



Market Update

MARKET ALERTS:

December 7, 2018

Broccoli - Broccoli demand is extremely still high this week from distributors and processors. Supplies already below normal and now with the colder weather approaching, supplies cannot keep up with the demand. Expect prices to stay high for the next 3 to 4 weeks and prorates in effect.

Brussel Sprouts - Demand is still high for Brussel Sprouts, this is a hot commodity for retail stores for the Holidays. Supplies will be lower than expected, expect higher prices for the next few weeks.

Cauliflower - The production for Cauliflower is below than what was expected. The cold nights and shorter days are causing for supplies to be limited. The demand for Cauliflower from distributors and processors is extremely high. Expect markets to stay the extremely high until the end of the month with prorates in effect.

Celery - Production is lower than expected for this time of year. Harvesting Celery out of Oxnard CA, waiting for the Imperial Valley Regions and Yuma AZ too start. Celery is in high demand from distributors processors and retail stores. Prices will remain the same for the next few weeks.

Iceberg Lettuce - Production is low on Iceberg Lettuce. Demand is high from Distributors and processors. The increased demand had a lot to do with substituting it for Romaine. We are hoping with the Romaine cleared for now from Yuma AZ the prices will decrease some. The cold weather is also keeping markets from improving, expect higher markets until the end of the month.

Romaine - Supplies are lower than expected, the demand has increased not that Romaine lettuce is cleared. The demand from distributors and processors is higher this week to relieve some of the demand for other lettuce items. Expect prices to hold steady, increased for the next few weeks.

Green Leaf/Red Leaf and Boston/Butter Lettuce- Supplies are lower than expected, with the transition and distributors and processors using more Green Leaf and Red Leaf the forecast did not have additional volume to cover orders. The cold weather has also affected supplies, markets and prices will be higher the next few weeks.

Green Cabbage - Supplies are lower this week. The transition to the desert has been slow due to the cold weather for the New Region to start in Yuma AZ. Demand will be higher with limited supplies. Expect higher prices the next few weeks.

Spinach and Spring Mix—Quality is fair, cold weather is preventing product from sizing up. Demand exceeds supply. Prices are up and prorates possible.

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to dforsythe@nproduce.com and we will be happy to give you those current market conditions. Also look for our full Market Report released on Friday and the Spanish version always released the following Monday. Have a great week!

Keeping You Informed,

Your Dedicated NPC, LLC Staff



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Tomatoes—Availability still remains tight in Mexico and Florida for the next several weeks. Pricing still remain high and some suppliers are at cap. Growers are doing everything possible to keep all distributors in stock but please be aware there may be occasional outs and the averages are in effect. Growers in the Palmetto/ Ruskin area continue to harvest. But a shot of cooler weather last week has slowed things a bit as well, contributing to the mediocre supply situation. Fruit is definitely on the small side with 5x6's or larger very short. Some growers have migrated south a bit quicker and are harvesting in Labelle and Naples. The roma volume is light, same as last week....limited acreage and last week's cooler weather has romas particularly short in Florida. Grape tomato volumes are mostly steady. Baja and Eastern Mexico's Fall round and roma tomato acreage are on the decline but growers will continue to harvest through at least the rest of this month. Although one grower has started in Mainland Mexico with some mature greens, volumes from this area are expected to be light until January. More growers will gradually come online as we move into mid-late December, providing a gradual increase in volume. Grape tomato quality has become challenging in Baja, but beginning to see a little more fruit come into Nogales. Cool weather and rain will keep increases slow for at least the next week or so.

Strawberries— California -2018 crop is all but done. No harvest in Salinas or Watsonville. Very limited harvest in Santa Maria and Oxnard due to previous heavy rains with more in the forecast. 2019 crop will not start until late December. Baja =Running 2 weeks or more behind due to weather in growing regions. Central Mexico= Three growing districts are all effected by rain and cold weather. The small amount of fruit that is crossing into Texas is being auctioned below the border. Today's price was \$30 to \$32 fob in Texas. This fruit is small, 30 to 40 count on 8-1#ers and showing rain damage. Florida =Also running 2 weeks or more behind. Heavy rain in Plant City last night. Sizing is mostly mid to upper 20's and some 30 counts on 8-1#ers. Some suppliers claiming AOG. Pricing is up, supply is down. Bottom Line, this will not change until the growing regions get an extended run of good weather. Demand exceeds supply.

Most all leaf items are escalated and in shorter supply as the industry bounces back from the romaine outbreak. This includes but is not limited to, romaine, kale, green leaf, spinach, red leaf, butter, iceberg, spring mix, spinach, & arugula.

COMMODITIES ON THE RADAR: Melons | Bell Peppers | Kale

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