

Weekly Market Review

August 2, 2024

Overview

Roma tomatoes, bell peppers, hot pepper are all extremely short with possible GAP in production on poblano, habanero and cubanelle. Most of this is due to heat and rain related pressure; with the transition to Tennessee and North Carolina expected over the next two weeks we expect supply locally to be extremely short. In addition to this the following commodities will see weather related pressure in the west. Table grapes, corn, bell pepper, stone fruit, soft squash, tomatoes, beans and eggplant will all be exposed as the heat in the west continues. We will need to watch this closely as it could dictate the direction of several markets for weeks. Currently the table grape supply out of California is strong as is demand. Quality is very good right now but can see long term effects of the heat in the central valley. Avocado markets saw a considerable increase this week. With Mexico having a hard time balancing between Old Crop and Loca, weekly availability and sizing profiles are shifting drastically due to a shortage of fruit. Overall, there has been a 40% decrease compared to the previous year because of the drought last year, as well as the shortage of Negra harvested during the recent shutdown, leading to a significant drop of very mature Negra fruit from the trees. Additionally, a new mandate was announced, raising the minimum dry matter required by APEAM to access the U.S. market from 21% to 24%, causing a significant reduction in the amount of fruit ready and mature enough for harvesting. This contributes to unforeseen needs to chase fruit in the field, and with demand exceeding supply, price points will continue to rise. Weekly changes are expected (both up & down) while all current COOs are adjusting their availability. Rain continues in most Guatemalan growing regions damaging crops. This will have long-term effects on commodities such as French beans, snow peas, sugar snap peas, heirloom tomatoes, and hand-peeled baby carrots. The weather in Salinas is trending a bit cooler as we move into August. Growers have done a great job navigating the heat and harvesting earlier in the day. Broccoli supplies are improving, but the hot weather slowed growth and therefore pricing is escalated. Brussel sprouts continue to have quality and supply issues that may not see relief until we get into late august. Endive, escarole, leeks, cilantro and fennel are still escalated and will stay that way until we see relief on the supply issues. Now that the temperatures have leveled out a bit, we will see increased supplies and quality across the board.

Alert

- Asparagus – **ESCALATED**
- Artichokes –**ESCALATED**
- Avocados – **EXTREME - CHANGE**
- Bell Pepper (All Colors) - **EXTREME**
- Bok Choy – **ESCALATED**
- Broccoli Florets and Crowns – **ESCALATED-ADD**
- Brussel Sprouts-**ESCALATED**
- Cabbage, Red - **ESCALATED**
- Cilantro- **ESCALATED-ADD**
- Corn- **ESCALATED ADD**
- **Endive and Escarole-ESCALATED**
- French Beans – **EXTREME**
- Fennel, Anise – **ESCALATED**
- Green Beans – **ESCALATED**
- Hot Peppers (All Varieties) - **EXTREME**
- Leeks-**ESCALATED**
- Napa – **ESCALATED**
- Lemons – **EXTREME ON SMALL SIZES**
- Parsley (Curly & Italian) - **ESCALATED**
- Snow Peas – **ESCALATED**
- Tomatoes (Rounds and Grapes)- **ESCALATED**
- Tomatoes (Roma)- **ESCALATED**
- Lettuce, Boston/Butter
- Lettuce, Better Burger
- Lettuce Iceberg Liner
- Lettuce Romaine and VA Blends
- Lettuce Green Leaf and Red Leaf
- Limes
- Oranges
- Spinach

Watch List

- Green Onions

Weather









SALINAS, CA

Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6	Wed 8/7	Thu 8/8
70° 55°F	70° 56°F	71° 55°F	70° 54°F	71° 55°F	76° 55°F	74° 55°F	71° 55°F
AM Clouds/PM	AM Clouds/PM	Partly Cloudy	Partly Cloudy	AM Clouds/PM	Partly Cloudy	Partly Cloudy	AM Clouds/PM









OXNARD, CA

Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6	Wed 8/7	Thu 8/8
70° 60°F	75° 60°F	73° 60°F	74° 61°F	76° 63°F	77° 63°F	75° 62°F	73° 61°F
AM Fog/PM	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy









BAKERSFIELD, CA

Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6	Wed 8/7	Thu 8/8
105° 78°F	104° 78°F	106° 79°F	107° 79°F	107° 79°F	107° 79°F	107° 78°F	105° 76°F
							
Mostly Sunny	Mostly Sunny	Sunny	Mostly Sunny	Mostly Sunny	Mostly Sunny	Mostly Sunny	Sunny

