

Weekly Market Review

May 30, 2024

Overview

We are now in full transition to South Georgia in the east and Coachella or Baja in the west. The shortest items remain hot peppers with tomatillos, shishitos and serranos all being the most volatile. Markets will be volatile across the entire category; drought, a wider transition gap between winter and spring production and poor weather throughout the winter continue to disrupt typically calm seasonal crops. Tomato markets have calmed down a bit with stable supply on both coasts; new crop out of the California desert on mature greens has ramped up and normal crossings from Baja keep a good balance in supply and demand. Culiacan is now done for the season and transition to Jalisco is well underway. Florida spring production is steady this week on rounds and snacking tomatoes while romas will be short this week. Table grapes are finally easing back as more production becomes available out of Mexico. We should see domestic fruit next month. We will start to transition melon supply from the offshore season to our domestic programs and good supply is expected out of the desert over the next 7-10 days. With U.S. avocado standing inventories down and handlers needing to refill the pipeline, demand for fruit in the field has spiked. Field pricing is being pushed up, and several market adjustments to higher levels will be made over the next couple of weeks. All four COOs currently in play have size curves favoring smaller fruit, giving Mexico leverage as the predominant source for 48s and larger. The rainy season in Mexico has not started yet, and if drought conditions continue, we can expect to see erratic crop cycles into the 2024-25 season. Peru arrivals will become significant over the next two weeks, further relieving the pressure to increase volumes out of Mexico and hopefully bring back market stability towards the end of June. Guatemala's temperatures continue to be very warm. Some regions, mainly where French beans are grown, have started to see rain that has affected production. The weather in the Salinas Valley continues to hold acreage back. The industry continues to harvest early to meet demand which is reflected in the limited supplies. Ground temperatures are below normal and crops are just not growing. As a result, we still have extreme markets on most commodities. Unfortunately, it seems that this weather trend will be following us into June.

Alert









- Asparagus – **ESCALATED**
- Artichokes-**ESCALATED**
- Avocados – **ESCALATED**
- Bok Choy – **ESCALATED**
- Broccoli Florets and Crowns-**ESCALATED**
- Cabbage, Red - **ESCALATED**
- Cantaloupe- **ESCALATED**
- Celery – **ESCALATED**
- Cilantro-**ESCALATED**
- Hot Peppers (All Varieties)- **EXTREME**
- Limes – **ESCALATED ON LARGE SIZES**
- Lettuce, (Iceberg Liner, Ctn Romaine, Ctn Romaine Hearts, VA Iceberg, VA Romaine, VA Iceberg/Romaine Blends) – **ESCALATED**
- Lettuce, Green Leaf – **ESCALATED REMOVE**
- Napa – **ESCALATED**
- Oranges – **EXTREME ON SMALL SIZES**
- Lemons – **EXTREME ON SMALL SIZES**
- Parsley (Curly & Italian) - **ESCALATED**
- Snow Peas – **ESCALATED**

Watch List









- French Beans
- Ginger
- Lettuce, Boston/Butter Lettuce, Better Burger
- Carrots – Jbo, Med & Cello -
- Lettuce, Green Leaf and Red Leaf
- Spinach

Weather









SALINAS, CA

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
69° 49°F	67° 52°F	63° 53°F	63° 55°F	68° 54°F	74° 57°F	80° 59°F	75° 58°F
							
Partly Cloudy	Partly Cloudy	AM Clouds/PM	AM Clouds/PM	Cloudy	Partly Cloudy	Sunny	Partly Cloudy









OXNARD, CA

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
67° 55°F	65° 55°F	63° 55°F	65° 55°F	66° 57°F	68° 58°F	70° 59°F	69° 59°F
							
AM Clouds/PM	Partly Cloudy	AM Clouds/PM	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy









COACHELLA, CA

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
106° 74°F	106° 74°F	105° 73°F	103° 73°F	103° 75°F	104° 77°F	107° 79°F	110° 80°F
							
