

The Source

August 5, 2020



Market Alerts

Apples – Small size fruit continues to remain limited as the USDA Box program and retail are still running hard. New crop gala varieties will be entering the market. **Red Del** stocks are depleting.

Asparagus – Markets / supplies are steady out of Mexico & Peru.

Avocados – Active market and trending higher. Demand has strengthened and supplies are limited. **48's** and larger remain under pressure. Gradual price increases on California and Mexican fruit.

Bell Peppers – Green bell market up a little due to some transitions in fields. Condition and quality is good overall. **Red** and **Yellow Bell** markets are steady.

Berries (Blackberries) – Blackberries are in a very light demand exceeds supply situation due to cooler coastal weather patterns in the month of July.

Berries (Blueberries) – No change in this market as we see a very flat market this week. Several growing areas, primarily the PNW are producing good numbers.

Berries (Raspberries) – Raspberries are in a very light demand exceeds supply situation due to cooler coastal weather patterns in the month of July.

Berries (Strawberries) – Slightly better yields are in effect with lighter overall demand. Santa Maria new crop is starting next week in a light way. Volume should pick up as we move into mid August.



www.proactusa.com

Continued

Broccoli – Plenty of product to meet demand in the Salinas Valley and Santa Maria.

Brussels Sprouts – Market staying steady with moderate supplies.

Carrots – New crop Cuyama carrots are in production now. Larger size carrots are in short supply on the front end of this area. **Cellos** and **Jumbos** will be in short supply and we may see increases in pricing for the jumbos. **Mini whole peeled** and **snack pack** skus will experience an increase in demand due to several school districts across the Nation opening in one way or another depending on various State proclamations.

Cauliflower – Markets and supplies are steady with plenty of product in Salinas and Santa Maria.

Celery – Overall, strong quality with most shippers. This market is steady. The heavier availability is in the large sizing. There will be moderate to good availability for the entire week.

Cherries – Supplies are winding down on domestic.

Citrus (Lemons) – Good supplies. Markets are active and firm on fancy grade. Choice market is still looking steady. Majority of supplies available out of Oxnard/ Ventura area.

Citrus (Limes) – Markets are active and firming up and expect prices to continue to climb weekly for the remainder of the month. Place orders with lead time.

Continued

Citrus (Limes) – Markets are active and firming up and expect prices to continue to climb weekly for the remainder of the month. Place orders with lead time.

Citrus (Oranges) – Valencia demand is getting stronger and markets are firming up. **113's** & **138's** are getting tighter, put orders in advance for better coverage.

Cucumbers – Small uptick on market on retail grade cucumbers, however, food service packs are holding steady. Quality and condition has been good.

Eggplant – Better availability this week and next and may see some lower markets, however storm on east coast may hamper harvest and pull from western growers.

Garlic – Supplies picking up with new California crop now being processed.

Grapes (Green) – Good availability on Ivory and Valley Pearl variety greens. Market has come off slightly and demand is good. Overall quality is good and sugars as well.

Grapes (Red) – Good availability on **Flames**, **Magenta** and **Passion Fire Reds**. Market has softened and quality is good. Opportunity buys on **M/L Flames**.

The Source August 5, 2020



The Source

August 5, 2020



Market Alerts

Green Onions – Plenty of Green Onions to go around.

Kale – Steady supplies is keeping this at the lower end of the market.

Lettuce (Iceberg) – Supplies improving and market slowly coming off.

Lettuce Leaf – Romaine and **romaine hearts** continues to be in a demand exceeds supply situation. Other leaf items are steady. Fringe and tip burn has been reported from multiple shippers.

Lettuce Tender Leaf – Steady supplies at expected throughout the week.

Melons (Cantalope) – Market has softened and demand is good. Smaller fruit remains light. Opportunity buys on Cantaloupe **9's** and **J9's**. Overall quality has been consistent.

Melons (Honeydew) – Market has softened and demand is good. Good availability on all sizes this week. Overall quality is good.

Melons (Watermelon) – Market remains strong as well as demand. Good availability on carton and bin watermelon. **Mini's** remain very limited.

Onions – NW season is ramping up. Availability is improving daily from WA and Idaho. CA and NM seasons are finishing.

Market Alerts

Pears – CA pears are limited on on **110 CT** and smaller sizes. WA is starting on new crop **Bartlett's** soon. Demand is keeping prices elevated.

Pineapples – Crown fruit volume is down out of both coast with markets firming up. Crownless fruit supplies is improving. Quality is looking fair. Organics supplies are in better shape, need orders in advance.

Potatoes – New crop **Norkotahs** have entered the market. Quality is excellent, number 2 stocks are limited and prices are elevated. Remaining **Burbank** storages are limited with below average quality.

Squash – Both yellow and Italian are steady markets and quality and condition has been good. We are past the product from the extreme heat and into solid product.

Stone Fruit – Market remains red hot and active. Supplies continue to be limited on all sizes. USDA and strong retail ads consuming majority of the pack outs. Elevated market through the month of August.

Tomatoes – The market is steady to lower this week but quality is suffering following recent storm systems. Weather up the eastern seaboard is affecting quality and shrink this week where farms continue to harvest. As quality continues to be impacted, pricing has adjusted downward to keep packages moving. Packing in Alabama and eastern Tennessee continues but they have received rain as well. Crossings from Mexico have been impacted from Hurricane Hanna and California remains the main growing region for summer where quality has been Fair.

Weather

California – Typical summer pattern continues of deep marine layer in the morning clearing to the coast in the afternoon.

Mexico – Isolated showers and thunderstorms with seasonal temperatures look to continue across Central Mexico into next week.

Florida – Rainfall totals from Isaias were in the 1-2 inch range, with plenty of moisture the rest of the week bringing daily scattered showers this week.

Freight

Trucks remain tight in California, Idaho, and Washington. The national average on diesel fuel remained steady at 2.424.

A Peak at Peak Seasons

Blueberries
Lemons
Oranges
Cantalope
Honeydew





































Watermelon
Pineapples
Onions
Pears
Stone Fruit



www.proactusa.com

The Source August 5, 2020

Commodities at a Glance

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

