

The Source

June 24, 2020



Market Alerts

Apples – The overall apple market remains strong with the majority of volume going to retail and the USDA Box program. Smaller, low-grade sizes are tight and commanding higher money.

Asparagus – Imports from Peru continue to be slow and the rain in Mexico has lowered their yields.

Avocados – Market is steady and with good availability on 48's and larger. Market on smaller fruit remains active and under pressure. Overall demand is good.

Bell Peppers – Transition from Coachella to northern districts is slow on production causing limited production on all bells, particularly on red and yellow bells.

Berries (Blackberries) – Good demand against moderate supplies has caused loading delays and some shorts. Recent heat as caused lighter numbers.

Berries (Blueberries) – Shippers are gapping from Southeast production to the Pacific Northwest has caused extremely light supplies going into the holiday pull period.

Berries (Raspberries) – Good demand against moderate supplies has caused loading delays and some shorts. Recent heat as caused lighter numbers.

Berries (Strawberries) – Santa Maria area is finished and production is just past its peak in the Salinas Watsonville areas. The market is very tight right now on open market fruit.



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Continued

Broccoli – Demand continues to exceed supplies, this will continue for the entire week. Value-added items are escalated. The quality is fair.

Brussels Sprouts – Supplies are moderate to light depending on the shipper. Escalated pricing is in effect on value added items.

Carrots – Jumbo size carrots are still on the short side in the Bakersfield area. Cello retail carrots are in a demand exceeds supply situation.

Cauliflower – Supplies have picked up since the previous week, demand has fallen slightly. Value-added is escalated currently.

Celery – Demand and overall market is up. Issues of yellow foliage has been reported, otherwise good quality has been reported.

Cherries – The NW cherry deal remains extremely active with demand far exceeding supply. Shippers are optimistic that supplies will be more plentiful the week of 7/6.

Citrus (Lemons) – Supplies are steady with good quality. Markets are active and firm on fancy grade. Choice market is still looking steady. More supplies available out of Oxnard/ Ventura.



Continued

Citrus (Limes) – Good supplies this week, quality looks great. Markets are soft, lots of opportunities out of California & Texas.

Citrus (Oranges) – Last week for most suppliers on Navels. Valencia's continue to improve weekly. Quality looks great. Markets are holding firm with strong demand.

Cucumbers – Some quality issues on last product out of Nogales but good quality out of Baja region and steady supplies.

Eggplant – Steady supplies out of east and west coast with good quality.

Garlic – Market is firm, new California crop is just around the corner. It takes 3-4 weeks to cure product. Supplies should be better near the end of July/ early August.

Grapes (Green) – Market has come off and demand is steady. Good availability on Mexican fruit as well as domestic out of Coachella.

Grapes (Red) – Market has come off and demand is steady. Good availability on Mexican and domestic (Coachella) fruit. New crop fruit out of Arvin week of July 6th.

Green Onions – Steady supplies.

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Kale – Steady supplies.

Lettuce Icerberg – This market is firm, overall. Supplies continue to be moderate to light. Value-added items have tightened up with this commodity, gapping 7-10 days in production.

Lettuce Leaf – Romaine and romaine hearts are extremely tight. Demand exceeds supplies all week. Fringe and tip burn being reported upon arrivals. Other leaf items are fine.

Lettuce Tender Leaf – Steady supplies.

Melons (Cantalope) – Market remains active. USDA calling a demand exceeds supply situation. The desert is winding for the season. Open market options are limited.

Melons (Honeydew) – Market is active and availability is limited. Mexico will conclude their season the week of July 5th.

Melons (Watermelon) – Market is active and demand is strong. Seeing good availability on seedless watermelons. Strong holiday pull going into the 4th of July.

Onions – Medium size onions remain limited with high demand for the holiday and USDA bags. Markets are on the rise for jumbo size as well. Super colossal and colossal yellow are showing good volume and steady pricing.