Sunny	Sunny	Sunny	Sunny	Sunny	Mostly Sunny	Sunny	Mostly Sunny









JALISCO, NAYARIT

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
89° 61°F	90° 61°F	90° 62°F	88° 60°F	86° 58°F	87° 58°F	87° 61°F	86° 61°F
							
Sunny	Mostly Sunny	Sunny	Mostly Sunny	Sunny	Sunny	Sunny	Sunny

VIZCAINO, BAJA SUR

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
95° 54°F	94° 55°F	93° 55°F	92° 57°F	91° 56°F	91° 58°F	93° 60°F	94° 61°F
							
Sunny	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Mostly Sunny	Sunny	Sunny

WIMAUMA, FL

Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2	Mon 6/3	Tue 6/4	Wed 6/5	Thu 6/6
97° 70°F	96° 71°F	95° 70°F	94° 70°F	93° 71°F	94° 73°F	94° 74°F	94° 74°F
							
Mostly Sunny	PM Thunderstorms	Mostly Sunny	Partly Cloudy	PM Showers	Mostly Sunny	PM Thunderstorms	PM Thunderstorm

Fruits & Vegetables

Avocados: ESCALATED Last week's harvest closed at 53.9M pounds, which is almost no change from the previous week. Harvest for this week is tracking at a similar pace, and Mexico's lighter volumes are easily being accounted for from the other 3 COOs currently on the market. Markets across all sizes saw an increase and will likely continue until the end of June. Mexico's normal crop continues to mature, and dry matter is averaging 37.3%. Ripe cycles are shorter, and fruit is at a peak eating experience.

Bananas: Lighter supply and higher demand have tightened up inventories at many ports this week. Quality remains good.

Pineapples: Steady supply and quality remain good.

Table Grapes: Grape availability is slowly improving as more Mexican fruit crosses the border. Quality is mixed on the offshore fruit that is lingering and excellent in Mexico.

Berries

Strawberries: Supplies remain steady and are expected to remain steady for the foreseeable future. Over the past week, weather conditions in Watsonville/Salinas and Santa Maria areas have been consistently overcast, with occasional sun in the afternoons. Temperatures have been cool, causing a dip in production. However, both regions warmed up this week, leading to an increase in production. Fruit size and quality have been generally good, but some issues like misshapen fruit and low rates of pinrot have been observed. Labor concerns have not been reported.

Blackberries: Quality is good, with sizing between the medium to large range, a nice sheen, mostly black, and good firmness. Due to high temps in the Mexico regions, growers see some regression in some ranches and softer fruit as the days get hotter. Volume has been dipping due to the heat and will be limited for a while until another minor peak comes again towards mid-June. Flowers have started to bloom in the Watsonville region, and growers should start to see the harvest of small scratch picks beginning at the end of this week.

Raspberries: Mexico is experiencing hot and sunny weather with cooler mornings. Production has decreased due to the recent hot weeks, resulting in frequent rejections by the QC team. The fruit quality is good, with a strong red color, but some fruit is lighter due to early picking. Sizes are mostly medium with some larger berries and counts range from 35-52. There are occasional overripe and crumbled fruit in the packs, but efforts are being made to remove them. Production in Watsonville has begun and will double weekly until the peak in early August. All Mexico transfers are directed to New West Cooling in Watsonville.

Blueberries: Blueberries are experiencing issues with shriveling, scarring, and deformities due to high heat, leading to decreased production out of Mexico. Volume will decrease in late June through July, with a ramp-up towards September. Organic volume is tapering off and will end by the end of June. Out of the Central Valley, both conventional and organic production have peaked and will

decrease over the next couple of weeks. Quality is good, with some soft fruit and red backs being managed effectively by the packing house. Conventional blues will peak in mid-June. The Florida season has finished. Georgia production is tapering off, with one more big week expected before ending towards the end of June.

