

October 12, 2017

### Overview

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Oranges, broccoli florets, and iceberg continue to be in a very EXTREME MARKET. There is heat damage in almost all leaf and tender leaf products, including broccoli florets. Strawberries and asparagus have improved. We do expect to start seeing improvements in the broccoli market.

### Market Alert

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- Broccoli – **ESCALATED/EXTREME**
- Broccoli florets – **ESCALATED**
- Carrots – **EXTREME**
- Cilantro – **ESCALATED**
- Garlic – **EXTREME**
- Green Onions – **ESCALATED**
- Lettuce (Iceberg and Romaine, Romaine Hearts) – **ESCALATED/EXTREME**
- Mushrooms - **ESCALATED**
- Oranges – **EXTREME**
- Onions – **ESCALATED**
- Cherry Tomatoes – **ESCALATED**

### Watch List

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*\*Keep an eye on these items and situations. It may be too early to make a call one way or another, but they are forecasted to go up in price and hit extreme markets.*

- Roma Tomatoes
- Rounds

### Good Buy

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Avocado lovers REJOICE! Things are *finally* looking up for this hot ticket item, with great quality and availability spanning all across the country.

Our advice: take advantage of the green goddess' golden hour while we have it. We are, without a doubt, in the Age of the Avocado, and with good supply should come new and exciting menu innovation! Stay tuned to see what PA's corporate Chef Steph has in store for working with these fantastic superfoods on [The Dish](#) next week.

Until then, since it's football season, we thought we would celebrate this fruit's success with a touchdown! Tom Brady of the Patriots recently released a new book, "The TB12 Method: How to Achieve a Lifetime of Sustained Peak Performance." In it, he features a fantastic recipe for avocado ice cream. Don't wait until game day to enjoy this sweet treat!

## Tom Brady's Avocado Ice Cream

### Ingredients:

- 1 avocado (ripe and soft)
- 1/2 cup raw cashews
- 1/2 cup coconut meat (from young coconuts)
- 1 1/2 cups dates (pitted)
- 1 cup raw cacao powder
- 1 1/4 cups water








### Directions

1. Blend all ingredients in a high-powered blender until smooth.
2. Put mixture in freezer until ice cream reaches desire thickness. (For quicker ice cream, freeze half of the water into ice cubes before blending.)
3. Scoop ice cream into four dishes and serve with your choice of topping.








### Weather

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**SOUTHEAST:** A steady weather pattern will continue through the remainder of the week and will see a cooling trend early next week

Thu 10/12	Fri 10/13	Sat 10/14	Sun 10/15	Mon 10/16	Tue 10/17	Wed 10/18
89°   65°	88°   68°	88°   68°	87°   67°	86°   66°	73°   59°	77°   59°
						
Fog	Clear	Partly Cloudy	Chance of Rain	Partly Cloudy	Thunderstorm	Partly Cloudy








**BAKERSFIELD/CENTRAL VALLEY:** No major changes this week. Plenty of sunshine and mild temps the next 7 to 10 days.

Thu 10/12	Fri 10/13	Sat 10/14	Sun 10/15	Mon 10/16	Tue 10/17	Wed 10/18
74°   45°	76°   47°	77°   47°	84°   51°	86°   54°	82°   51°	74°   50°
						
Clear	Clear	Clear	Clear	Clear	Partly Cloudy	Partly Cloudy

**HERMOSILLO:** Plenty of sunshine and optimal growing conditions for the next 7 to 10 days.

Thu 10/12	Fri 10/13	Sat 10/14	Sun 10/15	Mon 10/16	Tue 10/17	Wed 10/18
98°   74°	99°   74°	100°   72°	102°   74°	103°   74°	103°   73°	100°   71°
						
Clear	Clear	Clear	Clear	Clear	Clear	Clear

**CENTRAL COAST:** No major changes this week. Plenty of sunshine and mild temps the next 7 to 10 days.

Thu 10/12	Fri 10/13	Sat 10/14	Sun 10/15	Mon 10/16	Tue 10/17	Wed 10/18
71°   45°	71°   46°	77°   48°	85°   50°	83°   50°	70°   47°	66°   49°
						
Clear	Clear	Clear	Clear	Partly Cloudy	Clear	Partly Cloudy

## **Transportation**

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

## **Fruits & Vegetables**

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**Avocados: PROMOTIONAL VOLUME AVAILABLE THIS WEEK** We have finally turned the corner and are seeing numbers ramp up. Excellent volume continues to be reported crossing the border despite the estimates being down over 3 million pounds for the week. We are hearing additional rumors of heavy dips in product crossing the border next week as well. Quality is very good. The downward trend continues in FOB prices will continue and there is good availability in all regions of the country this week.