Market Alerts

Pears – The NW is at the tail-end of their Anjou season. Small, low-grade fruit is scarce, so those loading pears will need to be flexible on available sizes. CA Barts/Bosc should be available the week of July 12.

Pineapples – Steady supplies on crown and crownless fruit. Plenty of opportunities for 4th of July pull. We're also looking steady on organics.

Potatoes – Active demand for holiday and USDA boxes has markets climbing on smaller sizes. Burbank storage season will wind down over July with larger sizes becoming more scarce pushing those markets higher as well.

Squash – Very limited supplies on squash out of east, decent supplies out of west but up against strong demand causing strong market. Quality issues due to weather out of Sta Maria district with misshape and some wind scarring.

Stone Fruit – Plenty of fruit available for ad / promotional opportunities.

Tomatoes – Quincy Florida and South Carolina are harvesting better supply this week helping to ease the round market. California will be harvesting the San Joaquin Valley by the end of the month. Mainland Mexico is also transitioning to Baja where volume is improving. The **Roma** market is stronger with less volume of imports and Eastern demand driving price upward. East coast romas are in a harvesting gap until Mid-July. **Grape** and **Cherry** tomatoes remain tight. Supply will begin to improve the next 7 - 10 days as volume picks up with more regional deals getting underway in Arkansas and Tennessee.

Weather

California – Average temperatures this week leading into the weekend. Weekend is calling for warmer than normal temps.

Mexico – Warm temps are likely to continue through the weekend. Temps ranging from 101 to 112 through Sunday.

Florida – A tropical air mass covers the region producing scattered showers and thunderstorms through Friday.

Freight

Trucks in the Northwest, Idaho, and California are all tight due to the 4th of July pull. Fuel prices remain steady at 2.425 per gallon.

Peak at Peak Seasons

Avocado
Strawberries
Cherries
Cantalope





































Honeydew
Watermelon
Stone Fruit



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Commodities at a Glance

 Apples	Quality is good, pricing is higher	 Celery	Quality is good, pricing is higher	 Lettuce Leaf	Quality is fair, pricing is higher
 Asparagus	Quality is fair, pricing is higher	 Citrus (Lemons)	Quality is good, pricing is higher	 Lettuce tender leaf	Quality is good, pricing is steady
 Avocado	Quality is good, pricing is steady	 Citrus (Limes)	Quality is good, pricing is lower	 Melon (cantaloupe)	Quality is good, pricing is higher
 Bell Peppers	Quality is good, pricing is higher	 Citrus (Oranges)	Quality is good, pricing is steady	 Melon (honeydew)	Quality is good, pricing is higher
 Berries (blackberries)	Quality is good, pricing is steady	 Cucumbers	Quality is good, pricing is steady	 Melon (watermelon)	Quality is good, pricing is steady
 Berries (blueberries)	Quality is fair, pricing is higher	 Eggplant	Quality is good, pricing is steady	 Onions	Quality is good, pricing is higher
 Berries (raspberries)	Quality is fair, pricing is higher	 Garlic	Quality is good, pricing is steady	 Pears	Quality is good, pricing is higher
 Berries (strawberries)	Quality is fair, pricing is higher	 Grapes (Green)	Quality is fair, pricing is lower	 Pineapples	Quality is fair, pricing is higher
 Broccoli	Quality is fair, pricing is higher	 Grapes (Red)	Quality is fair, pricing is lower	 Potatoes	Quality is good, pricing higher
 Brussels Sprouts	Quality is good, pricing is steady	 Green Onions	Quality is good, pricing is steady	 Squash	Quality is fair, pricing is higher
 Carrots	Quality is good, pricing is steady	 Kale	Quality is good, pricing is steady	 Stone Fruit	Quality is good, pricing is lower
 Cauliflower	Quality is fair, pricing is lower	 Lettuce Iceberg	Quality is fair, pricing is steady	 Tomatoes	Quality is good, pricing is steady

