

Market **OUTLOOK**

Week 32: August 5 - 11, 2024



Market ALERT

- Asparagus
- Beans
- Broccoli
- Brussels Sprouts
- Citrus
- Herbs
- Lettuce
- Melons
- Onions
- Pepper Bell
- Pepper Chili
- Pineapples
- Tomatoes

transportation

Nat'l Diesel Avg: \$3.768↓

Last Year: \$3.409↓

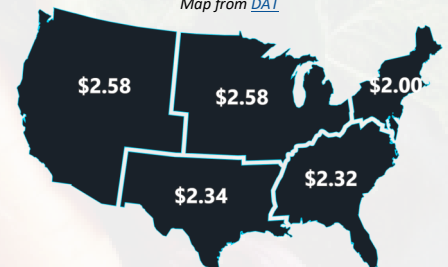
Nat'l Fuel Surcharge: \$0.45

Shortages: Freight rates is flat

- extreme - IN & IL
- 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 PM sunny skies with highs in the high 70s and lows in the 50s.

Yuma, AZ: Partly cloudy and sunny skies with highs in the 110s and lows in the upper 80s.

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

Idaho Falls, ID: Mostly sunny and cloudy skies with highs in the 90s to mid-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 cold temperatures are causing limited supply and quality of small sizes, while Central Mexico is experiencing limited supply of large and jumbo while standard is more available. Expected to improve in the coming weeks, Mexican supplies remain limited due to heat.

avocados



California is experiencing a decline in its seasonal volume, while Peru is reaching its peak volume, and is expected to decrease in the coming weeks. Colombian volume has also decreased significantly, wrapping up the current season. The US is heavily reliant on the Mexican summer/Loca crop due to declining volumes in these countries. Dry matter levels have not reached their minimum, and ongoing rains have made harvesting difficult, resulting in a tight market. The size curve is dominated by small, clean, and large fruit, with grade 2 fruit being lean.

bananas



The overall quality is excellent, with solid and consistent volumes.

beans



Green Beans: The market is currently experiencing high prices, but it is anticipated to improve next week due to the transition north and the improved quality.

Snow Peas: Guatemalan supplies are currently low, with Peruvian supplies increasing to supplement the deficit, and quality is good.

berries



Blackberries: Prices are slightly up with good quality. Mexican fruit has occasional regression, and overripe fruit. Volumes are increasing in Watsonville and Mexico.

Blueberries: Good quality from Mexico, but hot weather is causing scarring and shriveling, affecting volume. The Pacific Northwest has good quality and increased volume.

Raspberries: Prices are slightly up, and quality remains good, with occasional light-colored fruit from Mexico. Volumes are steady from Mexico, while Watsonville has great quality and increased volumes.

Strawberries: Prices remain stable in Santa Maria, but high heat is causing smaller, softer fruit. Production is decreasing weekly, while Watsonville and Salinas have great produce quality. Overripe and misshapen fruit are present. Production has reached its peak and is expected to decrease.

broccoli



Broccoli: **ALERT** Demand has increased, with light supplies coming from Salinas and Santa Maria. Mexico's supplies are limited, and quality is reported as fair. Market pricing is active, and growers are reporting lower yields at harvest time.



Market UPDATE

broccoli cont...



Broccolini: 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 reported. Demand is good, but market pricing is increasing. Harvest in Salinas has started, and markets will remain elevated for another few weeks.

cabbages



Supplies are steady and of good quality. Availability from Oxnard and Salinas, and 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 good, with increased demand coming from Salinas and Santa Maria, and some from Mexico. Quality is reported as fair, and growers anticipate lighter supplies next week. Market pricing remains steady, with growers expecting a market increase.

celery



The supply has improved, with current supplies coming from Santa Maria and Salinas, with Salinas showing better numbers. Quality is reported as good, with supply and market pricing expected to remain steady for a few weeks.

citrus



Limes: Pricing is trending up. The market is firming up as yields of #1 fruit decline, with current production focusing on medium/large sizes and limited small fruit. Recent high temperatures and humidity have led to defects like styler breakdown and decay, impacting shelf life. Expect pricing to increase in August due to seasonal trends.

Lemons: **ALERT** Pricing is high. Small lemons are extremely short in California, with no relief expected until late summer, when District 3 fruit starts. Import lemons are available in small sizes, but supplies remain very light due to drought conditions.

Oranges: **ALERT** The California Valencia crop is experiencing quality issues due to high thrip pressure, scarring, and a recent heatwave, resulting in fruit drop and lighter supplies. Growers are focusing on regular business, but there is minimal extra volume available.

corn



Pricing is up. The east coast is transitioning and dealing with some quality issues. California supplies are stable, but pricing is firming up due to overall supply.

cucumbers



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

grapes



Mexico's weather challenges are causing a decrease in supply, leading to quality issues and border rejections, while California production has started with exceptional quality and higher initial pricing.



