planting which is making supplies spotty in the central region for the next 4-6 weeks. With this, we can expect the market to be a bit stronger over this time frame. Sizing is also likely to flip over the course of the next 7 days as New Mexico transitions from the early variety to the spring seeded variety. We expect peak sizing to be on mediums and Jumbos unlike the last several months where it was peaking on Jumbos and Colossals.

Potatoes

Large Sizes ESCALATED The demand in Idaho remains very good. We have even seen a small increase in prices on the consumer side of the market, mainly due to lack of supplies from Wisconsin and Colorado. The demand on cartons remains strong and prices have stabilized. We are in the final few weeks of the old crop Idaho's, with a limited number of shippers that will have supplies into the middle of August. You can expect a few operations that will have a gap in their supplies this year. You will not see the early start on the new crop Idaho's this coming year. Expect limited supplies of new crop the second week of August. As always, the new crop Idaho's will start on the western side of the state. As a side note, you probably won't see new crop Washington start until the first of August, this is due to cool and wet spring conditions. Transportation appears to be normal, with adequate supplies.

TOMATOES- EAST:

- **Rounds** –Supplies in the east will continue to improve with production now in The Carolinas, Tennessee and Virginia. We are seeing a slight tick up on FOB prices for Mid-Sized fruit this week. Quality will be hit and miss with continued showers throughout the region this week.
- **Roma**- Excellent supplies in the east from Tennessee, Kentucky and New Jersey. Quality is good and prices are down this week.
- **Grapes**- Supplies are mostly unchanged out of the Carolinas. Demand is flat and FOB prices are unchanged. Quality is becoming an issue as the region continues receiving precipitation.
- **Cherries**-Demand is mostly unchanged as quality has improved and FOB prices are down.

TOMATOES- WEST/MEXICO:

- **Rounds-** Vine-ripe production is now in full swing through Otay and McAllen in addition to increased California production on greens. However, we are seeing some heat related quality issues on these crown picks which could last 7-14 days. FOB prices are varying based on sizes. Larger fruit is higher while smaller sized fruit is down. San Diego County is on target to start later this weekend!
- **Roma-**Supplies are down substantially through Otay and McAllen due to cooler weather this past week as well as transitions between blocks. We are still seeing a few crossings through Nogales but expect that to cease soon. Prices are down due to lower demand.
- **Grapes-**Crossings are good from Baja. Quality has also improved. FOB Prices are unchanged this week.
- **Cherries-**Supplies are improving and quality is good. FOB Prices are down this week.

APPLES, PEARS, & TREEFRUIT

Apples EXTREME: Demand from retail is extreme causing shortages industry wide. Golds and Grannys remain extremely short causing a shift in demand to all other varieties. We expect to see this continue through the rest of the season. Offshore deals are also very active due to the shortages in the Pacific Northwest.

Pears: Bosc and Anjou are readily available domestically out of Washington. We expect to see California begin in July. Offshore Bosc and Packham supplies are steady.

Stone Fruit: Domestic Loading Central Valley, CA (Cherries- Washington)

Cherries: Hit and miss supply out of California while Washington begins to ramp up.

Nectarines: Yellow and White available Yellow Peaking 50s-80's, Whites Peaking 50's, 60's and 70's

Peaches: Yellow and White available- Yellow Peaking 50s, Whites Peaking 60's and 70's

Plums: 40's, 50's, 60s and 70's available.

Apricots: Hit and miss out of California.