



## Market Report & Commodity Update

April 10, 2012

### THINGS YOU SHOULD KNOW:

**Raspberries and Blackberries are limited due to weather and seasonal light production.**

**Red and green grapes still extremely limited.**

#### Apples:

New York is still packing McIntosh, Empires, Rome's, Braeburns, Golden Delicious, and Red Delicious. All varieties are steady with limited supplies of all sizes but especially on smaller fruit. Washington Red delicious is still heavy to 88's & 100's with higher color. Lower grade red availability is still decent. Golden continue to peak on 88/100's and the higher grades as well. The availability of lower grade Golden's is also better right now. Granny-Smiths are peaking on the higher grades and the 88/100 sizes too. Galas are still producing mostly 88's and smaller and the higher grades but are very limited as we approach the end of the season for storage. Cameos, Pink Lady's, Jonagolds, Fuji's, Braeburns and a few other varieties are still available but supplies are starting to disappear. Many shippers have clean-up deals on some varieties.

**QUALITY – EXCELLENT      MARKET – STEADY**

#### Pears:

D'Anjou pears continue to peak on the US#1 grade and are evenly spread across the size spectrum. Washington Bosc pears are peaking on 100's and smaller but supplies are starting to disappear as we near the end of the season. Most suppliers are discounting on volume Bosc orders. Red D'Anjou and Stark Crimson Red Pears are also still available but supplies are short.

**QUALITY – EXCELLENT      MARKET – STEADY**

## **ASPARAGUS:**



This market is variable depending on if it is from Mexico or California. Supplies out of Mexico are light to moderate but prices are favorable. Small, standard, and large sizing are all available. Jumbo sizing has light production. Product from Peru continues with all sizes being available. This product can be loaded in LA or Florida if desired. Domestic grass is coming on in Bakersfield if desired. But Domestic asparagus is commanding a premium.

QUALITY - GOOD

MARKET - STEADY

## **AVOCADO**



Mexican supplies are decent, but not enough supply on 48's at this time. Maturity and flavor are excellent. California fruit harvest continues to increase weekly with improving maturity, flavor and oil content. Great demand is driving the avocado market and pricing.

(MEXICAN) QUALITY - EXCELLENT

MARKET - HIGHER

(CALIFORNIA) QUALITY - EXCELLENT

MARKET - HIGHER

## **BELL PEPPERS**



### **Western: Green Bells and Colored Bells:**

Green bell market is unsettled to steady as supplies are increasing but, continuing light supplies on fancy large sized green bell pepper keep that market higher to steady. Adequate supplies on choice and small fruit. Colored bell pricing is very unsettled. Demand exceeds on fancy La Rouge variety colored bells open field bell lighter in supplies and higher markets. Hot house colored bells are also demand exceeds and experiencing upward trend on FOB's as open field bells are harder to come by. Gold bells higher markets lighter supplies and will continue until other districts come online.

### **Eastern Bells:**

All pepper continues to tighten up with the off-grades being especially difficult to come by. South Florida is finishing up quickly, with the end hastened by heavy rains last week. For the next couple of weeks or until Plant City is in decent volume, figure availability to be extremely limited.

(WESTERN) QUALITY - GOOD

MARKET - STEADY

(EASTERN) QUALITY - GOOD

MARKET - STEADY

## **BERRIES**



### **Strawberries:**

Rain, Rain go away. The forecast is calling for rain in the strawberry growing areas starting Tuesday night into Wednesday then again Thursday night into Friday. This will hurt harvest numbers and quality of the fruit. The Market is still firm. Quality is improving the front part of this week but will change after the rain hits. Quality issues to be aware of later this week are water damage, bruising, white shoulder and sides and light decay. Florida and Mainland Mexico strawberry growers are done for the season.

### **Raspberries:**

Supplies have hit the bottom and will slowly start to improve over the next three weeks. Market will continue to be firm as Central Mexico growing region continues to transition between crops. Oxnard production is in the early stages and supplies are still light. Market is firm.

### **Blackberries:**

Blackberry supplies are limited due to weather in the growing areas in Mexico. Retailers are also driving this market with ads that should finish up this week. Market is firm with limited supplies.

### **Blueberries:**

The blueberry market is steady but firm. Chile season will finish next week. Pack sizes have switched back to predominantly 6oz and smaller. Good to fair quality currently is being reported currently.

