

Market **OUTLOOK**

Week 37: September 9-15, 2024



Market **ALERT**

Asparagus
Berries
Broccoli
Brussels
Sprouts
Cauliflower
Citrus
Grapes
Green Onions
Herbs
Pineapples

transportation

Nat'l Diesel Avg: \$3.625↓

Last Year: \$2.758↓

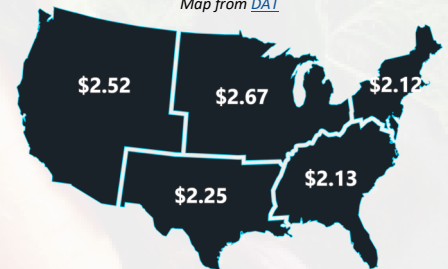
Nat'l Fuel Surcharge: \$0.46

Shortages: Freight rates is flat

- **extreme** - none
- **slight** - DE, IN, IL, MD & 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 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: Thunderstorms with highs in the 90s and lows in the 70s.

Idaho Falls, ID: Partly cloudy and sunny skies with highs in the 70s and 80s and lows in the 40s.



Market UPDATE

apples



The CA storage 2023 apples are finishing quickly due to high demand and supply. Gold Delicious is tight. New crop Golden Delicious is expected to start this week. CA Reds are still available as new crop reds are starting mid-September. The Granny Smith market is tightening as many shippers are done for the season. New crop Granny Smiths should start mid-September. 2024 crops are expected to see a price increase due to a 12 million box deficit from the 2023 season.

asparagus



Production in Southern and Northern Baja has remained consistent, with a large amount of smaller-sized. Peruvian volume is increasing, mostly with smaller sizes. Southern Peru has begun harvesting, with improved production expected in the next two to three weeks. The transition in Mexico to Baja is leading to a price increase, especially for large and jumbo.

avocados



The Loca crop in Mexico favors 60s and smaller fruit, with larger fruit and #2s in tight supply for 4-6 weeks. Mexico's transition from Flora Loca to Aventajada and California and Peru's wrap up will occur in September and early October. Shipped volume to the US has been less than projections since July, with an estimated 2.5 billion lbs. crop. The 6-week deficit and expected larger crop could add a few million lbs. to weekly projections, indicating shipments are behind in a larger crop year, but there will be ample fruit for promotions in late October.

bananas



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

beans



Green Beans: Supplies are improving, but the market is still elevated. Expect a potential gap in the next few weeks due to field transition.

Snow Peas: Guatemala production has improved in the east while supplies are steady on the west.

berries



Blackberries: **RADAR** Prices remain stable, with fair quality in Mexico, but high humidity causing soft fruit. Volumes have peaked and will decline until early October. Watsonville's quality is good with increasing volumes and peak production.

Blueberries: **RADAR** Prices are stable. The Pacific Northwest and British Columbia season is ending earlier than expected, leading to a rapid decline in volume, particularly in September and October, due to a gap before the import season from Peru and Mexico.

Raspberries: **RADAR** Prices are stable. Mexico's quality is fair, with low volumes expected to increase in the coming weeks. Quality is good from Watsonville, but volumes are decreasing and will be finished in the next few weeks.

Strawberries: Prices are stable, with good quality from Salinas, Santa Maria, and Watsonville. The plants are loaded with flowers, indicating a large number of fruits during the peak in Santa Maria, while Salinas and Watsonville production is expected to decrease further into the fall.

broccoli



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



Market UPDATE

broccoli cont...



Broccolini: Supply is steady and demand is good, with good quality from Salinas. Harvesting and market pricing are steady.

brussels sprouts



The supply is on budget, and quality is improving, with good demand. Market pricing is expected to escalate further, and supplies are now coming from Salinas.

