

# Market **OUTLOOK**

Week 33: August 12 - 18, 2024



**Market ALERT**

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

## transportation

Nat'l Diesel Avg: \$3.755↓

Last Year: \$3.271↓

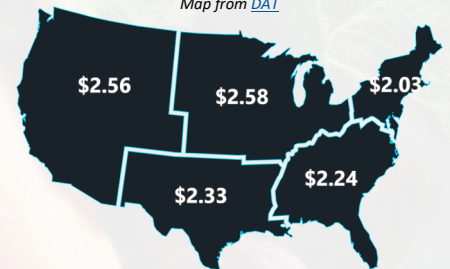
Nat'l Fuel Surcharge: \$0.46

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 with highs in the high 60s and lows in the 50s.

**Yuma, AZ:** Sunny skies with highs in the 105s and lows in the 80s.

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

**Idaho Falls, ID:** Partly cloudy and sunny skies with highs in the 80s 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 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 steady. The market price is increasing due to increased demand, and excessive inventory is not recommended. The impact of Tropical Storm Debbie and the upcoming fall transition in Georgia is being monitored.

**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 with soft fruit and pest pressure. Volumes are remaining steady. In Watsonville, the quality is also good, with nice color and size. There are minor occurrences of attached calyx, and volumes are increasing week over week.

**Blueberries:** **RADAR** Mexican blueberry prices remain stable, with good quality expected to decrease until September. In the Pacific Northwest, overall quality is good and organic production is strong, peaking through September.

**Raspberries:** **RADAR** Prices are stable. In Mexico, quality is fair due to rain causing high humidity and mold occurrences. Raspberry volumes have peaked and will decline in August. In Watsonville, quality is good and volumes are decreasing.

**Strawberries:** **RADAR** Warm weather has impacted the size and skin of Santa Maria fruit, with a fall crop harvest expected in late August to September. Concerns about fruit quality in the Watsonville/Salinas area include dark, small, soft, bruising, and overripe fruit. Production is expected to increase in the coming weeks.



# Market UPDATE

## 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.

**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 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. Market pricing remains steady, with growers expecting a market increase.

## celery



Supply is steady, with current supplies coming

from Santa Maria and Salinas, and quality is good. Expect market pricing to remain steady next week.

## citrus



**Limes:** Pricing is high. Costs in Mexico are rising due to reduced yields of #1 fruit, which have nearly doubled prices in a week. Medium and large fruit are in peak supply, while small fruit is limited. Expect prices to rise through August due to seasonal trends, demand, and availability. Prices may change without notice.

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

**Oranges:** Pricing is high. California Valencia are nearly finished for the season, with only a small percentage of the crop remaining. The challenge will be extending the season before the California Navels begin at the end of October. Current production is ramping up slightly in response to higher demand for larger sizes, while smaller sizes (88s and below) are limited. Import Chilean Navels are sizing up to 88s and 72s, with a few 138s available. Expect shortages of 138s and smaller oranges through September and October, with potential gaps before California Navels start.

## 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.



# Market UPDATE

## grapes



High temperatures in the Central San Joaquin Valley are affecting the quality of Flame Seedless. New red and green seedless varieties are being harvested, with Sugarone and Ivory Green having varying quality. Growers are transitioning to better varieties, potentially impacting market pricing.

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.

## herbs



**Dill & Tarragon:** Tarragon and dill have rebounded, supply is steady, and quality is good.

**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 and the market will increase for the next few weeks.

## melons



**Cantaloupe:** The market is expected to stabilize with lower production forecasts in the coming weeks, while regional melon deals continue and the outstanding quality with high brix levels is expected to remain consistent.

**Honeydew:** The fruit's size favors larger jumbos, making smaller ones more valuable. Despite external imperfections, the internal quality is excellent, with high brix levels.

## kale



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

## 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.

## 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. 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

## 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.

## onions green



Mexico's current supplies are light, with increased demand due to a strong heat wave. Market pricing is expected to increase, and growers anticipate limited supplies in the coming weeks.



# Market UPDATE

## peppers bell



**ALERT (Green, Red & Yellow)** High pricing persists, with limited availability of colored bells from Canada and the West Coast. Hot weather in California's Central Valley affects volumes. Green bell supply is improving in the East, softening the market, and other California areas are contributing.

## 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 jalapeño, 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 stable, with good supplies and excellent quality across all areas.

## tomatoes



High prices persist due to suppliers' struggles to meet demand. The transition in the east and Tropical Storm Debbie's heavy rains threaten supplies, while California's heat negatively impacts yields. Mexico's limited supplies is impacting yields. Markets are expected to remain high through August.

## commodities alert overview

**Asparagus** continues to be limited. **Avocado** are on extreme alert due to Mexico transitioning and California decrease in volume. **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. **Peppers bell** 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...*

## Lab-Engineered Potato Could Solve Age-Old Storage Issue

By Sean Curry | August 8, 2024 | The Food Institute

Potatoes, a mainstay of the sides and snacks game, have long faced a storage dilemma. Historically, there have been two options: storing them at cold temperatures, or storing them at slightly higher temperatures (like 50°F). However, when stored at cold temperatures, sucrose in the potatoes is triggered to convert into reducing sugars like fructose and glucose. These sugars can create dark, bitter products when exposed to high temperatures, along with potential carcinogens and neurotoxins.

This storage conundrum means the food industry has had to choose between two undesirable outcomes: bitter-tasting products or increased risk of rot. The result? A constant struggle to maintain the quality and safety of potato-based foods.

Enter the bioengineering team at Michigan State University. As reported by Bakery And Snacks, they've built on the results of a 2010 study to figure out how to silence the gene that produces the enzyme that reacts to external factors such as temperature. In other words, the potato is now genetically reprogrammed to ignore the signals that would normally lead to the conversion of sucrose into those pesky reducing sugars.

According to Professor Dave Douches, "we're putting the gene in a specific orientation in the DNA that tells the potato the gene won't work as well as it used to." He goes on to clarify that this isn't gene-editing, but more like genetic-engineering. "This leads to the same result as silencing," he noted.



Food manufacturers can store their potatoes at more optimal temperatures for longer without the fear of rot or bitterness, leading to a healthier, more consistent product quality, reduced waste, and potentially lower costs due to less spoilage. This, in turn, can lead to great shelf stability for shipping, opening up new markets and improved sustainability efforts industry wide...

[Read full article HERE](#)

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

<b>Apples</b>	<b>Gooseberries</b>	<b>Stone Fruits</b>
<b>Berries</b>	<b>Mango</b>	<b>Summer Squash</b>
<b>Corn</b>	<b>Okra</b>	<b>Watermelon</b>

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!

Your Dedicated NPC Powered by Foodbuy Staff