

Regional Weather Forecast

Highs

Lows

Oxnard, CA

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

Upper 60s

Mid 50s

Salinas, CA

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

Low 70s

Upper 50s

Santa Maria, CA

Sunny and partly cloudy.

Mid 70s

Mid 50s

Watsonville, CA

Partly cloudy and sunny next week.

Low 70s

Mid 50s

Alma, GA

Thunderstorms all week.

Low 90s

Low 70s

Idaho Falls, ID

Sunny and partly cloudy.

Mid 80s

Low 50s

Regional Transportation Report

National Diesel Average: **\$2.424**(wk 32)

2019 : **\$3.032**(wk 32)

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:

Slight shortage in Southern California, Southern New Mexico, Eastern North Carolina and Yakima Valley. Shortage in Delaware, Indiana, Illinois and Missouri, North Carolina and South Carolina.

Weekly Market Changes

Asparagus



Quality: GOOD **Supply:** GOOD

Volume on asparagus is improving and markets have steadied out. Production out of MX has been slightly affected by weather but PE has been on the strong side to help numbers. Expectation is to have solid numbers throughout the August time period.

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: GOOD **Supply:** FAIR

Blueberries- Solid numbers and quality continue to pour in from the Pacific North West and BC. Currently the most promotable berry and should continue to have strong availability into August.

Raspberries- Overall supply is down with numbers being limited out of CA and also being the primary producer at this time. Should continue to see volumes limited until MX can pick back up in mid to late August.

Blackberries- Quality has been good but numbers are limited with yields being smaller than expected out of Watsonville up to this point in the summer. Growers are planning to have volume hit as we move into mid August but expect limited volume up to that point.

Broccoli



Quality: GOOD **Supply:** GOOD

Broccoli Supplies are very good this week. Growers are harvesting better yields. Growers are reporting good quality. Supplies are expected to maintain steady going into next week.

Brussels Sprouts



Quality: GOOD **Supply:** GOOD

Brussels Sprout supplies continue to be good this week. Growers are reporting good yields and good quality currently. Supplies are expected to remain very good for a few weeks.

Cantaloupe



Quality: GOOD **Supply:** GOOD

Coming out of a limited marketplace due to sizing issues, the supply has now picked back up and began to balance out. Fortunately yields have picked back up and the loupe market has begun to catch up with Summer demand. Sizing has been yielding stronger on larger sizes, 9/9J.

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: GOOD **Supply:** GOOD

Cauliflower supplies continue to be good this week. Growers are harvesting better yields and are reporting good quality. Supplies are expected to maintain steady going into next week.

Celery



Quality: GOOD **Supply:** GOOD

Celery supplies are steady this week. Growers are reporting normal yields currently. Good quality is been reported by growers. Supplies are expected to remain steady for next week

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: GOOD **Supply:** BAD

Corn prices came down a bit this week. Production is increasing with local programs coming on board. Demands for corn is on the lower side of the spectrum. Growers are reporting slightly weaker consumer demands.

Cucumbers



Quality: GOOD **Supply:** FAIR

Prices for cucumbers was slightly up this week. The hurricane in the Eastern part of the USA is impacting supplies. Growers are reporting some quality challenges due to heat.

Eggplant



Quality: GOOD **Supply:** FAIR

Prices for Eggplants came down this week. Growers are reporting good supplies and low consumer demands. This is helping to keep pricing in check.

Weekly Market Changes

Chinese Garlic

ALERT



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

Chinese garlic is on alert due to Coronavirus affecting labor and also ports allowing product out of China. We anticipate this to remain and also continue to add pressure on garlic prices until the virus is contained. The overall outlook continues to look worse as more and more time passes and import product is cut short.

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 moving through August.

Green Beans



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

Green Beans are coming back off alert as new regions have picked up the slack in the lopsided marketplace. Virginia began harvesting last week which relieved a lot of pressure and brought pricing back down.

Honeydew



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

Coming out of a limited marketplace due to sizing issues, the supply has now picked back up and began to balance out. Fortunately yields have picked back up and the honeydew market has begun to catch up with Summer demand. Sizing has been yielding stronger on larger sizes, 5/5J.

Iceberg



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

Lettuce supplies have improved for this week. Growers are harvesting better yields. Growers are reporting improved quality and good weights. Supplies are expected to continue improving.