JALISCO, NAYARIT

Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6	Wed 8/7	Thu 8/8
82° 66°F	84° 68°F	83° 68°F	84° 68°F	82° 68°F	81° 68°F	81° 68°F	82° 68°F
							
PM	PM	Scattered	PM	Scattered	Thunderstorms	Thunderstorms	Scattered
Thunderstorms	Thunderstorms	Thunderstorms	Thunderstorms	Thunderstorms			Thunderstorms

HENDERSONVILLE, NC

Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6	Wed 8/7	Thu 8/8
83° 68°F	90° 68°F	85° 65°F	86° 66°F	88° 67°F	87° 68°F	85° 67°F	85° 67°F
							
PM	PM	PM	PM	Mostly Sunny	PM Showers	PM Showers	PM
Thunderstorms	Thunderstorms	Thunderstorms	Thunderstorms				Thunderstorms

Fruits & Vegetables

Avocados: EXTREME Overall volumes are down another 10% vs. last week - with the weekly total closing at 50.8M pounds for the US. This week, Mexico had limited Loca orchards available due to higher dry matter requirements, and next week, it is likely to be similar. The restricted volume of new crop combined with Old Crop/Negra winding down resulted in an unexpected and drastic spike in field pricing for harvest opening this week. The market was strengthening last week, but the drastic jump caught most growers off-guard. Last week's arrivals were down 3%; while that isn't a significant adjustment, it is a signal that Peru's peak arrivals have passed. While some of the fruit has sized up, there's no change to total volume projections, and the season is expected to be mostly wrapped in late August. California's volumes will continue to be available through August, and we expect the season to begin wrapping up in September.

Bananas: Steady supply and quality remain good across the country.

Pineapples: Supply was lighter this week and quality remains good. Sizing is going to be a challenge over the next few weeks and may need to be flexible on sizing as 5-6 ct fruit is very short with 7-8's plentiful. Sizing distribution should even out by the end of July.

Table Grapes: Excellent supply will be available out of California this week. Quality out of California is mostly good as the crops are taking the heat wave better than expected.

Berries

Strawberries: Temperatures were mild with daytime temps in the high 60's to 70's and nighttime temps in the mid 50's. Production is still strong, and we expect estimates to hold or even bump up a bit with the recent pleasant weather. However, some organic growers are cleaning up some fields, so there may be a bit of a gap in organic production starting tomorrow through next week. Growers are seeing increased instances of darker, soft, and overripe fruit due to consistently higher temperatures as the summer progresses. Both methods have good sheen, medium size, strong red color, and good flavor, but all growers see soft fruit, bruising, mildew, and overripe fruit. Santa Maria weather was cooler this week, with daytime temps in the high 60's to low 70's and nights in the high 50's. Fall crop harvest is expected to begin sometime between late August and September. So far, fall crop plants are looking good, and nice, green, uniform fruit is starting to bud.

Blackberries: The quality is decent, with sizing between the medium and large ranges, a good sheen, primarily black, and good firmness. Due to high temperatures in the regions, we see some regression in some ranches and some soft, leaking fruit as the days continue to be hot. Rain has caused some concern for instances of mildew. Blackberries' volume has passed its peak and will steadily decline throughout August until we pick back up in late September. Watsonville blackberries look great, have medium-to-large sizing, and have the most flavor. The attached calyx still seems to be a minor occurrence, and we are seeing some issues with smaller fruits that tend to be tart. Overall, production is increasing steadily week-over-week, and there is an expectation of a peak in production around late August until late September.

Raspberries: Rainy season is here, and rain has been coming down every day. The weather has been hot, wet, and humid, with temps in the low 80s and nights in the mid-60s. Overall, the fruit looks decent with a strong red color, with some fruit lighter in color in the pack due to picking a bit early ahead of the heat. Growers are fighting rain and heat to ensure quality packs. Sizes are mostly medium, with larger berries here and there. We do see some overripe, crumbled fruit and mildew from the high moisture environment from the rainy season, but crews are doing their best to keep them out of the packs. The volume of raspberries has passed its peak and will steadily decline throughout August until we pick back up in September. Watsonville Raspberries have passed their peak and will continue a downward trend for the season. We expect a bit of a gap between September and October as we transition into Fall Crop. Overall, the color is a nice dark red color due to the warm temperatures underneath the hoops, and the sizing of raspberries is a good medium size on average.