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



EXTREME Supplies continue to be light. Demand has increased, with supplies coming from Salinas and Santa Maria, with some from Mexico. Quality is reported as fair, but market pricing has escalated, causing supply limitations in the coming weeks.

celery



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

citrus



Limes: ALERT Pricing is high. The market is facing severe shortages, with availability sharply

declining and demand far exceeding supply. Pack-out yields of good-quality fruit are down drastically. Extreme weather in Mexico is affecting the quality and shelf life, leading to light coloring and skin breakdown. Quality issues are going to be problematic through the month of September. Shortages are to be expected.

Lemons: Pricing is steady. California's small fruit availability is expected to be scarce until late summer, but imports are helping with supplies.

Oranges: ALERT Pricing is high. The California Valencia crop is finishing quickly, with very little volume remaining. Most of the remaining harvests are being packed in standard grade boxes for juicing. Import options are limited, with a USDA-rejected shipment affecting supplies, along with recent extreme weather events in South Africa. Chile's crop has been short, with recent arrivals falling well below expectations. Consider offering alternatives such as apples or grapes. Relief is expected by late October.

corn



Pricing is up. Current east coast growing areas are past their peak, and production is slowing down due to cooler weather. Supplies are snug.

cucumbers



Supply is notably short in the Eastern regions. New York and Michigan have faced wet and cool conditions, nearing the end of their seasons, and New Jersey has concluded its production. Southern areas are providing only light supplies. Relief is anticipated in the next 7-10 days as North Carolina programs begin. Meanwhile, the west is also seeing reduced supply, with both Baja and Central Mexico in lighter production. Overall, availability is light, though improvements are on the horizon.



Market UPDATE

grapes



RADAR Scarlet Royal, Sweet Celebrations, and Krissy red grapes are at peak volumes, while the green seedless grape prices are increasing due to higher-quality fruit, with late-season varieties like Autumn Kings and Autumn Crisp ahead of schedule, impacting December volumes. Prices for XLG and JBO green seedless grapes are expected to rise in September.

expected to remain steady in the coming weeks.

Romaine: Supplies are steady, of fair to good quality, with good demand from Salinas and Santa Maria. Expected to remain steady in the coming weeks due to improved quality and weights. Markets for hearts are more active.

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



Colombia's significant fuel price hikes have triggered nationwide trucker strikes and road blockages, disrupting logistics and affecting herb supplies. This impacts major herbs such as basil, mint, oregano, rosemary, tarragon, and thyme sourced from Colombia. Due to these challenges, their availability is expected to be limited. Shortages are to be expected.

Cilantro: Supply is limited, with only fair quality reported. Demand has increased, with supplies shipping out of Oxnard and Salinas. Supply is expected to be limited for the next few weeks with an elevated market.

melons



Cantaloupe: Fall growing conditions have led to a decline in yields, with daily harvests decreasing and fruit size shifting to 12s instead of jumbo. Despite this, the quality of the fruit remains excellent, with brix levels mostly in the 12-14% range.

Honeydew: Production has improved with variety of sizes, but overall availability remains limited. Quality remains consistent, with clean, strong fruit and brix levels ranging from 12-14%.

kale



Supply are 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: Supplies is steady with increased demand. Expected smaller sizes and lighter weights in the coming weeks, and good quality is reported in markets.

Iceberg: The supply and quality have improved, demand has increased, the light weights are expected to improve with sizing, and pricing is

onions



The quality of crops is good across all growing regions, with steady demand. California and New Mexico are transitioning to the Northwest region, and storage crops are expected to start soon. Market pricing is increasing on larger sizes, especially Colossal and Supers, due to light supplies. Planning orders in advance and stocking extra is recommended. This will affect Precut as well.



