

Regional Weather Forecast

Highs

Lows

Oxnard, CA

Sunshine and partly cloudy days. No rain on the forecast.



Salinas, CA

Sunshine and partly cloudy days with no rain on the forecast.



Santa Maria, CA

Sunny and partly cloudy.



Watsonville, CA

Partly cloudy and sunny next week.



Bainbridge, GA

Partly cloudy with chance of rain on Friday.



Idaho Falls, ID

Sunny and partly cloudy.



Regional Transportation Report

National Diesel Average: **\$2.394**(wk 40)

2019 : **\$3.066**(wk 40)

NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers.

Regions with shortages: Nationwide trucks are higher this week due to high demand and CA wildfire interruptions. Slight shortage in Central Minnesota, Texas and McAllen. Shortage in Colorado, Delaware, Maryland, Virginia, Minnesota, Idaho, Indiana, Illinois, North Carolina, Wisconsin, Oregon and Washington.

Weekly Market Changes

Asparagus



Quality: **GOOD** **Supply:** **GOOD**

Volume on asparagus is steady and is primarily coming out of PE. We are seeing a balanced market and should continue to be in a good spot as MX begins to start up in a couple weeks.

Avocados



Quality: **GOOD** **Supply:** **GOOD**

Overall the market is stable but we are seeing retail driving the market. Currently California, PE, and MX product have been in good supply. So far there has been sufficient quantity and quality of product crossing the border.

Bananas



Quality: **GOOD** **Supply:** **GOOD**

Overall there hasn't been much fluctuation in the banana market. Supply and quality have been good and freight costs have been level leaving the banana industry quite stable.

Berries, Mixed



Quality: **FAIR** **Supply:** **FAIR**

Blueberries- There has not been a flush transition into import product as we have still seen lighter volume coming from PERU and domestic product hasn't been producing at heavy levels either. Peru is anticipating an increase in supply by mid/late October. Product is loading on both coasts and quality has been reported as good. Seeing some product cross through the AZ and McAllen borders as well.

Raspberries- Supply has been good, probably considered the most stable of the 4 berry categories. This likely is due to Razz being typically the lowest demanded berry. Markets are stable though and quality has been good. Product is coming from Salinas/Watsonville area and also out of MX. Leaning more favorably toward the import MX programs and will continue to see heavier volumes moving forward.

Blackberries- We have suppliers pushing product from multiple different growing regions. Still seeing limited supply off the West Coast but quality has just been fair. There is also still supply coming from Guatemala and MX. Guat has had good volume and fair/good quality. MX is more limited but will continue to see number improve as we progress through October. Quality should continue to improve as well.

Broccoli **ALERT**



Quality: **BAD** **Supply:** **BAD**

Broccoli Supplies will continue to be limited this week. Markets continue to be strong. Growers are reporting fair quality at best. Supplies are expected to improve for next week.

Brussels Sprouts



Quality: **GOOD** **Supply:** **GOOD**

Brussel Sprout supplies continue to be excellent. Growers are reporting very good supplies at this time. Demand for Brussel Sprouts has increased the last few weeks. Expect markets to remain steady for a few weeks.

Cantaloupe

ALERT



Quality: **FAIR** **Supply:** **BAD**

Production for cantaloupe has significantly decreased as growers move into their fall acreage. California wildfires have not helped the situation as smoke was layering the valley preventing proper sunlight to reach the melons. This has caused yields to drop by as much as 40-50% in some fields leaving much less fruit being harvested to support demand in the market. We anticipate demand to exceed for the next few weeks until Arizona ramps up.

Weekly Market Changes

Carrot Sticks

Quality: **GOOD** Supply: **FAIR**



COVID-19 has had an impact on value added carrots and the array of pack sizes and cuts available to the market. The additional labor and contact throughout the supply chain has put this item on the radar until supply can catch up with demand.

Cauliflower

Quality: **FAIR** Supply: **FAIR**



Cauliflower supplies remain steady for this week. Growers are seeing an increase in demand. Growers reporting fair quality and some yellowing on the heads. Supplies are expected to remain steady and stronger markets for next week.

Celery

Quality: **GOOD** Supply: **GOOD**



Celery supplies are steady this week. Growers are reporting steady supplies demand has increased. Good quality is also been reported. Supplies are expected to remain steady this week expect markets to trend up.

Cilantro

Quality: **GOOD** Supply: **GOOD**



Cilantro supplies are good this week. Growers are expecting steady supplies the next few weeks. Good quality is been reported by multiple growers at this time. Demand for Cilantro has decreased this week.

