

# Market **OUTLOOK**

Week 34: August 19 - 25, 2024



**Market ALERT**

- Asparagus
- Avocado
- Beans
- Berries
- Broccoli
- Brussels Sprouts
- Citrus
- Grapes
- Green Onions
- Herbs
- Pepper Bell
- Pepper Chili
- Pineapples
- Tomatoes

## transportation

Nat'l Diesel Avg: \$3.704↓

Last Year: \$3.03↓

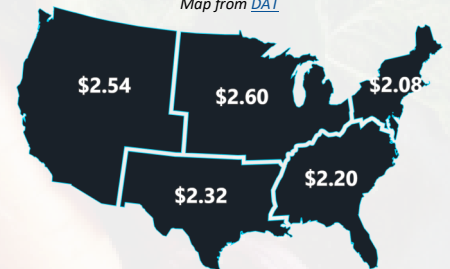
Nat'l Fuel Surcharge: \$0.46

Shortages: Freight rates is flat

- extreme - DE, MD & VA
- slight - IN, IL & MO

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather **OUTLOOK**

**Oxnard, CA:** Partly cloudy and sunny skies with highs in the 70s and lows in the 60s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the high 70s and lows in the 50s.

**Yuma, AZ:** Sunny skies with highs in the 110s and lows in the 80s.

**Immokalee, FL:** Scattered thunderstorms with highs in the 90s and lows in the 70s.

**Idaho Falls, ID:** Partly cloudy and sunny skies with highs in the 80s and lows in the 50s.



# Market UPDATE

## apples



Golds are expected to be in good supply by the end of August, with many shippers out for the season. Granny Smiths are in good supply, making it to the new crop around mid-September. Gala is 500,00 boxes less than last season, and availability will go through August without gaps before the new crop begins mid-August. Fuji is in good supply, with new crop expected to start around mid-August, and Red Delicious is also in good supply through the summer, with new crop starting around mid-September.

## asparagus



Peru's supply is limited, but it is of good quality and in moderate demand. Mexico's season is ending, causing insufficient volume for market establishment. Heavy rains slow production, but quality and demand remain good.

## avocados



**EXTREME** The market is expected to experience increased volatility due to Mexico transitioning more into Loca fruit, California harvesting half as much volume, and Peru being cut in half in two weeks. This shift in demand will be challenging for market stability and promotions. The current market is very tight, and it is recommended to discuss opening your spec with any COO for best availability and support. The current Loca is barely reaching the minimum dry matter, causing an extra time adjustment that could disrupt the supply chain pace. It is advised to give suppliers enough leading time for proper conditioning stages.

## bananas



The overall quality is excellent, with solid and consistent volumes despite minor port delays. It

may be half to one color stage behind in ripening, but this is rare and not a significant issue.

## beans



**Green Beans:** **RADAR** Supplies are limited. The market price is elevated due to increased demand and the impact of Tropical Storm Debbie, along with the fall transition in Georgia.

**Snow Peas:** **RADAR** Guatemala has low volume, fair quality, and low demand, while Peru has high quality, high demand, and good volume.

## berries



**Blackberries:** Prices are slightly up. In Mexico, the quality is good, but the high humidity is causing some issues. In Watsonville, the quality is also good, with minor occurrences of attached calyx, and production is expected to peak from late August to late September.

**Blueberries:** **RADAR** Prices are stable, and the overall quality from Mexico is currently good but is expected to remain low until October. In the Pacific Northwest, the overall quality is good and production returning to normal, with organic production is expected to peak through September.

**Raspberries:** **RADAR** Prices are down. In Mexico, quality is fair due to rain, which causes high humidity and mold occurrences. Volumes have peaked and will decline through August. In Watsonville, quality is good and volumes are decreasing.

**Strawberries:** **RADAR** Prices are stable from Salinas, Santa Maria, and Watsonville. Good quality from Santa Maria, with occasional bronzing and misshapen fruit. In Salinas and Watsonville, the quality is good, with some occurrences of dark, small fruit. Production is steady and is expected to incrementally increase in the coming weeks.