California Citrus

Oranges: EXTREME ON MEDIUM AND SMALL SIZES No Changes this week on the orange crop from California. The Valencia season is underway, as the Navel season continues to wind down. Small size oranges, including Valencia's, continue to be in extremely short supply and will remain in short supply until the Navel crop gets started in the fall. **FLEXIBILITY ON SIZING AND LOADING AREAS WILL BE MANDATORY IN ORDER TO GET ORDERS FILLED!**

Lemons: EXTREME ON SMALL SIZES- We continue to see small Lemons in California exceptionally short with no relief in sight until District 3 fruit gets started late in the summer. Import Lemons are starting to arrive in a small way with small fruit available. **FLEXIBILITY ON SIZING AND LOADING AREAS WILL BE MANDATORY IN ORDER TO GET ORDERS FILLED ON ORDERS LOADING IN CALIFORNIA!**

Limes: ESCALATED ON LARGE SIZES – Lime market is steady on medium and small sizes as we see volume from Mexico still running heavy to the smaller sizes (200's and 230's) as large sizes remain in extremely short supply. We expect to see increased overall availability as weather trends become more favorable, although large fruit will continue to be short.

Grapefruit: California Grapefruit is being packed in Riverside and the central valley.

Imports/Specialties: Cara Cara's are wrapping up for the season. Domestic mandarins and Gold Nugget mandarins are available. Pummelos are available in the Central Valley of California. Volume on import lemons is increasing.

West Coast Lettuce

Iceberg: ESCALATED – Lettuce supplies and quality are tight. Cooler weather is still lingering. Prices are still escalated and will continue to be until the weather warms up a bit. The forecast for quality is continuing to improve, but head size and weights are smaller and lighter. Expect pricing to be escalated for at least a few more weeks.

Romaine, & Romaine Hearts: ESCALATED - Supplies of Romaine and Romaine Hearts remain limited coming out of the Salinas Valley. Anthracnose and Mildew continue to limit production, quality, and weights. The industry is still recovering from reaching into acreage early. Demand still remains extremely strong and supplies that are available are good quality. Supplies will remain light on both carton & hearts as the market remains to be active. You can expect prices to stay escalated for at least a few more weeks.

Green Leaf and Red Leaf: Production in the Salinas Valley is steady. Overall quality is good, and current markets remain strong with good demand. Prices are no longer escalated.

Butter: WATCHLIST Production in Salinas Valley is steady. Overall quality is good.

Eastern and Western Vegetables

Green Bell Pepper: Good supply available across all sizes and Quality is good out of all locations.

Color Bell Pepper: Excellent supply and good quality available on all sizes.

Mini Sweet Pepper: Supply will be hit and miss this week loading in Nogales.

Mixed Chili Pepper: EXTREME Record low supplies and higher demand are pushing prices higher across the entire category. Overall, the quality is fair, but we expect to see a large imbalance in supply over the next 3-5 weeks. Once some of the newer growing areas begin production, we hope to see some relief, however in the meantime, we will continue to see the potential for shorts and extreme escalation in pricing. In Mexico, the main growing regions in Sinaloa are done and Cadereyta is slowly ramping up. South Georgia is steady and the west coast (California and the Baja) will start in 4 weeks.

Eggplant: Good supply and Quality available crossing through McAllen and Nogales. New crop will be available in South Georgia in approximately 3 weeks.

Slicer Cucumbers: Steady supply available out of McAllen, South Georgia, and Florida. Baja is scratching. Overall quality is good.

English Cucumbers: Promotable volume crossing from Mexico; markets were firmer this week due to lighter supply of slicer cucumber. Quality is good.

Pickles: Lighter supply available out of Nogales and Quality is good.

Green Beans: Supply is lighter this week and quality is hit and miss due to weather related pressure.

French Beans: WATCHLIST Production has slowed down due to rain in the Guatemalan growing regions. This may also affect quality and shelf life. Supplies remain steady out of Mexico, and quality continues to improve.

Zucchini/Yellow Squash: Shipping out of Florida, South Georgia and finishing up out of Nogales. Lighter supply this week is available due to rain events in the south. We expect better supply next week as newer regions start production. Quality is fair.

Herbs

Basil quality continues to improve. We are still seeing few quality issues with dill and oregano, although we have seen improvement. Chervil production is normal.

