

The Source

July 1, 2020



Market Alerts

Apples – Apple market remains steady. Small, tray-packed fruit remains a challenge with retail / USDA food box program commandeering a high percentage of bags. We should see early, new-crop varieties (**Wildfire Gala, Premier Honeycrisp, and Ginger Gold**) early-to-mid August.

Asparagus – Markets are coming off as supplies continue to improve in both Mexico and Peru.

Avocados – Market on Mexican 48's and larger is steady and with plenty of opportunity. The market on 70's and 84's is active and in high demand. Good availability on California fruit and market is steady.

Bell Peppers – Slower production and transition to new fields as well heat on the west as well demand from east is causing strong demand and strong markets

Berries (Blackberries) – Blackberries are coming from several growing areas and are being transferred into the distribution locations in Georgia and California supplies will remain spotty through the end of the week.

Berries (Blueberries) – Production has begun in the Pacific Northwest and numbers should begin to increase after the holiday.

Berries (Raspberries) – This commodity is just beginning to produce out of the central coast of California and supplies are still coming out of Baja California as well. Markets are firm.

Continued

Berries (Strawberries) The market remains firm as production yields begin a slow decline over the next few weeks smaller berry sizing and some bruising is present in all packs.

Broccoli – A little more steady supply is adjusting this market downward.

Brussels Sprouts – This market continues to be tight with steady lower yields.

Carrots – Sizing in the Bakersfield area is still on the small side. Sizes are expected to be better in the new crop Cuyama area starting in mid to late August.

Cauliflower – Volumes are steadily getting better. Market is coming off.

Celery – Market is stronger, especially on the thirty-six counts. Moderate to light supplies for the week both north and south.

Cherries – Cherry volume remains underwhelming. Some shippers were hopeful that with the 4th of July pull behind us, they would see a bump in available cases - not the case. The overall sentiment remains the same for most...demand continues to strongly outweigh availability. It is likely that this will continue for the next 1-2 weeks; when/if demand lessens.

Citrus (Lemons) – 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) – Valencia's supplies are steady and markets are strong. Quality looks great!

Cucumbers – Good supplies and steady demand with good quality - no issues!

Eggplant – Good production and condition, some #2 product being produced due to wind damage, but cosmetic issue only.

Garlic – Light supplies continue. There is new crop garlic but the curing time is another 3-4 weeks before you can use.

Grapes (Green) – Mexican grapes season winding down in the next week or two. Quality is fair and demand is light. Good quality out of Coachella, Arvin starting production next week.

Grapes (Red) – Mexican season winding down. Quality on late season fruit is fair. Good availability out of Coachella this week. Arvin starting next week in a light way.

Green Onions – Steady supplies thru the week.

Kale – Good quality, steady supplies for the week.



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Lettuce Icerberg – Light supplies for the week. Common defects include puffiness, discoloration and misshapen heads.

Lettuce Leaf – Romaine and romaine hearts will be light in availability all week with shippers. Other leaf items have good availability.

Lettuce Tender Leaf – Overall steady supplies with most shippers.

Melons (Cantalope) – Market remains strong and demand is good. The desert season is winding down and San Joaquin Valley starting production in a light way. Small sized fruit remains limited.

Melons (Honeydew) – Market remains strong and demand is good. Mexico will conclude their season next week, the desert is quickly winding down as we transition to the Westside. Honeydew production has started this week in the San Joaquin Valley.

Melons (Watermelon) – Extremely tight this week. Arizona is winding down while Florida and Georgia calling sold out for the week. Strong holiday ads in play for the 4th of July. Supplies will improve next week.

Onions – Markets on the rise as some growers are gapping in California and New Mexico. Expect high markets and limited supplies over the next couple of weeks.

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Pears – WA is just about done with pears (Anjou) with only a handful of shippers still packing. CA is due to start Barts/Bosc the week of July 13. A word to the wise, when loading pears in WA, please have a range of sizes/grades.

Pineapples – Steady supplies on crown, with markets firming up. Crownless fruit looks to be in good shape with steady markets. Organics are looking steady.

Potatoes – Remaining Burbank storage crop leaning heavy to smaller sizes. Larger sizes will be limited with increasing markets on smaller sizes due to heavy retail and USDA box demand.

Squash – Lower markets with increased production (3 regions). Some #2 product with wind scarring for bargain shoppers, but overall good solid condition.

Stone Fruit – The SC/GA region is seeing a pullback on volume (peaches) and there is talk that their season may end significantly earlier than years passed (mid-July). CA is feeling the pressure and are seeing an increase in volume on peaches/nectarines. There is plenty of CA fruit available on peaches, nectarines, and plums, so do not hesitate to request ad pricing and volume deals.

Tomatoes – Quincy Florida is all but finished and South Carolina are harvesting better supply this week helping to ease the round market. California has begun harvesting the San Joaquin Valley and volume will increase further in July. Mainland Mexico and Baja are steady. The roma market is stronger with less volume of imports and

(Tomatoes Continued) Eastern demand driving price upward. East coast romas are in a harvesting gap until Mid-July. More volume from California will help ease the market. 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 – Gradual warming with a shrinking marine layer is forecast as high pressure builds out west into next week.

Mexico – Scattered showers along with seasonable warm temperatures will continue into next week.

Florida – Scattered showers continue through the week in front of a strong low pressure system expected to bring heavy rains Sunday into early next week.

Freight





































Trucks remain tight in California and the Northwest due to the 4th of July pull. The national average remained steady at 2.430.



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Commodities at a Glance

 Apples	Quality is good, pricing is steady	 Celery	Quality is good, pricing is higher	 Lettuce Leaf	Quality is fair, pricing is higher
 Asparagus	Quality is good, pricing is lower	 Citrus (Lemons)	Quality is good, pricing is steady	 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 higher	 Cucumbers	Quality is good, pricing is steady	 Melon (watermelon)	Quality is good, pricing is higher
 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 higher	 Pears	Quality is good, pricing is steady
 Berries (strawberries)	Quality is fair, pricing is higher	 Grapes (Green)	Quality is fair, pricing is steady	 Pineapples	Quality is fair, pricing is steady
 Broccoli	Quality is good, pricing is lower	 Grapes (Red)	Quality is fair, pricing is steady	 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 good, pricing is lower
 Carrots	Quality is good, pricing is steady	 Kale	Quality is good, pricing is steady	 Stone Fruit	Quality is good, pricing is higher
 Cauliflower	Quality is good pricing is lower	 Lettuce Iceberg	Quality is fair, pricing is higher	 Tomatoes	Quality is good, pricing is steady