# Market UPDATE

## broccoli



**Broccoli:** **ALERT** Supply is limited, with increased demand coming from Salinas, Santa Maria, and Mexico. Quality is reported as fair, and market pricing remains active. Growers report lower available supplies.

**Brocolini:** Supply is on budget and demand is good, with good quality from Salinas. Harvesting and market pricing are steady.

## brussels sprouts



**EXTREME** The supply is limited, with only fair quality. Demand is good, but market pricing continues to increase. Harvest in Salinas has started, and markets will remain elevated for another few weeks.

## cabbages



Supplies are steady and of good quality from Oxnard and Salinas. The markets and supplies are expected to remain stable in the coming weeks.

## carrots



New crops are on the horizon, with improved supply and quality going forward.

## cauliflower



The supply continues to be steady, with increased demand coming from Salinas and Santa Maria and some from Mexico. Quality is reported as fair. Market pricing remains steady.

## celery



Supply is steady, with good quality from Santa Maria and Salinas. Expect market pricing and supplies to remain steady for the next week.

## citrus



**Limes:** Pricing is high. High temperatures and humidity in Mexico are damaging the quality of the fruit, causing light coloring and skin breakdown. Fruit is being repacked and sorted before shipping, but quality is declining in transit.

**Lemons:** Pricing is high. California is facing severe shortages of small fruits, with relief expected in late summer when District 3 fruit becomes available, and imports are scarce due to drought conditions.

**Oranges:** Pricing is high. California Valencia is 90% through the season, with an early finish expected by late September due to light crop set, thrip damage, and high temperatures. Chilean navels are 90% harvested, facing reduced volume and sizing challenges due to rain and freezing temperatures. It's advisable to start considering alternative fruit options, as a supply gap seems inevitable.

## corn



Pricing is stable with good supplies from Michigan, Indiana, and New York.

## cucumbers



The market is steady, with overall supplies and quality being good.

## grapes



**ALERT (Red)** The Central Valley is experiencing extreme heat, but temperatures are expected to return to normal soon. Growers are transitioning from Flames seedless to new variety due to improved quality. Demand remains strong, keeping the market firm. Ivory green seedless is nearly done, with growers transitioning to other varieties for better store-level fruit offerings.



# Market UPDATE

## herbs



**Chervil:** Supplies are slightly tight.

**Cilantro:** Light supplies with fair quality. Market pricing has increased, and supplies are shipping out of Oxnard and Salinas. Supply is expected to be limited, and the market will increase for the next few weeks.

**Dill:** Supply has improved, but shipment delays have caused inconsistencies.

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**Green & Red Leaf:** Supply is expected to be light and of fair quality. Salinas has experienced warm weather, leading to tip burns on outer leaves. Markets are active due to limited supplies.

**Iceberg:** The supply is light and of fair quality, with lighter weights and potential sizing impacts. Cosmetic issues are expected due to a previous heat wave in Salinas. Supplies are expected to remain limited for the next few weeks.

**Romaine:** Supplies are steady, of fair quality, and in good demand from Salinas and Santa Maria. However, warm weather in Salinas has caused tip burn on outer leaves, and markets are expected to remain steady in the coming weeks.

**Tender Leaf:** The supply continues to be steady, with good to fair quality and good demand from Salinas and Watsonville. Quality and supplies are expected to be steady.

## melons



**Cantaloupe:** The sizes are mainly larger, with

limited smaller sizes due to lower yields caused by heat and bloom drop. Quality remains high, with good shell color and internal sugar levels ranging from 14% to 16%.

**Honeydew:** The fields have been significantly impacted by the bloom drop, causing an overall shortage. Smaller fruit may soon be in demand. Recent fields are producing cleaner melons with good internal quality.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



The quality is good in all growing regions, with steady demand and market pricing. California and New Mexico are finishing up, while the Northwest has started. Market pricing is expected to have price gaps between jumbo, colossal, and supers, with white being limited this season.

## onions green



**EXTREME** Mexico's current supplies are light, with increased demand due to a strong heat wave. The market pricing is expected to increase with most contracts hitting price caps, and growers anticipate limited supplies in the coming weeks.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjous if possible, which will be available until next season starts.