HERB	SUPPLY	QUALITY	COUNTRY OF ORIGIN
Arugula	Steady	Marginal	USA
Basil	Steady	Steady	USA/MEX
Opal Basil	Steady	Steady	USA
Thai Basil	Steady	Steady	USA/MEX
Bay Leaves	Steady	Steady	USA/COL
Chervil	Limited	Limited	USA
Chives	Steady	Steady	MEX
Cilantro	Steady	Steady	USA/MEX
Dill	Steady	Steady	USA/MEX
Epazote	Steady	Steady	MEX
Lemongrass	Steady	Steady	USA
Marjoram	Steady	Steady	USA
Mint	Steady	Steady	USA
Oregano	Steady	Steady	USA
Italian Parsley	Steady	Steady	USA
Rosemary	Steady	Steady	USA
Sage	Steady	Steady	USA
Savory	Steady	Limited	USA
Sorrel	Steady	Steady	USA
Tarragon	Steady	Steady	MEX
Thyme	Steady	Steady	USA
Lavender	Steady	Steady	USA
Lemon Thyme	Steady	Steady	USA
Lime Leaves	Steady	Steady	USA

Melons

Cantaloupe: ESCALATED Very good cantaloupe demand continues with limited production forecasted over the next ten days. We anticipate a decrease in daily pack-outs by the end of this week, which will remain lower through next week. Following our update from the end of last week, there is some optimism that the situation for next week will not be as dire as was first portrayed, but we do expect an approximate 30-40% decrease in overall volume. We are expecting regular volumes to resume at some point during the week of June 10th with sizing likely to turn larger.

The region has started to experience hotter temperatures which is conducive to providing better sizing. We are seeing a few more 9's the past two days, but still too many 12/15's being packed, which is negatively impacting yields. Quality of what we have seen over the first week has been very good with strong netting, good color and solid internal quality with brix levels now maintaining a 12-15% range.

Honeydew: New production will begin Later this week. As with the cantaloupe, we are expecting primarily smaller sizing (6/8s) initially until we get a good week into production. Flexibility of sizing may be required at time of loading. Mexican honeydew crossings on larger fruit (5/6s) basically ceased last Tuesday which has pushed their market to higher levels as the market they were experiencing was not sustainable

Watermelon: Good supply available as new crop is being harvested out of North and Central Florida as well as Mexico. Overall the quality is good.

Mixed Vegetables

Artichokes: ESCALATED Overall supplies are still light. Quality is good.

Arugula: Supplies are good, Quality is improving.

Asparagus: ESCALATED Obregon/Southern Baja production has improved as has sizing. Peruvian weather has started to turn cooler, which has led to slow production. Washington, Michigan, and Canadian production continue to increase this week. All markets are very heavy on standard-size asparagus. Markets have slowed down due to the Peruvian vessel delay and the Memorial Day holiday this past weekend. White asparagus remains very limited to non-existent from Peru, likely until July.

Bok Choy: ESCALATED Supplies are improving and quality is good. The market is active.

Broccoli/Broccoli Crowns: ESCALATED Salinas broccoli volumes continue to improve. Supplies look steady going into next week with very good quality. Pricing is trending down and should be back to normal soon.

Brocolini and Sweet Baby Broccoli: Salinas is showing good quality and supplies are steady.

Brussels Sprouts: Supply out of Mexico is hit or miss right now due to some quality related issues. Oxnard growing regions are in full production. Demand continues to be strong and quality is fair.

Carrots: (JUMBOS, MEDIUMS and CELLOS): WATCHLIST - Steady supplies continue with good Quality. Shippers still have light volume out of California, but volume is improving.

Cauliflower: Quality is very good. Supplies are plentiful.

Celery: ESCALATED - Quality in Oxnard has been a challenge for the industry with fusarium impacting many of the growers with lighter supplies continuing into next week/ The market is very active and Salinas supplies and quality are starting to look up.