Corn ALERT

Quality: **BAD** Supply: **BAD**



Prices for corn is trending up this week. Corn out of California is tight due to high temperatures in the region. Yellow and Bi-color corn is non-existent. Growers are filling orders with white when possible. Corn out of the East is going to be extremely tight for the next 10 days to 2 weeks. Growers are reporting excess rains all during the growing cycle has impacted growth and quality. Growers are reporting that corn is underdeveloped due to weather and isn't saleable to retail customers right now.

Cucumbers

ALERT

Quality: **FAIR** Supply: **FAIR**



Prices for Cucumbers are trending up slightly. Just like with Peppers, Cucumber prices remain escalated due to tight supplies related to weather. Growers are expecting tight supplies and high cost for the next 2 to 3 weeks. Production out of Mexico and Georgia is around the corner.

Eggplant ALERT

Quality: **BAD** Supply: **BAD**



Prices for Eggplant are trending up this week. Supplies for Eggplants are tight just like Summer Squash. Weather related challenges are impacting production.

Weekly Market Changes

Chinese Garlic

Quality: **GOOD** Supply: **FAIR**

Beginning to see better numbers as imports begin to loosen and there is supply between domestic, Spanish and China



Grapes

Quality: **GOOD** Supply: **GOOD**

We have made our way into domestic season and we are now seeing good volume in the open market. Price has come down as supply has picked up. We anticipate this to continue steady for the next few weeks but then will begin to see greens coming to an end while reds continue on for an additional few weeks.



Green Beans

Quality: **FAIR** Supply: **BAD**

ALERT

Due to the Hurricane a few weeks ago we have seen significant damage to Georgia crops. The Hurricane produced strong wind damage and flooded the fields which has reduced the amount of product harvestable in the fields. The late freeze in NY limited crop production as well. Should see escalated markets for the remainder of October until FL can pick up the slack.



Honeydew

Quality: **FAIR** Supply: **BAD**

ALERT

Production for Honeydew has significantly decreased as growers move into their fall acreage. California wildfires have not helped the situation as smoke was layering the valley preventing proper sunlight to reach the melons. This has caused yields to drop by as much as 40-50% in some fields leaving much less fruit being harvested to support demand in the market. Although slightly better condition than cantaloupe, we anticipate demand to exceed for the next few weeks until Arizona ramps up.



Iceberg

Quality: **BAD** Supply: **BAD**

ALERT

Lettuce supplies will continue to be very limited this week. Strong demand continues with Lettuce and Salads. Growers yields continue to come up short on bins and cartons at the time of harvest. Lighter weights are expected with Iceberg Lettuce.



Romaine Leaf

Quality: **BAD** Supply: **BAD**

HIGH ALERT

Romaine supplies will continue to be very limited for this week. Demand continues to be strong this week. Growers are reporting fair quality at best. You will see fringe burn on the outer leaves and lighter weights. Supplies will continue to be short for a few weeks.



Red and Green Leaf

Quality: **BAD** Supply: **BAD**

ALERT

Green Leaf supplies will continue to be very limited this week. Strong demand continues with Lettuce and Salads. Growers yields continue to come up short on bins and cartons at the time of harvest.



Weekly Market Changes

Tender Leaf

Quality: **GOOD** Supply: **GOOD**

Growers aren't reporting any issues on supply and quality has been fine. Look for this to continue for a few weeks.



Lemons

Quality: **FAIR** Supply: **FAIR**

Currently working with primarily import Chilean/Argentina lemons. The import fruit is in decent condition but is showing some pale and lighter color exterior. No supply gaps foreseen in the upcoming month.



Limes

Quality: **GOOD** Supply: **GOOD**

Limes spiked for a few weeks but have since stabilized. Markets dropped this week and should remain stable for the coming weeks.



Onions

ALERT

Quality: **BAD** Supply: **BAD**

Due to the fires in the Northwest and the USDA Food Box Program, onions are tight depending on sizes. The smaller onions are tied up in the Food Box programs, especially the 3 lbs. using medium product. Due to lack of sun coming through the smoke, product that is drying out in 7-10 days usually is not happening as fast - the sunlight helps bleach the skin and the heat which temperatures are down 20 degrees, are not drying as usual. Some suppliers are leaving onions in the ground a little longer, as they are not ready yet; however, some growers are also seeing issues in 40% of the crops; they are not meeting the State Inspections, so they are culling through and scrapping the imperfect product which is also causing product to get extremely tight.



Green Onions

Quality: **GOOD** Supply: **GOOD**

Good quality and good yields reported by multiple growers. Prices are back to normal and not escalated.



Oranges

HIGH ALERT

Quality: **BAD** Supply: **BAD**

We are heading into a difficult next few weeks in the orange category. The USDA box program has affected overall supply and coupled with a short season has put a ton of pressure on the category. Domestic Navels are scheduled to arrive October 26th and the Valencia program is only scheduled to last until October 10th. This will lead to a two week gap in supply and likely will put additional pressure on pricing leading up to that period of time. Please plan accordingly and anticipate a period when oranges will be limited or gapping.