Market UPDATE

herbs



Dill & Tarragon: Weather continues to be a challenge in the growing areas.

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

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, with fair quality expected into next week. Salinas has experienced warm weather, leading to tip burns on outer leaves. Markets are expected to react and increase next week.

Iceberg: The supply is light and of fair quality, with lighter weights and potential sizing impacts. Markets have improved, and contract pricing will not escalate. Cosmetic issues are expected due to a previous heat wave in Salinas. Supplies are expected to remain steady.

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: **RADAR** The current sizing is mostly 9/9Js, with a limited number of 12s due to heat. The brix levels range from 14-17% with full straw color. Peak volume will continue through July, and sizing flexibility may be necessary.

Honeydew: **RADAR** Quality is good, with clean fruit and brix exceeding 15%, with majority of the sizes being 5/5Js. Production may decrease temporarily due to additional crews in the cantaloupe fields, which are more susceptible to heat. Flexibility in sizing may be necessary.

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 is starting.

onions green



Supply remains steady, primarily from Mexico, with increased demand in recent weeks due to warmer weather. Market pricing and quality are expected to improve, indicating steady supply and pricing 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



Heat in Mexico and California continues to impact supplies. Eastern volumes still cannot keep up with demand causing an elevated market. Red peppers have been the hardest hit, with little to no relief anticipated in the near future.

peppers chili



Pricing remains high. Supplies continue to struggle to fill demand. The transition in the east will further impact supplies over the next two weeks. California is not ready for their season, and Mexico is in the middle of a transition, dealing with their own weather-related challenges.

pineapples



Supply remains tight, and it's advised to be flexible with sizing, exploring 8ct and possibly 7ct for optimal services. Volumes will increase weekly, reaching strong volumes in September and peak volumes in October.

potatoes



The market is flat, with good quality. Idaho is shipping Burbank with a sizing profile smaller than Norkotahs, which is causing the 40–60ct price to increase and be a bit short. Idaho has plenty of availability, making it a good time to promote potatoes.

squash



Pricing is down with plentiful supplies and good quality.

tomatoes



The market is up with fair to good quality. Rain in the East and high temperatures in the West are contributing to higher market prices. Regional volume is slow to ramp up, not helping with supplies.

commodities alert overview

Asparagus are limited on small, x-large, and jumbo due to temperature in growing region and are being prorated. **Beans green** are improving but remains elevated. **Brussels sprouts** continues to be limited with elevated price. **Lemons** are peaking on large fruit, with small fruit being limited. **Peppers bell** remains high with low supplies due to transition and high heat. **Peppers chili** remain high with low supplies due to weather. It's a good time to promote **Mushrooms** and **Potatoes**.



Market UPDATE

in the news...

NATIONAL FARMERS MARKET WEEK

August 4-10, 2024 | nationaldaycalendar.com

The first full week of August brings around National Farmers Market Week. Along with it comes the bountiful harvest of fruits and vegetables ripe for your family's table.

The week is ideally timed to coincide with the seasons when local produce starts to come into full maturity. That makes the week a good time to re-visit your local food producers who appear year after year when produce is ripe. The people bringing in produce congregate in the parking lots and shopping areas to sell directly to customers. During the first week in August, there will even be one set up in the parking lot of the US Department of Agriculture in Washington DC.

Farmers markets are some of the most community-based enterprises to exist. More than 85% of farmers market vendors traveled fewer than 50 miles to sell at a farmers market. In fact, more than half of farmers went less than 10 miles to their market,

according to the USDA.

The annual national proclamation from the U.S.D.A. making this Farmers Market Week praises the local effort for producers to sell directly to customers:

They “serve as significant outlets by which small-to-medium, new and beginning, and veteran agricultural producers market agricultural products, and [generate] revenue that supports the sustainability of family farms and the revitalization of rural communities nationwide.”

What is the farmers market?

A farmers market is a public retail event, usually, one in which farmers or their family members directly sell their products to consumers.

They are not elaborate points of sale, often no more than a display of produce from the back of a pickup truck, or the side door of a van parked

along with others in an urban parking lot. Farmers markets are very personable; bonds grow between farmers, shoppers, and communities.

By cutting out middlemen, farmers earn more from their goods and shoppers receive fresh locally produced food.

The advantages of buying at a farmers market:

- Taste the real flavors of the produce
- Celebrate the season with a traditional bounty
- Support the local economy
- Eat wholesome natural foods instead of processed foods
- Building connections to learn cooking tips, recipes, and meal ideas.

[Read full article HERE](#)



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 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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