Cilantro: ESCALATED - Cilantro supplies are getting better. We are still seeing some bacterial leaf spotting in the Salinas area, but quality is improving. Mexico supplies are currently good but are expected to get tight once the Salinas supplies get back to normal.

Corn: Good supply available out of Florida, and Coachella. Quality is good out of the southeast and South Georgia projected to start soon.

Fennel: Market is steady. Quality and supplies are good.

Garlic: The 2023-2024 California Garlic will come to an end, prior to the new crop being ready for harvest. Look for subs to Mexican product during transition, starting approximately June 1st. Quality is good.

Ginger: Supplies and market are steady

Green Cabbage: Supplies are steady with very good Quality. Demand is good.

Green Onions: We continue to see better supplies out of Mexico, with very good quality.

Mushrooms: Stable supply and good Quality available.

Napa Cabbage: ESCALATED We continue to see some quality issues but we should see an improvement over the next few weeks. Quality and supplies are improving.

Parsley – ESCALATED (Curly, Italian): Supplies will be limited for the next few weeks, quality is fair.

Rapini: Quality is good, supplies continue light. Market is strong with supplies continuing light through next week.

Red Cabbage: ESCALATED Pricing is escalated. Quality is good although supplies continue to be tight. Market is stronger.

Spinach WATCHLIST Supplies are good, Quality continues to improve

Spring Mix: Supplies are good, Quality looks very good.

Snow Peas and Sugar Snaps: ESCALATED Markets are still very active on snow peas. Guatemala's production of snow peas remains very low due to the heat and lack of rain. Sugar snap production is back to normal. Out of the west, snow peas are in a supply gap; expect limited supply for the next few weeks. The sugar snap supply is steady.

Onions: ESCALATED

Red onions remain extremely short, leading to higher market prices. We are optimistic that May will bring some relief, although significant changes may not occur until the middle of the month. With low inventory levels, growers will need to sell their produce at lower prices to reduce the FOB prices. Texas has mostly completed their crop, except for yellow and white onions. New Mexico is expected to join the market towards the end of May, but their production peak is anticipated in June.

Potatoes:

There are no significant changes or obstacles anticipated. The market is projected to remain relatively stable. In May, we anticipate a slight increase in Burbanks and a decrease in Norkotahs. By the end of the month, all growers should have completed harvesting Norkotahs and transitioned exclusively to Burbanks until the new crop of Norkotahs is harvested in August.

Tomatoes: East Coast

- **Round Tomatoes:** Markets remain soft on rounds this week with the spring harvest now in full swing. Quality remains fair at best and peaking on larger sizes. We expect to see more local regions start harvesting the first of June in South Georgia and South Carolina.
- **Roma Tomatoes:** Market remains firm despite steady supply. Overall quality is good.
- **Grape Tomatoes:** Excellent supply and Quality available
- **Cherry Tomatoes:** Excellent supply and Quality available

Tomatoes: Mexico

- **Round Tomatoes:** Good supply and quality available out of Jalisco and Baja.
- **Roma Tomatoes:** Good supply and quality available out of Jalisco and Baja.
- **Grape Tomatoes:** Steady supply and good quality available crossing through McAllen and Nogales.
- **Cherry Tomatoes:** Steady supply and good quality available crossing through McAllen and Nogales.
- **Medley Grape Tomatoes:** Good supply available this week. Quality is good.
- **Tomato on the Vine:** Steady volume available this week.

California Tomatoes

- Seeing mature greens out of the desert available this week and Valley fruit should scratch in early June

APPLES

Apples: Washington State Apples remain in good promotable volumes on most varieties. Quality has been very good and is expected to remain good for the foreseeable future. Sizing is trending toward smaller sizes, 100s and smaller. Gala apples are seeing roughly one million fewer packages than last year.

Pears: Availability is down on Anjou, and Barlett is expected to see a rise in markets over the coming weeks.

Other Fruit

- California stone fruit now in production and cherries now available
- Apricots should ramp up by the end of month.
- California table grapes should start in the desert in June.
- Georgia is projected to start peaches late May.