**Bananas:** Demand and quality are good and inventories are unchanged this week.

**Grapes:** Weather has started to cool down, so the days are longer and volume is picking up. Quality is good. Red varieties available- Scarlet Royals, Red Globes, Autumn Kings, Autumn Royals and Scarlet Royals. Greens are winding down and quality is off. We are seeing a bit more waterberry and as well as amber.

**Kiwi:** Shipments are for the most part finished out of Chile. What is in storage will be it for the season. Still looking for California to begin harvesting over the next several weeks. Markets remain very active with limited availability on the horizon. Quality is still very nice.

## **Berries**

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**Blueberries:** Blueberry availability will be getting better with imports and other markets starting up.

**Blackberries:** Blackberries are average in volume. Quality is average due to the heat, but seems to be improving.

**Raspberries:** Volume is light, quality is average but seems to be improving.

**Strawberries:** The market is getting very active. We are seeing prices vary due to quality.

## **California / Arizona Citrus**

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Valencia's are done. The CA navel crop will end the week of October 16<sup>th</sup>. The first few weeks will have light supply as the pipelines are empty and it will take a little while to catch up. This will be a tough year for Navels, as projections are much lower than this previous year. There will be very little opportunity for extra market business on smaller sizes as the year progresses.

**Navels/Valencia's: EXTREME** Texas navels are available, early season quality. Few larger sizes available due to recent weather. Valencia's are done. Few organics are available. Domestic Navels are expected to be ready mid-October. Expect a tough year. Florida Early Gold variety is available.

**Lemons:** New crop desert and D3 lemons are available. Mexican lemons are available with good quality. New Zealand/Meyer lemons are available.

**Limes:** Limes are available.

**Grapefruit:** California grapefruit is wrapping up. Mostly choice grade. Some early Texas grapefruit is available with more coming by mid-October. Florida Star Ruby is available.

**Specialties:**

- California satsumas will get started mid-October.
- Australian mandarins are available.
- Import Cara Caras/Bloods are available in limited supply on the east coast.
- New Zealand Meyers are available.
- Fallglo Tangerines are available out of FL.

**California Lettuce**

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**Butter:** Prices are stable. Quality is average due to the heat.

**Green and Red Leaf:** Quality is average, we are seeing fringe burn. Demand is steady. Supply is below normal.

**Iceberg Lettuce: ESCALATED/EXTREME** Supplies are very light this week. Quality is starting to show signs of heat issues. We are seeing lighter weights and yields in the fields. We expect this market to get very limited in supply and see prices rise fast.

**Romaine: ESCALATED/EXTREME** Average supply. Quality is overall fair but improving. We are still seeing fringe burn and yellowing on the outer leaves and other heat-related issues.

**Romaine Hearts: ESCALATED/EXTREME** Supplies are average and prices are up. Quality is average to poor; however, growers are able to control some of the quality issues by peeling off some of the outer layers.

**Eastern and Western Vegetables**

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**HURRICANE IRMA UPDATE:** We will see a very active market and potential supply interruptions on all east coast vegetable items due to the aftermath of Hurricane Irma. Several of our partner growers have sustained severe damage to infrastructure, as well as crops. Fortunately, the forecast calls for favorable weather in the region over the next several days, which will assist in the recovery process. We expect to see very active markets over the next two to three months due to the damage of the fall crops in North Florida and South Georgia. We are anticipating a bold recovery in the Immokalee and Naples area in the next 4 to 6 weeks barring no additional severe weather events.

**Green Bell Pepper:** Pepper supplies and quality remain favorable; however, we still anticipate a shift in sizing and lighter production due to cooler overnight lows in all growing regions. South Georgia production is starting. California / Central Coast production is very good and expected to continue through the month of October.

**Red Bell Pepper:** Red Pepper supplies are mostly unchanged from last week. Expect good quality through the rest of the month due to more favorable weather impacting Central California in the extended forecast. FOB quotes are mostly unchanged this week.

**Yellow Pepper:** Supplies have been manageable and expect good quality over the next week. FOB prices are mostly unchanged.

**Mini Sweet Pepper:** Supplies are tighter as heat has affected supplies in the west and crops in the east have been damaged by Irma. Markets are expected to remain firm for the remainder of the month.

**Eggplant:** Supplies are available out of South Georgia and quality has improved. We also see very good quality out of the desert as production ramps up. Fresno is winding down and expect to see new crop product out of Nogales late October. Markets have firmed up in the west, but are slightly down in the east.

**English Cucumber:** Supplies are mostly unchanged. We should see some improvement as greenhouse production in Mexico is anticipated to ramp up over the next 10 to 14 days. Markets remain mostly unchanged.

**Cucumbers** Georgia continues to ramp up and quality has improved. Markets are generally flat with ample supply out of Baja, MacAllen. Nogales is seeing a few crossings this week as well. Pole Cucumber quality out of the shade houses in Mexico is gorgeous; dark green fruit with very little blemish or defect.