Blueberries: We are seeing some issues of shriveling, scarring, and deformities. Overall, the blueberries' color, size, and flavor are decent. Production is trending to a yearly low due to the high heat. Conventional-wise, volume is expected to be very low through July, then ramping back up towards September. Organic-wise, volume has begun tapering off and will have low amounts of small, steady volume through the next few months. Oregon is expecting some high heat in the 90s this week and is doing its best to get packs in early. Oregon has continued producing strong volume and quality this week, and fruit is looking excellent while meeting estimates. We are seeing issues of mold and smashed berries in packs here and there. Organic production is beginning to enter a peak and will have good production through September. Washington organics production has been going well, and we are seeing strong fruit in this region. Conventional fruit has also been solid, and we expect availability throughout August and quickly drop right after. Organic production is wrapping up, and we will have the last of this season's fruit through next week. British Columbia production has been going strong, and we have reached peak volume in a few varieties. Volume is expected to stay strong and plentiful through late September—only conventional fruit from here. Quality looks great: great taste, bite, and flavor.

Citrus

Oranges: WATCHLIST The California Valencia orange crop has experienced challenges to quality from high thrip pressure during the growing period. Thrip is a small insect that damages the exterior of the fruit in the early growing cycle. This thrip pressure was caused from the rainy conditions early in the year during the growing period, causing an excessive scarring appearance with a high percentage of fruit not suitable for shipping. In addition, the recent heatwave caused some fruit to drop to the ground which will not be harvestable. Due to these conditions, many growers/shippers are reporting lighter than normal supplies for the balance of the California Valencia season. Most shippers have curtailed harvesting, covering regular business only, but will not have additional supplies. Even with curtailed harvesting, some growers see a potential "GAP" in production between the end of the Valencia season and the beginning of the Navel season, possibly up to 2 to 3 weeks. Import Navels are available.

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 arriving with small fruit available. Supplies on Lemons from Mexico continue to be very light as drought conditions have affected available fruit to pick. Flexibility on sizing and loading areas will be mandatory in order to get orders filled on orders loading in California!

Limes: WATCHLIST The market is firming up again due to declined yields of U.S. #1-grade fruit as we approach the end of the current growing cycle. In addition, we are seeing a shift in sizing as more large fruit is crossing and supplies on small fruit is declining. Quality is improving, although condition defects will continue to be present (styler/skin breakdown and some decay). Pricing trends on all sizes will likely surge in August, as per seasonal trends. Prevailing demand will ultimately impact pricing, along with the presence of offshore fruit availability.

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

Imports/Specialties: Import lemons, oranges and mandarins are available.

West Coast Lettuce

Iceberg: The weather is back to mild temps and the crops have improved. Supplies and quality are good.

Iceberg VA: Quality and supply looks good. Growers are expecting increased demand on carton and VA Iceberg with school starting.

Romaine, & Romaine Hearts: WATCHLIST Romaine, and romaine heart supplies are good. Product is slightly dehydrated from the high heat, and you may see some light fringes burn on the carton romaine. You may see high core, but overall quality is good.

Green Leaf and Red Leaf –WATCHLIST: Production in the Salinas Valley is steady. Overall quality is very good with good movement. Supplies have decreased a bit, so we are going to leave this one on the watch list.

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

Eastern and Western Vegetables

Green Bell Pepper: ESCALATED Lighter supply in the east and west has spiked the market and expect conditions to be the same for the next week. Transition in both regions combined with weather related supply as well as quality issues have impacted supply until we

can get into newer blocks. In the west green supplies are slowly improving, however we will need to keep a close eye on the west as the heat wave will impact the early crop out of Bakersfield and Arvin.

Color Bell Pepper: EXTREME Very light supply and fair quality will impact the market for the next ten days, mostly due to the heat on the west coast. Seeing some poor quality, soft pepper and sun scald. Expect to see challenges continue over this next week. In the east with the transition color pepper is almost nonexistent which we hope to see improving supply over the next two weeks, but pro-rates and shorts are expected. There are some hot house peppers available from Mexico and Canada. We recommend subbing to orange or green pepper over the next two weeks.

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

Mixed Chili Pepper: ESCALATED Record low supply continues. In the east we are seeing a GAP on a few hot pepper items, poblano and cubanelle are the shortest due to heat and rain related pressure. With the transition to Tennessee and North Carolina expected over the next two weeks, we expect supply locally to be extremely short. There are some local deals starting to scratch and Southern Valley is doing what they can to secure any additional product they can. Mainland Mexico we are starting to transition from Guanajuato to Chihuahua but are also seeing delays. The new regions are receiving quite a bit of rain and may get hit by this latest hurricane in the Caribbean Sea. Currently, they are seeing very tight markets on the following items: habanero, shishito, anaheim, serrano, poblano while tomatillo and jalapeno supplies are fair. In the west, the summer production is not quite ready in Baja nor California. We do not expect to see improvements for the next two weeks in the west as well.