(STRAWBERRY)	QUALITY – GOOD	MARKET – STEADY
(RASPBERRIES)	QUALITY – GOOD	MARKET – STEADY
(BLACKBERRIES)	QUALITY – GOOD	MARKET – HIGHER
(BLUEBERRIES)	QUALITY – GOOD	MARKET – STEADY

## **BROCCOLI**



This market is steady. Most supplies are coming from Salinas and Santa Maria. Supplies on broccoli crowns and bunched broccoli are good. Most shippers are listening to offers for volume orders. Demand is light.

QUALITY – GOOD	MARKET – STEADY
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## **CARROTS**



California carrot supplies remain good, but the cooler weather continues to slow growth. Sizing and volumes on the jumbo size carrots are continuing to tighten and market is firming.

QUALITY – GOOD	MARKET – STEADY
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## **CAULIFLOWER**



This market is steady and supplies remain abundant. The main sizing continues to be heaviest to 12 counts. The quality continues to be fair in all growing regions, with complaints of yellowing, and black and brown spotting being reported upon arrivals. Expect supplies to be steady throughout the week.

QUALITY – FAIR

MARKET – STEADY

## **CELERY**



This market is continues to be steady. Demand has fallen off and supplies are good, overall. Oxnard is the main area of production on this commodity. The quality is good with no major issues to report at this time. The best deals available are with the 24 and 30 counts.

QUALITY – GOOD

MARKET – STEADY

## **CITRUS**



### **Lemons:**

Central Valley crop is 90% harvested and the Ventura crop harvest is going at full production. Demand is very good.

### **Oranges:**

The Navels production and supplies are starting to lighten. Size curve is swinging to peak sizing on 56's, 72's. Smaller sizes 88's, 113's, 138's are getting very tight, and demand exceeds supplies.

### **Limes:**

Supplies are good. Only 110's are tight as fruit has not gained size yet.

(LEMONS) QUALITY – GOOD MARKET – HIGHER

(ORANGES) QUALITY – GOOD MARKET – HIGHER

## **CUCUMBERS**



### **Western Cucumber:**

Market is on an upward trend on FOB's, graded product slightly lighter in supplies all around.

### **Eastern Cucumbers:**

With very little gap in product as the off shore deal ends and domestic supplies increase, the cucumber market continues to loosen up. Demand is good and quality on domestics has been excellent.

(WESTERN) QUALITY – GOOD

MARKET – STEADY

(EASTERN) QUALITY – GOOD

MARKET – STEADY

## **EGGPLANT**

### **Western Eggplant:**

Market steady to unsettled as demand is up and supplies are light. Still light production on fancy fruit and most availability is on choice and smaller fruit.

### **Eastern Eggplant:**

As Southern Florida finishes up, eggplant volume has become extremely limited. Watch for rising markets, poor quality and limited to no availability for the few weeks.

QUALITY – GOOD

MARKET – STEADY

## **GRAPES**

The market remains steady on red grapes as there is good demand and good volume still coming in from Chile. Green seedless however is very limited. There is a two tier market as the better priced greens will have some amber. All green grapes will be much higher this week. Green will finish up for the most part over the next few weeks and we will more than likely gap on them. The red seedless should take us into the start of the Mexican product which may start as early as May 7.

QUALITY – FAIR

MARKET – STEADY

## **GREEN ONIONS**

This market continues to be steady. There are strong supplies coming out of Mexico. This has made pricing very competitive. The quality continues to have a few issues with decay upon arrival. Pencil sizing will have the best availability. Supplies are expected to be good throughout the week.

QUALITY – FAIR

MARKET – STEADY

## **LEAF LETTUCE**

The leaf market has not changed. Things are very steady. Demand continues to be light. The main growing area is in Huron. Yuma is winding down production. The Thermal area has lightened up in production as well. Supplies out of Santa Maria are light in availability. Deals are being offered for volume orders so continue to promote as much as possible.

QUALITY – FAIR

MARKET – STEADY

## **LETTUCE**



The lettuce market is steady. Epidermal peel and blister continues to be seen upon arrivals sporadically. Lettuce carton weights are averaging 44-48 #s. Huron has stronger production. Yuma production should continue thru the week with some suppliers. Deals are being offered for volume orders so please are aware.

QUALITY – FAIR

MARKET – STEADY

## **MELONS**



### **Cantaloupe:**

Demand continues to be good. Supplies on small fruit have not increased and it does not look to do so. Offshore melons will be finishing around the end of April. The desert looks to start in the second week of May. The quality remains good. Product is still selling out early so getting orders in early is a must. The market remains steady. Mexican cantaloupe should start around April 16.