**Green Beans:** Supplies are good out of Virginia, North Carolina and South Georgia. Markets are flat in the east and quality is good. Supplies in the west are tighter pushing FOB prices higher. We will not see any improvement in the west until production in the desert ramps up over the next 7 to 10 days.

**Zucchini and Yellow Squash:** South Georgia supplies have slowed down due to cooler overnight temps. We are seeing fair quality and expect this market to remain tight through November. In the west, conditions continue to be favorable, quality is good and markets are down. New crop crossing through Nogales continues to ramp up daily and quality is outstanding.

## Herbs

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All Herbs are steady this week.

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**

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The cantaloupe market continues to firm up as availability out of the Westside region of California decreases. Classic Fruit's program in California will run another 3-4 weeks. Arizona production continues to progress forward with light production on 9's. Higher pricing being quoted in the desert. Harper variety melons are being grown, so we do not anticipate any issues with quality the rest of the way through as this variety can withstand cooler temperatures and even a little rain. Internal quality is consistent at 11-14%.

Honeydews will continue to run short and demanding a higher price. Larger sizes are becoming more and more difficult to find. The plants are producing mostly 8's and 9's this week. Nogales: We are beginning to see some fruit cross this week. Mostly 6's. We expect production to pick up in Nogales as well as the desert over the next 2 to 3 weeks. The fruit remains very clean with internal quality ranging from 10-13%.

Offshore update: Our summer is their rainy season and this year they have seen steady amounts and accumulation. Early fields were planted on time despite battling to get the fields properly prepared (laying plastic, land prep, etc.) and now rain delays have pushed projected harvest schedules back to December and January. This has delayed planting which may produce some holes in production around the holidays and after.

**Watermelon:** The Westside region will continue to have supply through the middle of October while production in the Midwest is winding down. Seed varieties used in the fall for the past few seasons have been expanded, as they proved to be resistant to cooler weather that hits that region in October. Central Arizona should be ready in early October. Markets have firmed up due to lighter volume this week. Guatemala started planting last week with an early to mid-November start expected.

## **Mixed Vegetables**

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**Artichokes:** Steady market with higher prices. Quality is good.

**Arugula:** Supplies are low for baby and wild. Quality is fair. Prices are rising.

**Asparagus:** Good supply, prices are back to normal and quality is good.

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

**Broccoli:** **ESCALATED/EXTREME** Prices are high and in escalation. Supplies are on the lighter side due to the heat and being pro-rated. Quality is average. **Broccoli florets are ESCALATED** and we are seeing a shortage in supply, however we anticipate this to improve.

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

**Carrots:** **EXTREME** Due to the heat and rain, we are seeing some quality issues and a shortage on jumbo supplies as well as tables and cellos.

**Cauliflower:** Market has improved, volume this week has been average and we have seen a decrease in price. Quality is good.

**Celery:** Oxnard is done and we are now in Salinas for 100% of supply. Prices are stable and quality is good.

**Corn:** Volumes are declining in all markets; however, demand is flat. The market is mostly unchanged, and quality is still good on yellow, white and bicolor.

**Cilantro:** **ESCALATED** Quality is poor; there is still yellowing with some decay. Prices are high.

**Fennel:** Supplies for the week will be good and quality is good.

**Garlic:** **EXTREME** We just finished our 2017 harvest this week. We have fortunately harvested our most normal crop since 2014. Our yields were pretty much as expected, nothing extraordinary, but a good crop of garlic. Presently, demand for domestic garlic still exceeds supply.

**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:** Supply is good on both coasts, quality is good.

**Green Onions:** **ESCALATED**

**Iced:** Prices are up, quality is poor with heat related damage.

**Iceless:** This market is steady and we are seeing heat related quality issues.

**JICAMA:** Normal prices and quality is good.

**Kale (Green):** Demand is steady and quality is just fair. Supplies are starting to lighten up with product being affected by heat damage.

**Mache:** Availability is adequate.

**Mushrooms: ESCALATED** Mushroom growers have suffered damage in the South and Southeast, as well as Puerto Rico. Hurricane Harvey and Irma have resulted in a tightening market, and the American Mushroom Institute said it expects supply to be affected for several months.

**Napa:** Supplies are normal. Quality is good.

**Parsley (Curly, Italian):** We are seeing prices that are still higher, the warm temperatures have caused quality issues.

**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. Market is stable.

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

**Spinach (Bunched):** Supply is average and quality is poor due to heat-related issues. We are seeing prices rise.

**Spinach (Baby):** Baby and clipped spinach supplies are low. Quality is poor due to heat-related issues and occasional reports of mildew. Prices are somewhat up.

