

# The Source

February 10, 2021



## Market Alerts

**Apples** – Deals available on 12/3# bags and small **reds**. Small **Grannys** and **Galas**, Large **Reds** and Large **Golds** are tight.

**Asparagus** – Great supplies coming out of Caborca Mexico. All sizing and packs available at aggressive pricing. Look for this market to continue stay steady.

**Avocados** – The industry experienced a stronger than anticipated Super Bowl demand. Although suppliers bulked up inventories for the big game, they are now playing catch up with very lean inventories. We are forecasting elevated pricing for the next 10-14 days. Growers are slowing down production and demanding more money. Number 1 grade as well as larger sized fruit (48's & 60's) are limited and in high demand. As for #2 grade fruit, plenty of options but will also experience elevated pricing. Mexican growers are calling for a No pick/No Pack day this Saturday the 13th in the growing region of Uruapan, Mexico. Open market options will be challenging but we have options. Current USDA Daily Movement report indicates avocados are up 9% year over year.

**Bell Peppers** – Better supplies on green and red bell peppers, and yellow bells are catching up!

**Berries (Blackberries)** – Availability is still very limited on this item. We should see a little better volume next week while the market remains firm.

**Berries (Blueberries)** – delays at the ports are still inhibiting timely loading. Mexican imports should see a slight increase towards the end of this week and into the next.

**Berries (Raspberries)** – Availability remains tight through next week. The market will remain firm.

## Continued

**Berries (Strawberries)** – Heavy demands from the Valentines' Day pull should begin to subside as we move into the end of this week. Promotable volumes are projected for next week and into the first week of March.

**Broccoli** – Plenty of supplies on bunch and crowns coming out of Santa Maria and Yuma. Market will continue to stay aggressive going into the weekend.

**Brussels Sprouts** – Brussels Sprout supplies continue to improve and the market is softening as we head into the weekend.

**Carrots** – We are in a demand exceeds supply on snack packs, supplies are still snug. Markets remain stable and supplies are steady on **cellos**, and **jumbos**. We have light supplies out of Georgia as well if you have any interest.

**Cauliflower** – Suppliers continue to see excessive yellowing and bruising out in the field. Lower yields is keeping this market on the higher side.

**Celery** – This market is steady overall. All sizing is available with thirties having the best availability. On the value added side, diced and sticks continue to be on the light side of availability but can be purchased. The quality of this commodity continues to be above average. Slight seeder and leafiness has been seen, but minimal. The best pricing continues out of the Oxnard/Santa Maria growing region.

**Citrus (Lemons)** –Supplies are looking steady on small sizes. Quality is looking nice. 140's and smaller markets are steady, and 115's and larger are still holding firm and active. Please reach out for any advance prices.

## Continued

**Citrus (Limes)** – The lime market is getting active with current production wrapping up for the season. We can expect lower supplies in February until new crop starts. We need orders in advance for better coverage.

**Citrus (Oranges)** - We're seeing better supplies this week. Small size market is holding firm. Quality is looking great!

**Cucumbers** – Transition from Sonora to Sinaloa has a slight reduction in supplies for the next 7-10 days.

**Eggplant** – Good supplies and good quality! Opportunity buys on #2 product for processing.

**Garlic** – Steady supplies are keeping this market level.

**Grapes (Green and Red)** – Damage from rains in Chile has yet to appear. Supplies on the east coast continue to be much better than out west.

**Green Onions** – Supplies out of Mexico continue to be on the tighter side from the recent cold and rainy weather. Watch for this market to stay steady going into the weekend.

**Kale** – Supplies continue to stay steady keeping this market steady.

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## Market Alerts

**Lettuce (Iceberg)** – Good supplies will be available all this week with this commodity. Shippers are flexing and looking for volume deals so promote as much as possible. The quality has been good, overall. Aside from slight pinking and discoloration being reported on the outer leaves, the quality is above average with multiple suppliers. Weights on liner are averaging 41-45 pounds. The Oxnard/Santa Maria region will have availability as well if it works logistically.

**Lettuce Leaf – Romaine** as well as all leaf items will be readily available all this week. **Romaine hearts** will have good supplies as well. Like lettuce, promote as much as possible. The quality is above average with most suppliers. Most shippers are flexing. Weights on romaine are averaging 34-38 pounds. Common defects include fringe burn and twisting but these defects have been minimal.

**Lettuce Tender Leaf** – Steady supplies continue this week. Markets to stay steady going into the weekend.

**Melons (Cantaloupe)** – Cantaloupe market is slightly lower but still strong. Demand is good on all sizes especially larger sized (9's/J9's) fruit. Availability on the east has improved while the west coast continues to struggle. These next few weeks will be challenging but we do anticipate the market to improve in March.

**Melons (Honeydew)** – Honeydew demand is light and markets are slightly lower. Good availability out east as well as the west. Quality has been fair and brix levels are ranging 10% or better.



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## Continued

**Melons (Watermelon)** – Markets are slightly lower on Mexican and offshore arrivals. Demand has also been light on seedless as well as mini watermelon.

**Onions** – Mexican new crop onions have started crossing. The Northwest is still shipping out of storage. Quality is good. Expect mediums and 3# bags to tighten up with new USDA box business.

**Pears – Bartletts** are nearly done for the season. Good supply of **large anjou** available. Small lower grade pears remain tight.

**Pineapples** – Supplies are improving out of both coasts. Demand is strong for Valentines pull, current markets are stable and quality is looking nice. We should see better supplies the second week of February.

**Potatoes** – With USDA box business & Idaho Potato Lover's Month approaching, shippers will be packing smaller potatoes making 40 - 60 CT less available. Quality is excellent, peaking on 70 CT cartons. Burbanks and White Russets are available at a surcharge of the Norkotah market price.

**Squash** – Opportunity buys out of Nogales and Texas - good quality and great supplies!

**Stone Fruit** – Stone Fruit now available on both coasts.

**Tomatoes** – Demand is fairly light sending the market lower while harvest continue to improve this month. Mexico is in full swing and the warm weather in growing regions is promoting affordable markets through the beginning of March. Florida has been dealing with cold tempera-

## Continued

tures and scattered rains which has slowed harvest and reduced volume for the duration of February. Western Pricing is near or at the price floor. Florida is having to adjust pricing to compete with western markets. This trend is expected to continue the rest of the month. Quality is good from both regions at this time.

## Weather

**California** – High pressure and weak offshore flow brings fair skies, near to below average lows and near to above average highs through mid week.

**Mexico** – Seasonal temperatures through Thursday and then a cold front will bring below normal temps for Friday through Sunday.

**Florida** – A low pressure over northern Florida produces isolated light showers Wednesday and Thursday followed by heavier showers Friday through Saturday.

**Arizona** – A low pressure over northern Florida produces isolated light showers Wednesday and Thursday followed by heavier showers Friday through Saturday.

## Freight

Trucks remain steady in the Northwest, Idaho, and California. The national average rose slightly and is now at 2.738 per gallon.

# Commodities at a Glance





































## A Peek at Peak Seasons

Apples  
Bell Peppers  
Carrots  
Grapes (R & G)

Lemons  
Limes  
Oranges  
Onions

Pears  
Pineapples  
Potatoes  
Stone Fruit

Strawberries

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