Market UPDATE

onions green



EXTREME Limited supplies, primarily from Mexico, with an increased demand. Growers are recovering from heatwaves in Northern Mexico, causing market pricing to react and expected to increase 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.

peppers bell



Pricing is steady, and overall supplies are good, with good volume in New Jersey and New York as well as light volume from Michigan, Tennessee, and North Carolina. Oxnard is starting to harvest good volumes and quality. Colored peppers remain snug with Canada finishing their season.

peppers chili



Supply in the east is scattered, with a slowdown in northern regions due to cooler weather, and expected relief only when Georgia's harvest begins later this fall. In the west, supply is adequate from Baja, Central Mexico, Washington State, and California, with overall good quality if the product is fresh.

pineapples



Supplies are limited, and larger sizes are experiencing slow volume increases. Week-over-week, strong volumes are expected in September, and peak volumes for larger sizes will occur in October.

potatoes



The Idaho market is slightly up on larger sizes with good quality. 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



Pricing is trending up. Production is winding down as fall approaches. Eastern North Carolina will start harvesting fall crops in 7-10 days. Santa Maria, California, and Baja, Mexico, lead in volumes with good quality. Mainland Mexico is expected to resume production by late September or early October, weather permitting.

tomatoes



Grape: Pricing is steady. The weather has cooled a bit on the east coast, which has reduced production in Virginia, Tennessee, and North Carolina. However, these regions are still producing enough to meet demand. Ruskin is on track to come in October. Baja has light supplies, but enough to meet demand on the west coast.

Roma: Pricing is steady. Tennessee has good quality and volume for east coast. California production remains strong, while Mexico is primarily producing smaller fruit. Baja is still projected to start in September.

Rounds: Pricing is steady. Tennessee remains the bulk of east coast production. The Virginia crop is set to begin next week and continue through the fall months. California is still performing well for the west coast, while Baja is producing moderate volume, primarily of mid-sized fruit, with no significant large fruit available. Overall supplies are steady but not enough to bring pricing down.



Market UPDATE

in the news...

Food in the Final Frontier

By David Danelski | UC Riverside

A compact version of a tomato plant developed at UC Riverside is expected to reach astronomical heights. Growing only a few inches tall, this genetically engineered crop is setting a course for the International Space Station, orbiting some 260 miles above Earth. It is now undergoing observations at NASA's Kennedy Space Center in Cape Canaveral, Florida, and its seeds are in line for a payload flight within the next year or so.

Its voyage will be a generational first: The seeds will germinate in the station's Advanced Plant Habitat laboratory, produce fruit, and the seeds of that fruit will be planted again to create a second generation of tomatoes grown in space.

"So, it's going to be a seed-to-a-seed-to-a-seed, which has never been done before in space," said Robert Jinkerson, an associate professor of chemical and environmental engineering in UCR's

Marlan and Rosemary Bourns College of Engineering.

The tomato is designed to produce fruit in small spaces so it can be a food source for astronauts. It has been years in the making.

Firstly, Martha Orozco-Cárdenas, director of the Plant Transformation Research Center in UCR's College of Natural and Agricultural Sciences, used CRISPR-Cas9 gene-editing technology to downsize ordinary tomato plants and reduce the ratio of leaves and stems to fruit. Then, with support from an \$800,000 grant from the NASA-funded Translational Research Institute for Space Health, Orozco-Cárdenas and Jinkerson further engineered and evaluated the plants to determine their space worthiness. Dubbed Small Plants for Space Expeditions (SPACE) by the researchers, the technology could be applied to other plants to develop a suite of crops for agriculture on the

International Space Station and future space colonies.

Cosmic Cultivation

Tomatoes may not be the only homegrown produce on the space station's menu. Jinkerson and his team are also developing systems to allow for edible yeast, green algae, and mushrooms to be grown in space.

This summer, the team won \$250,000 toward their research as a runner up in NASA's Deep Space Food Challenge, an international competition that started with about 200 teams of scientists to develop systems to produce food on the International Space Station. The proposed technology was limited to 2 cubic meters — about the space of a small closet — and could use no more than 1,500 watts of electricity.

To create such a compact system, the UCR team built on its success in...

[Read full article HERE](#)

produce in **PEAK** *for September*

Avocado	Eggplant	Okra
Beets	Leeks	Pears
Carrots	Mushrooms	Potatoes

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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