Eggplant: Good supply and quality available this week out of the Central Valley and Southeast. We will need to watch the west as they are about to be hit by a heat wave that could damage unprotected crops.

Slicer Cucumbers: Steady supply this week crossing in Otay and McAllen. Domestically some of the local regions are scratching such as Tennessee and Michigan. Overall, the quality is good.

English Cucumbers: Stable supply and good quality will be available this week.

Pickles: Supply and quality are good this week.

Green Beans: ESCALATED Supply remains light this week and quality hit and miss due to weather related pressure.

French Beans: Escalated Production continues to improve, particularly on bulk packs. Smaller packs are still limited but improving. Out of the west, volumes are improving.

Zucchini/Yellow Squash: Excellent supply out of California as well as several local regions. Quality is good.

Herbs

Good supply and quality on all herbs, except for dill and tarragon, which is being affected by weather in Mexico, Peru and Colombia. 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: Over the past week, the westside district felt a reprieve from the excessive heat in July. This has assisted in slowing down and the acceleration of fields to a more normal pace. Markets were firmer this week, but we continue to see good numbers and sizing leaning primarily 9s and 9Js while 12's are making up approximately 10% of the daily harvest and quality has been outstanding.

Honeydew: Honeydew availability is trending to larger fruit (5/5Js) like the cantaloupe. Smaller sizes have been fetching a premium due to limited availability. Externally, we are still seeing some sugar netting (scarring), and this has been common in the entire valley and is being attributed to varietal/climatic causes. Internal quality has been excellent with consistently high brix levels – 14-17%.

Golden Honeydew: Supply available out of California.

Watermelon: Good supply available as new crop is being harvested out of North/South Carolina, California, Missouri as well as Mexico.

Mixed Vegetables

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

Arugula: Supplies are good, and quality is fair. We are seeing some seeder, so the packs look "stemmier"

Asparagus: ESCALATED Obregon/Southern Baja production has dropped on the bigger sizes due to heat in the crowns. Mexico has an overproduction of small and standard sizes. Production in Guanajuato continues to improve, but only on the smaller sizes. Rain is expected in this region this weekend. Peruvian volume continues to improve, but cooler temperatures are slowing down growth of the bigger sizes. Southern Peru should start in three to four weeks. White asparagus continues to be out until end of August and will still be limited until November. Markets are less active on smalls and standards, more active on large, XL and jumbo.

Bok Choy: ESCALATED Supplies and quality are both looking good. Market is improving.

Broccoli/Broccoli Crowns: ESCALATED There are also some reports of pin rot, but quality and supplies have both improved, but we have seen some slowed growth due to the heat.

Brocolini and Sweet Baby Broccoli: Quality is good, but supplies are limited in some areas. Things are improving though.

Brussels Sprouts: ESCALATED- The outlook for supplies continues to be light. Expect to see an escalated market with limited supplies on the bulk items. Quality is good and insect injury has reduced but the elongated seed stem/core is still present.

Carrots: (JUMBOS, MEDIUMS and CELLOS): Steady supplies continue with good Quality.

Cauliflower: Industry supplies are good, and quality and color are very good. This would be a great promotion item right now.

Celery: All production is now in Salinas. The quality is good, but volume is rebounding from some heat issues and insect pressures.

Cilantro: ESCALATED The market is active and supplies are good but high demand has escalated the market.

Corn: EXCALTED Supply is hit and miss in the east due to transitional gaps and poor quality is prevalent due to insect pressure. In the west supply is stable. Markets remain firm this week.

Fennel: ESCALATED The fields are seeing lower yields and therefore there is a shortage in supply. Pricing will stay escalated until supplies improve.

Garlic: Slight delays in the new crop California Garlic getting started as growers have experienced some growing challenges. Quality remains good with very good demand.

Ginger: Supplies and market are steady

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

Green Onions: WATCHLIST Due to the extreme heat and humidity, we are seeing reduced yields from harvesting and will likely see the market gradually escalate over the next few weeks.

Mushrooms: Supply was lighter this week, particularly on cremini's. Quality remains good.

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 are improving quality is fair.

Rapini: Quality is good, but supply continues to be light. The market is strong and therefore the supplies will continue to be light.

Red Cabbage: ESCALATED Pricing is escalated, and quality is good although supplies continue to be tight. Market remains very active, but things do seem to be improving.