# Market UPDATE

## peppers bell



**ALERT (Green, Red & Yellow)** Pricing is trending down on green due to increased supply in the east and west as more areas have ramped up production. Color continues to be a challenge with low supplies. Pricing remains high, with little to no relief in sight.

## peppers chili



Pricing is high. Chili production is light in the East. In the West, Baja and central Mexico are steady, but California production is down due to heat. Good volumes of jalapeños, tomatillos, and serrano are available, along with decent amounts of poblanos and Anaheim. Habaneros remain extremely scarce.

## pineapples



Tropical production on 5ct and 6ct is limited due to rain and concerns about internal quality. Farms will not pack large crownless configurations for 6-8 weeks. By September, pineapple supply will be fulfilled on 7ct, 8ct with crown, and crownless configurations.

## potatoes



The Idaho market is slightly up for larger sizes with good quality, with Norkotahs starting. The early forecast for the upcoming season is down by 0.4% due to growers planting less acreage. Despite the decrease, Idaho is expected to continue to have plentiful availability. The USDA's first estimate for 2024 is expected in early November.

## squash



The market is steady, with good supplies and excellent quality across all areas.

## tomatoes



The market is high. Rounds are in shorter supply due to recent weather events. Rain in the east and heat in the west are affecting quality. Roma are in better shape, but demand will increase due to the challenges with the round market, which will keep pricing firm.

## commodities alert overview

**Asparagus** continues to be limited. **Avocado** is on extreme alert due to Mexico transitioning and a decrease in volume from California. **Beans green** are improving but remain elevated. **Brussels sprouts** continue to be limited at an elevated price. **Lemons** are peaking on large fruit, with small fruit being limited. **Onions green** are on extreme alert due to limited supplies, and prices are elevated. **Pepper bells** are elevated on color bells. **Peppers chili** remain high with low supplies. It's a good time to promote **Mushrooms** and **Potatoes**.



# Market UPDATE

*in the news...*

## Shoppers still making room for fresh 'shrooms

By [Tina Caputo](#) August 7, 2024 | THE PACKER

Mushrooms were a hot food trend in 2023 due to their versatility, their popularity in plant-based diets and fungi's headline-grabbing health benefits. Although overall sales dipped slightly in the last year, consumer interest remains high.

"Increasingly, shoppers are looking for functional benefits in the food and beverages they consume," said Anne-Marie Roerink, president of 210 Analytics. "These include inherent product benefits, but also functional enhancements."

According to Circana MULO+ universe data, which also includes major e-commerce sales channels, fresh mushrooms generated \$1.5 billion in the 52 weeks ending July 14, 2024. This is a 2.5% decline compared to the previous year, with similar performance trends for units and volume.

McKinzie Koons, marketing and public relations manager at J-M Farms in

Miami, Okla., said she has noticed inconsistencies in the market.

"Overall, we are doing about the same volume, but we have high and low weeks," she said. "Consumers aren't buying mushrooms like they did even three years ago."

While most mushroom varieties continue to experience some volume pressure, Roerink said, performance is in line with total food and beverage sales and with that of other produce items.

Here's a look at the latest mushroom trends and fungi-focused marketing efforts.

Organic outpacing conventional

Packaged produce is outperforming bulk in virtually all categories, Roerink said, including mushrooms. Packaged items account for about 96% of fresh mushroom sales.

"Bulk sales were already losing ground

to prepackaged items, but this accelerated during the early years of the pandemic and has stuck," she said.

Another trend is that value-added products such as pre-cut mushrooms are seeing below-average performance.

Organic mushroom sales increased 2% over the past year and volume sales grew 3.6% —surpassing the conventional category's performance. Organic sales now comprise 22% of total mushroom dollar sales.

Garth McLean, vice president of sales and marketing at Farmers' Fresh Mushrooms in British Columbia, said he has seen an increase in retailer demand for organic mushrooms. The company offers both conventional and organic varieties.

"Conventional is always driven by price.....

[Read full article HERE](#)

*produce in* **PEAK** *for August*

Apples	Gooseberries	Stone Fruits
Berries	Mango	Summer Squash
Corn	Okra	Watermelon

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to [jhoppe@nproduce.com](mailto:jhoppe@nproduce.com) and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

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