Peppers, Bell

ALERT

Quality: **FAIR** Supply: **BAD**

Prices Bell Peppers are trending down slightly. All peppers remain escalated due to tight supplies related to weather. Growers are expecting tight supplies and high cost for the next 2 to 3 weeks.



Weekly Market Changes

Pineapple

ALERT



Quality: FAIR Supply: BAD

Volumes have been low for the past few weeks but are now improving. Weather has been the major causation as major rains have followed with hot high sun. This has caused off the chart brix level and bent crowns. Weather conditions like this can cause misshaped crowns and puts pressure on lower yields.

Potatoes



Quality: GOOD Supply: GOOD

The potato market has come back down as we have made the transition to OR and ID new crop. Supply is good and quality is back to solid condition. With new crop availability, there should not be any major issues moving through September.

Summer Squash

ALERT



Quality: FAIR Supply: BAD

Prices for Summer Squash is trending up this week. Supplies remain tight at this time. Heat in the Western area of the US. Rains associated with the recent hurricanes and tropical storms has impacted supplies out of the East. Production out of Mexico is getting ready to ramp up in 2 weeks.

Strawberries

ALERT



Quality: BAD Supply: BAD

We have received small bursts of heat waves over the summer period and it's continued to leave yields down due to quality issues and sizing. Comparing last week to this week, the market has appeared to level out some but at an escalated position. Hopefully we don't see supply reach a worse position and thankfully the weather on the forecast is showing positive signs. There was some heat yesterday, today and potentially more tomorrow in Santa Maria, but hopefully over the weekend there is enough yield to get us back headed in the right direction. We are primarily yielding from Santa Maria now as Watsonville/Salinas have all but burnt up and been producing product that is best left in CA and isn't making nationwide trips. A big factor into getting the straw market turned will depend on how MX fares as we head into the fall period. Hopefully we get a smooth transition and allow for some release in the high markets that we have gotten this summer. Growers are all still in a limited position but orders are still being filled. Demand continues to be very high.

Tomatoes

ALERT



Quality: FAIR Supply: BAD

Markets are very active. Prices all over the country as well as for imported Mexican fruit continues to work upward. Prices for Round tomatoes has jumped significantly. The Romas has tighten and grapes will follow as well. Productions out of the East is finishing. With the Rain and now the Colder Weather, harvest has slowed on what is left in the fields. Quality has suffered as well. California has only a few weeks left and they are having quality issues as well. Quincy Fla is behind on their start date and suffered from the last Hurricane that rolled through two weeks ago. Florida will be battling quality issues and reduced crops as a result of the storm. Mexico does not have much in the way of round Tomatoes. Roma's are more plentiful but when customers start to move to Roma's due to the price on rounds, the availability and pricing situation will change fast.

Growers are expecting Rounds to be tight and the cost elevated for at least another 4 weeks. Roma's are still the best value for the dollar but growers are expecting some upward pricing pressure as clients move out of Rounds and into Roma's.

Watermelon

Quality: GOOD Supply: GOOD



Overall supply has been stable and no quality issues detected. Supply is slightly down from from previous weeks but is about in line with historical patterns.

Industry Report

Viva Fresh Will be Hybrid Show, With On-Site Limits

The Packer: October 1, 2020

The Texas International Produce Association's Viva Fresh Expo, cancelled in 2020 because of the COVID-19 pandemic, will be a hybrid in-person and virtual event.

The show, March 26-27 at the Gaylord Texas Resort in Grapevine, Texas, will feature its traditional trade show, golf tournament, reception and buyer speed meetings, but other events are shifting online before the show. That includes the Clean Eating Challenge, education sessions, In Bloom women's event and the Aggies for Fresh mentor program.

Dante Galeazzi, president and CEO of TIPA, announced the switch to a hybrid event Oct. 1.

"The reality of the decision to move forward with a hybrid model was not taken lightly and we recognize and respect the choices and challenges before our attendees," according to Galeazzi's e-mailed letter.

"Following months of internal discussions and planning, as well as extensive polling of exhibitors and retail-foodservice attendees, our findings suggested there was not only the ability but also a strong preference to move forward with certain in-person experiences (with an emphasis on safety) yet balancing the concerns of today's world by providing content and engagement opportunities in the on-line space as well."

There will be a limit on the number of participants from each company in Grapevine, according to the letter, but that limit was not included.

There will be more information on Viva Fresh soon, according to the e-mail, including in-person vs. online events, sponsorship opportunities and safety features for attendees.

Updates will be posted regularly at the Viva Fresh website, vivafreshexpo.com.