Spinach: WATCHLIST Supplies are still good with very good quality. There has been some insect activity on the Organic Spinach.

Spring Mix: Supplies are good with very good quality.

Snow Peas and Sugar Snaps: ESCALATED Guatemala production of snow peas and sugar snaps is still almost non-existent due to weather issues the past 2-4 weeks. Peruvian peas are available in Miami. Markets have come off with more Peruvian peas available.

Onions: ESCALATED

There is a high demand anticipated for the upcoming week to meet the supply. Production in California has decreased, as some summer shippers have already completed their deals. The recent high temperatures may lead to quality issues. Washington will start shipping early varieties within the next 5-7 days, beginning with primarily yellows followed by reds later in the week. The initial size profile is expected to be on the smaller side, which is typical for early varieties. New Mexico is also experiencing a small onion profile currently, resulting in an increase in the price of jumbo yellow onions. Late varieties are generally more visually appealing than early varieties.

Potatoes:

The market continues to feel stable on all sizes and grades for the moment. We continue to see 40ct/50ct/60ct remaining tight. They are available in mixer quantities, but heavy volumes do not seem to be available now. Smaller size potatoes continue to remain plentiful and challenging to move. There is not much further for the market to fall here, as growers are at the point where it would not make any financial sense to pack them at lower pricing levels. While relief was widely expected for this coming year, nobody thought the FOBs would be quite as low as they currently are. At this point, there does not seem to be a scenario where the market turns around any time before the Summer. The positive news is that quality is strong throughout the state, and there should be no shortage of available products in all sizes and grades. In fact, there will likely be an overlap of this year's current crop into next year so next year could unfortunately be a tough year for grower returns as well.

Tomatoes: East Coast Round Tomatoes: ESCALATED No major changes in the markets despite the local deals now being in full swing with strong demand and firm markets. Now picking in North Carolina, Tennessee, Arkansas and Virginia however they cannot get consistent harvest days in due to the rain. Overall quality is fair.

- **Roma Tomatoes: ESCALATED** Markets remain firm as supply has not hit a good stride yet locally. We expect to remain this way through the middle of next week at the earliest.
- **Grape Tomatoes: ESCALATED** Improving supply locally has put downward pressure on the category. We expect this to continue as more volume locally becomes available.
- **Cherry Tomatoes:** Supply is stable with moderate demand. Quality is good.

Tomatoes: Mexico

- **Round Tomatoes: ESCALATED** Good supply and quality available out of Jalisco and Baja but rain this week could impact Southern Mexico causing delays in harvesting. We will need to watch the outcome of the tropical weather impacting Central and Southern Mexico this weekend. Expect to see higher demand and upward pressure on price as demand will increase from the east as the local transition is underway. This will continue to put upward pressure on FOB price
- **Roma Tomatoes:** Limited supply continues out of Jalisco as rain continues to impact Southern Mexico causing delays in harvesting. Baja has transitioned from Vizcaino to San Quintin and volume is ramping up. Central Mexico volume remains light crossing through McAllen due to rain related quality pressure. We expect to see good demand with some improvement to supply this week however fob prices will remain higher than expected.
- **Grape Tomatoes: ESCALATED** Supply slowly improving out of Central Mexico and Baja. Markets remain firm due to strong demand from the east. This should stabilize as the east coast production starts to ramp up.
- **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 – ESCALATED

- Mature greens will be very short this week out of the Central Valley due to the extreme heat the region experienced over the past month. We are seeing heavy losses and quality issues emerge post-harvest. We hope to see improvement over the next two weeks, markets will be extremely volatile.

Other Fruit:

Apples: Washington State Apple Crop continues to produce good supplies and good quality products. The Core Varieties, Reds, Golds, Galas, Fujis, Gr Smiths, and Honeys, will make it to a new crop. Galas are down 600,000 boxes from last year, but the state still shows availability that will likely last for the new crop.

Pears: The crop appears to be 5 weeks from being finished for the Season. The Bosc Crop is finished for the Season, and Red Anjous should be done in the next 4 weeks. Northwest Bartlett Crop should start around August 8th, leaving us about a 2-week gap between old Anjous and New Crop Barts. The Wenatchee Valley Pear crop was devastated due to freezing temps in February. The Yakima Valley and Hood River Growing Regions were hurt but not nearly as badly as Wenatchee. Bottom line – Pear crop will be extremely tight the entire '24/'25 season.

- California stone fruit now in production and cherries are done with good availability now out of the PNW.
- Apricots now available
- California table grapes will scratch this week.
- Georgia Peaches are in excellent supply.