Romaine Leaf

ALERT



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

Romaine supplies continue to be very limited this week. Growers have less volume available to them. Growers are expecting yields to be limited for the next few weeks.

Red and Green Leaf



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

Supply and quality have been good on both colors. Not seeing any issues on supply or quality at this time.

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

Currently working with CA and import Chilean/Argentina lemons. Because of the heavier winds in the CA region, a lot of choice product with slight scarring comes out of that region. The import fruit is better condition but also is tending towards larger sizes, 115/140ct. No supply gaps foreseen in the upcoming month.



Limes

ALERT

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

Limes have taken a quick turn and hit a spike in price. A commodity that is known to have heavy swings started to swing upwards this past week. Seeing FOB's in the \$30 range and weather in growing regions have created an even tighter market.



Onions

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

California has had a great crop this year but is now at the end of the season. Markets have been steady over the past few weeks and have trickled up about \$.50 over the past week. Now that transition has begun back to ID and OR, there is some lagging availability in Super Colossal and larger size onions.



Green Onions

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

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



Oranges

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

There is currently a mixture of Valencia and Navel fruit in the marketplace. Domestic Vals are a summer crop and often tend to a smaller fruit but this year are sizing up to larger sizes and leaving the 113/138 market more limited. Chilean import Navels are seeing larger fruit as well as most are 88ct or larger. Import fruit will continue till Oct.



Peppers, Bell

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

Green Peppers - Green Pepper pricing was off a little this week. Supplies are picking up as local production around the country come on line.

Yellow and Red Peppers - Pricing for Color Peppers seems to be increasing slightly at this time. Growers are expecting steady supplies and prices next week. Be on the lookout for quality issues for product out of the East due to rains.



Weekly Market Changes

Pineapple



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

Good supply versus how much demand is currently in the marketplace. Expect to see solid product and good supply for the next few weeks with sizing on the larger side.

Potatoes

ALERT



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

The potato market has taken a quick turn in the past week and have seen markets climb as storage crop is becoming limited as the summer season continues. FOB's have increased this week to about \$20 with some suppliers being out until new crop over the next few weeks. Quality has been a concern as storage crop has turned limited.

Summer Squash

ALERT



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

Pricing for Green and Yellow Squash was up this week. Yellow Squash had the largest price increase. Hurricane related wind and rains impacted production. Quality was impacted too. Look for supplies to be tighter than usual next week along with a slight upward pricing bias. Most growers are requesting that orders be submitted with extra loading lead times to help insure good order fill rates.

Strawberries

ALERT



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

The strawberry market is currently recovering and has taken initial steps to become more available. The last few weeks have been heavily reliant on only Watsonville, but starting next week Santa Maria will be opening up and should help to take some pressure off pricing. Expect for straws to come off alert following this week.

Tomatoes



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

Tomatoes grown out of the Eastern part of the USA experienced upward pricing pressure this week. Pricing is expected to slightly increase next week due to the weather associated with Hurricane Isaias and cooler than normal temperatures in the North Eastern part of the nation. Be on the lookout for quality issues due to rain. Tomatoes imported from Mexico saw an increase on pricing this week too. Growers are reporting good demands for product and tighter than normal supplies right now. California round tomatoes are expected to remain tight through next week.

Watermelon



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

Overall supply has been stable and no quality issues detected. Supply is slightly down from what it historically is at but there is also slightly less demand with food service numbers down.

Industry Report

Boards Support Foodservice with Recipes, Training and More

The Packer: August 6, 2020

Commodity boards, commissions and councils have found that partnering with foodservice operations is an effective way to move more of their product. Here's what some of those organizations have planned for the coming months.

California Avocado Commission

The California Avocado Commission has been involved with a number of foodservice promotions this summer, some of which still are underway, said Jan DeLyser, vice president of marketing.

The commission was working on three additional promotions for later in the season that had not been finalized as of mid-July.

Current promotions include:

- Erik's DeliCafe, through Aug. 30: Promotes the use of fresh California avocados on the menu in sandwiches and salads.
- Flame Broiler, through Aug. 12: The promotion is for the add-on or upsell with California avocados to any bowl during peak season.
- Rubio's, through Aug. 18: Promotes the use of fresh California avocados on the menu during peak season.
- Super Duper, through Aug. 10: Promotes fresh California avocados on the menu for upsell/add-ons, which are supported with social media, e-mail blast and logo on the website.

