

The Source

November 4, 2020



Market Alerts

Apples – Small low grade apples are tight due to heavy demand and limited supply. Good supply on nicer apples.

Asparagus – Supplies good coming out of both Peru and Mexico. Aggressive deals are good on the **Jumbo** and **Extra Large** sizing.

Avocados – Market on Mexican avocados is steady with light demand. As for larger fruit, we are seeing a stronger market on 48's. Retail and foodservice both competing for 48's causing the market to react. Current size structure is trending small, peaking on 60's followed by 70's. Quality is good and flavor profile continues to improve.

Bell Peppers – Green bells are in better supplies now out of Coachella; **Red** and **yellow bells** still out of Central California with decent supplies.

Berries (Blackberries) – Good promotable numbers are being harvested from Central California and Mexico.

Berries (Blueberries) – Imports are coming in from Mexico and Central California in increased numbers. These numbers are expected to remain steady through the month.

Berries (Raspberries) – Plenty of supplies out there good promotable volume.

Berries (Strawberries) – Santa Maria and Oxnard are going strong with Mexican production increasing as well. Markets remain fairly firm with good quality fruit.

Continued

Broccoli – Market on Broccoli is up as yields continue to struggle. Harvesters are seeing pin rot, hollow core and some yellow bead.

Brussels Sprouts – Market stays steady on the higher side.

Carrots – Jumbo production is still low. **Cello carrots** are in short supply and the Snack pack SKU is still in a demand exceeds supply situation.

Cauliflower – Market continues to move up slowly as harvesters are seeing pockets of minor discoloration and open curds.

Celery – Stronger markets are the story with this commodity. Northern and southern California are active and expect stronger markets next week. The quality continues to be very good with the sharpest deals continuing in Oxnard/Santa Maria.

Citrus (Lemons) – D3 (Desert crop) is starting, supplies are improving weekly. Markets are steady. Fancy grade is holding firm and choice market is holding steady.

Citrus (Limes) – Supplies are looking steady across the board. Markets are stable, and quality is looking good. Please place orders with lead time.

Citrus (Oranges) - Navel supplies are starting out strong. Current markets are still holding steady, and should come off in a week or two. Quality is still looking really nice. reach out for any advance prices.

Cucumbers – Cucumbers have all but finished out of Baja and now out of Sonora with good quality and decent supplies.

Continued

Eggplant – Solid supplies and lower demand has softened market, very good supplies of #1 product and deals if you can use #2 product.

Garlic - Market and supplies continue to stay steady.

Grapes (Green and Red) – wide range in quality appearance and price.

Green Onions – Plenty of supply is keeping the market steady.

Kale – Steady supplies continue to keep this market steady.

Lettuce (Iceberg) – This commodity is very active in the marketplace. Production is coming out of Huron and Yuma. Salinas is all but finished as quality continues to suffer from this region. Weights in Huron and Yuma have been on the light side, ranging from 34-37 pounds. Overall the quality is much cleaner as we are getting new crop.

Lettuce Leaf – The market is softer on romaine as well as all leaf items, but pricing is still high, overall. Demand has fallen off before the holidays. Shippers are moderate at best with inventories. Supplies are expected to be stronger next week in Yuma. Salinas production is winding down, and southern California has light production for the week. Tip and fringe burn as well as discoloration are common defects being reported on romaine as well as all leaf items.



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Lettuce Tender Leaf – Market and supplies continue to stay steady.

Melons (Cantaloupe) – Cantaloupe market is steady with lighter demand this week. Good availability on all sizes, peaking on 12's. However, large fruit is in high demand so the industry is seeing a stronger market on 9's/J9's. There are a few growers that continue harvesting in the San Joaquin Valley but, quality is suspect. Fruit out of the desert region is showing great quality, excellent shelf life and good sugars. We are about 2 weeks from offshore arrivals hitting the US.

Melons (Honeydew) – The honeydew market is slightly lower and demand remains fairly light. Good availability on domestic and import with plenty of opportunities to move volume. Both the desert and Mexico are packing quality fruit. Offshore arrivals are due to hit week 47.

Melons (Watermelon) – Watermelon market is steady with light demand. Good availability on Mexican watermelons out of Nogales. However, mini seedless 6's/8's and bin 45ct are in high demand with a stronger market.

Onions – The Northwest is exclusively shipping out of storage. Demand is higher on red and white onions with export to Mexico. Quality is excellent. Deals available on large sized yellow onions in Idaho.

Pears – Small lower grade pears very tight. Quality is very nice and the packout is mostly US#1 and peaking on 80's and 90's.

Market Alerts

Pineapples – Supplies are steady out of both coasts. Current markets are stable and quality is looking nice. Reach out for any opportunities.

Potatoes – Idaho has started shipping storage. Burbanks, which have undergone the sweat process, are available but limited and at an upcharge. Quality is excellent, peaking on 70 CT cartons.

Squash – “Old” product has been pushed out at rock bottom pricing leaving solid “new” product with better legs and quality, market is steady and expected to stay steady.

Stone Fruit – Red plums through November.

Tomatoes – Round tomatoes are steady to lower this week. Ruskin/Palmetto is building volume and Immokalee will begin harvesting near the end of the month producing good numbers near Thanksgiving through the first half of December. Cold weather moving through Mexico is slowing production currently. The market is lower but may firm up again over the next 7 - 10 days as harvest thin out a bit. Romas numbers are significantly better with wide range in quality and pricing. Grape and cherry tomatoes are near the price floor. Cherry tomato supply is still on the lighter side but the flush of grape tomatoes has helped to curb demand.

Weather

California – Average temps this week then a low pressure arrives Friday to cool temps up to 20 degrees. Possible frost or light freeze in wind protected areas in the Salinas Valley this weekend.

Mexico – Slightly above normal temps will remain through Friday and then cooler below normal temps over most of the region over the weekend.

Florida – Strong high-pressure stalls over the southeast producing winds this week. South Florida could see showers and

Freight

Trucks remain tight in California, Idaho, and the Northwest. The national average remains steady at 2.372 per gallon.

A Peak at Peak Seasons

Apples
Blackberries
Raspberries
Lemons
Limes
Oranges
Onions
Pears





































Potatoes
Carrots (PAST PEAK)
Grapes Green (PAST PEAK)
Stone Fruit (PAST PEAK)



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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 lower
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady
 AVOCADO	Quality is good, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is fair, pricing is lower
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is poor, pricing is higher	 MELON (HONEYDEW)	Quality is fair, pricing is steady
 BERRIES (BLACKBERRIES)	Quality is good, pricing is lower	 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 lower	 ONIONS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is good, pricing is lower	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is steady	 GRAPES (GREEN)	Quality is fair, pricing is steady	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is fair, pricing is steady	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is good, pricing steady
 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 poor, pricing is higher
 CAULIFLOWER	Quality is fair, pricing is higher	 LETTUCE ICEBERG	Quality is fair, pricing is higher	 TOMATOES	Quality is good, pricing is lower