**Spring Mix:** Supplies are average with fair quality.

### **Onions: ESCALATED**

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All supplies are shipping from the northwest and all indications are showing that supplies are significantly shorter than previous seasons. It is likely we will see pricing remain elevated as demand exceeds supplies. While sizing continues to be a challenge, we are starting to see some improvement. Sizing is peaking mostly on mediums and jumbos with much fewer big onions. We can expect that this will continue to get better as we transition from the harvest onions into storage onions, but even with this, it is likely that we will see pricing on large onions remain elevated this season and supplies to remain tight.

### **Potatoes:**

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The market in Idaho has become stable at this time. Consumer demand is good and carton demand is fair. Harvest is at least 75% completed. The state has seen very cool temperatures for the early morning hours which has slowed digging in the state. The growers have had to wait until late morning hours to get into the fields. The quality of this crop is very good and we are expecting excellent quality for the shipping season. Yields have shown to be a mixed bag with some fields normal and a few fields down. It appears that we have extra storage available at this time. The truck transportation remains to be a challenge for the shipping community.



## TOMATOES-

### EAST

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**HURRICANE IRMA UPDATE:** We will see a very active market and potential supply interruptions on all east coast vegetable items due to the aftermath of Hurricane Irma. Several of our partner growers have sustained severe damage to infrastructure as well as crops. Fortunately, the forecast calls for favorable weather in the region over the next several days which will assist in the recovery process. We expect to see very active markets the next two to three months due to the damage of the fall crops in North Florida and South Georgia. We are anticipating a bold recovery in the Immokalee and Naples area in the next 4 to 6 weeks barring no additional severe weather events.

- **Rounds: WATCH LIST** Supplies in the east have improved this week and markets were off as growers begin to schedule their final harvests over the next two to three weeks. This flush of fruit and a low consumer demand has pushed FOB prices down again this week. Quality is good on all sizes. Once the fall production finishes up, the next areas schedule to begin are Ruskin and Quincy; these areas were severely affected by Hurricane Irma.
- **Romas: WATCH LIST** Supplies are winding down out of Tennessee with quality being marginal. Markets will remain flat as demand continues to be off. As we begin to discuss the transition to Ruskin and Quincy, we anticipate light volume as these areas were severely affected by Hurricane Irma.
- **Grapes:** Supplies have improved considerably this week out of Virginia and North Carolina. Markets are down this week mostly due to lighter demand. Quality will remain an ongoing issue from weather and disease impacts. We expect a severe supply shortage over the next several months due to the damages done to the fall transition crops in North Florida.  
**Cherries: ESCALATED** Supplies are improving and we are seeing downward pressure on price. Quality is good.

## TOMATOES- WEST AND MEXICO

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**WEST COAST WEATHER STATEMENT:** Last week California experienced severe weather including rain, high humidity and wind. Combine these events with several heat waves over the past several weeks, and it does not impact crops in a positive manner. We are seeing heavy bloom drop and damage to fruit maturing on the plants. We expect an early completion of the tomato and squash season in the west adding additional concerns for shortages of supply over the next few months as Florida begins to recover from Irma.

- **Rounds: WATCH LIST** Vine-ripe production continues through Otay and McAllen and expect crossings to gradually increase. California is seeing a final push on the green program and anticipate 1 to 2 more weeks of availability. FOB prices are mostly down this week due to a tad more availability and lighter demand. Quality out of California is marginal while vine-ripe quality is excellent.
- **Romas: WATCH LIST** Supplies are improving daily through Otay and McAllen as newer shade houses are open and being harvested. Volume is expected to increase this week. California production remains lighter than normal and quality remains questionable because of last month's weather impacts. We are seeing downward pressure on pricing. We continue to see tender fruit that will not have good shelf life.
- **Grapes:** Crossings continue to improve this week as does quality. Quality has improved slightly this week crossing through McAllen and Otay. FOB prices remain mixed this week.
- **Cherries: ESCALATED** Supplies are mostly unchanged this week, however, demand and prices remain firm. Quality and sizing are good.

## **APPLES, PEARS, & TREEFRUIT**

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**Apples:** **PROMOTIONAL VOLUME AVAILABLE ON FOOD SERVICE/SMALL SIZED FRUIT!** New crop now available we are seeing the pressure on the market decrease and shortages diminish. Excellent quality available on all varieties; however, we are seeing less production of Golden Delicious as the trees are being pulled and replaced with more favorable varieties. Please make note that volume orders on food service grade apples must be pre-booked to ensure they are not packed with PLU stickers.

**Pears:** Still good availability on Golds out of California while we see good supply available on Bartlett and D'Anjou out of the Pacific Northwest.

## **STONE FRUIT: DOMESTIC LOADING CENTRAL VALLEY, CA**

- **Yellow Peaches:** Supplies winding down and very limited out of California.
- **Yellow Nectarines:** Supplies are winding down out of California.
- **White Nectarines:** Supplies are winding down out of California.
- **Plums:** Angelino's are available. Supplies are winding down.