### **Honeydew:**

Offshore dewes continue to remain very limited on the small sizes. Most of the dewes are peaking on 5's and larger the market looks to remain steady. Mexican fruit in Nogales is coming in with a good run of sizes and good quality.

### **WATERMELON:**

Markets are settling. Demand exceeds on s/less watermelon. Current availability on Seedless watermelons is light but, supplies are improving as Northern growing district is coming on line which will help settle the market. Availability on seeded watermelon is sporadic as those growing districts taper off in production.

(CANTALOUPE)

QUALITY – EXCELLENT

MARKET – STEADY

(HONEYDEW)

QUALITY – EXCELLENT

MARKET – STEADY

(WATERMELON)

QUALITY – GOOD

MARKET – STEADY

## **ONIONS**



Idaho, Oregon, and Washington are steady to lower on yellows. Many northwest suppliers will flex on volume orders of jumbos and mediums but are firm on Colossals and larger. Texas yellows are steady to lower as well but most shippers have limited supplies available— the onions are in the field but aren't drying down as fast as they'd like. More shippers are getting into the deal this week so supplies will improve. The yellow quality has been excellent in the northwest and has been good to excellent in Texas. Reds are steady in the northwest and higher in Mexico. Many of the northwest shippers are done or will finish soon and Texas won't have its own for another week, so expect the market to remain strong. The quality of reds has been good in the northwest but has ranged from poor to good in Mexican/Texas. White onions are mostly steady although supplies are still generally light. The quality on whites has ranged from excellent to poor depending on the shipper.

QUALITY – EXCELLENT

MARKET – STEADY

## **POTATOES**



Idaho cartons and consumer bags are steady to slightly lower on all sizes due to lighter demand the past few weeks. Number-two's continue to creep higher. Norkotahs are still more limited than Burbanks in Idaho and they are getting shorter every week. Washington potatoes are also steady and they are still peaking on 80-count. Colorado cartons are steady as well. Colorado is still producing mostly 80-count and smaller. The russet quality has been excellent in all areas. Bakersfield is packing all colors of new-crop desert potatoes. North Dakota is still packing storage reds and golds and they are still heavy to A-size but supplies are limited. Idaho is still packing storage reds and golds as well, and they continue to peak on A-size but their supplies are also limited. Quality has been fair to excellent Idaho. Florida continues packing all colors and the market is steady to lower. Most Florida packers are heavy to A-size in all colors and are limited on B-size and smaller.

QUALITY – GOOD

MARKET – STEADY

## **SQUASH**



### **Western Squash:**

Market continues unsettled on both Italian and yellow straight neck squashes. Improving supplies on both yellow s/n squash and Italian squash as some older districts run their course and/ or cease production. New growing areas have started harvesting better supplies on Italian squash still light supplies on large fruit but improving.

### **Eastern Squash:**

The squash market remains at the lower levels with plentiful supplies. Demand is weak as pricing out west continues to stay low.

(WESTERN) QUALITY – GOOD

MARKET – STEADY

(EASTERN) QUALITY – GOOD

MARKET – STEADY

## **STONE FRUIT**



Chilean stone fruit is finishing up for the season with peaches and nectarines pretty much done. Black plums and pluots are still available but with limited sizes.

QUALITY – N/A

MARKET – N/A

## **TOMATOES**



### **Western:**

There are still high numbers of crossings at Nogales, AZ and McAllen, TX, but reports have that to start declining over the next couple of weeks. Quality is variable on rounds and Romas but overall still good. Look for Western wholesalers to still draw out of this area for the next two to three weeks at least.

### **Eastern:**

Volume is definitely picking up in the Immokalee/Naples district in south Florida, with increasing yields and very good quality. Shippers are looking for increased consumption with an early spring in the northern areas, and that should help a fairly sloppy tomato market at this time. The Palmetto/Ruskin area near Tampa should begin production in mid-April.

(WESTERN) QUALITY – GOOD

MARKET – STEADY

(EASTERN) QUALITY – FAIR

MARKET – STEADY

## **VALUE ADDED ITEMS**

The lettuce supplies are good. The Romaine supplies will have no issues with availability. Broccoli supplies are better. The cauliflower supplies have picked up due to light demand. Occasional brown spotting has been reported on this commodity. Starting this week, all the value added items will load in Salinas.