Five new California Avocado Commission foodservice promotional partners this season were Sharky's Woodfired Mexican Grill, Norm's, Erik's DeliCafe, Ike's Love & Sandwiches and Mixt Restaurant.

California Table Grape Commission

In 2020, the California Table Grape Commission is encouraging the use of fresh table grapes in foodservice operations nationwide through a combination of advertising, education, direct outreach to culinary professionals and the foodservice media, said Courtney Romano, the commission's foodservice consultant.

Print ads are running in Flavor & the Menu magazine to remind chefs of the many ways that grapes can work on a menu, she said.

A new Chef's Guide now is available as a visual resource guide for chef innovation with grapes, with an emphasis on grape flavor pairings and creative concepts that show how well California grapes work across a menu.

The natural fit of grapes for takeout and delivery also is highlighted. Outreach to chefs is ongoing, and chef-created recipes are featured in foodservice editorial outlets.

"Fresh grapes offer vibrant color; a crisp, juicy texture; and a balance of sweet and acid that make grapes compatible with a variety of ingredients and dishes," Romano said.

"Grapes are well-suited to off-premise dining as they hold very well as an ingredient in a dish, and make an easy, fresh side item to accompany any type of cuisine."

Mushroom Council

The Blend continues to be the Mushrooms Council's primary promotional focus, and over the past year the council has expanded its promotional footprint, marketing to new audiences in new places and earning increased blend adoption and sales, said spokesman Eric Davis.

At foodservice, this included collaborating with partners during the pandemic to provide meals for front line workers and first responders, he said.

"Prior to the crisis reaching the U.S., our industry was riding tremendous momentum," Davis said. Monthly shipping reports showed a run of record highs in late 2019, driven in part by high demand in the foodservice channel, particularly with adoption of The Blend.

As foodservice began shutting down and/or switching to carry out/delivery, the council began to collaborate with many of its foodservice partners to provide support to those impacted the most by the crisis.

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The Mushroom Council worked with a variety of its foodservice partners – including manufacturers, independents, chains, chef associations and menu developers – to help feed personnel at hospitals, police departments,

EMT units, senior centers and crisis centers, he said.

“We also hear from foodservice that blended burgers are ideal for carry out and delivery thanks to mushrooms’ ability to retain flavor and moisture while burgers are in transit,” Davis said.

National Mango Board

The National Mango Board continues to move mangoes forward in the foodservice industry, said Angela Serna, marketing manager.

“Amid the world crisis, we have focused on mango innovation and flavor as a back-to-basics model for restaurant chefs and operators,” she said. Over the next few months, the board will focus on recipe development and innovation.

“We will continue to leverage industry trends and industry professionals for this,” Serna said. “Expect to see similar collaborations as our recent partnership with Kitchen Collaborative, where we sponsored chef recipes in partnership with a trade magazine.”

The board also will continue to push and offer resources to increase mango quality and education through the supply chain, she said. “We know that for operators consistency is key, and we will work with industry partners to help bridge those challenges.”

The board will continue to work with operators for innovation and ideas that will work now or in the future as businesses safely reopen, she added.

“We know that going back to basics but also differentiating dishes will be important,” Serna said. “Therefore, our continued work with chefs and mixologist will play a key role in innovation and inspiration for the industry.”

National Watermelon Promotion Board

After five years of cultivating relationships throughout the foodservice industry, the National Watermelon Promotion Board is not waiting to see what happens as restaurants pivot to a new normal but continue to offer watermelon as a solution on menus, said Megan McKenna, senior director of marketing and foodservice.

“As outreach continues to chains offering education, menu ideation and promotional support, there was a need to address the abundant operational shift of increased takeaway and delivery,” she said.

Starting with research, a new handout highlights watermelon’s growth on menus as well as consumers’ thoughts on watermelon on the menu.

Second, operators will find information on handling the product. Lastly, watermelon recipes and recipe images will inspire operators to think about using watermelon in takeaway and delivery-friendly menu items, McKenna said.

The new tool is being used in direct outreach to chains across the country and will be highlighted through digital advertising focused on regional and national chains.

“Response has been positive for continued watermelon ideation and promotions moving into the summer months,” she said.