



WEEK 30: July 24 - July 30, 2023
MARKET OUTLOOK

Transportation:

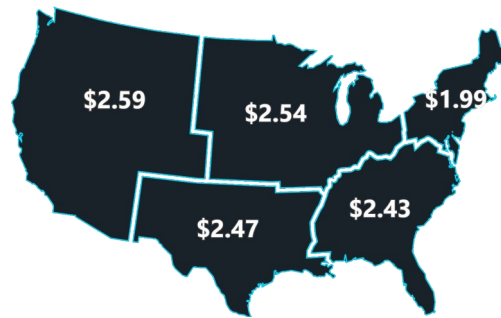
National Diesel Average: \$3.806

Compared to Last Year: \$2.18

National Fuel Surcharge: \$0.47

Shortages: Seeing high freight rates, with **extreme** shortages - None; **slight** shortages - None

National Posted Rate per mile
previous week's average outbound reefer rate for each region
 Map from [DAT](#)



Regional Weather Update:

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

Salinas, CA: Partly cloudy and sunny skies with highs in the upper 60s and lows in the mid-50s.

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

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

Idaho Falls, ID: Cloudy and sunny skies with highs in the 90s and lows in the high 50s.

MARKET ALERT

- Apple (Radar)
- Asparagus
- Berries:
- Blackberries & Raspberries
- Brussels Sprouts
- Celery
- Herbs: Basil & Cilantro
- Pepper Chili
- Pineapples (Radar)
- Roma Tomatoes
- Snow Peas (Radar)

MARKET OUTLOOK



Apples



SUPPLY
GOOD
QUALITY
GOOD

RADAR Due to cold temperatures in the spring producing later bloom, the new Washington State Apple crop will be 7 to 14 days later than last season. The new crop estimate has not been released to the industry, although it is rumored to be in the 122 million range. While the New crop is on the horizon, the Golden Delicious and Granny Smith are causing a concern. Both are standing with less boxes than anticipated, resulting in an excess of demand over supply. Granny Smith is 2.6 million fewer boxes than this time last year, showing significantly higher market values than usual. Due of the limited supply, it is strongly advised to avoid Granny Smith as much as possible until the new crop is released.

MARKET ALERT

Asparagus



SUPPLY
LIMITED
QUALITY
FAIR

Central Mexico asparagus is starting to improve and expected to continue until mid-August. Mexico has very little volume crossing. There could be a potential gap for Mexico mid-August to late-September due to the low supply and high demands. Peru has started to open fields which will alleviate the volume pressure. Northern Peru continues to struggle with consistent supplies but expected to improve by October/November. Sizing is primarily standard to medium with very few large and limited on XL and jumbo. Supplies are expected to fluctuate from all growing regions for the next 2-3 months. Recommend being flexible with sizing at time of loading.

Avocados



SUPPLY
GOOD
QUALITY
GOOD

There were 8% less avocados harvested/packed for the US market last week. Mexico still represents 60% of the US avocado market, California at 26%, Peru at 13%, and Colombia around 1%. Mexico is harvesting the Flora Loca crop and the size curve is primarily 60s followed by 48s, with 40s being limited. Expect two pricing tiers based on harvest; shippers pay a premium to harvest at high elevations for the sought after larger sizes, while lower elevation growers keep field pricing as strong as feasible. Southern California is winding down for the season. Peru season for the US market is wrapping up early than expected. 40s and larger will continue to be sparse, while 60s and smaller are available.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Bananas are currently solid and consistent.

Beans



SUPPLY
FAIR
QUALITY
GOOD

Green Beans: Supply is good, and market is stable. Supply is expected to be good through September. Mexico supply is expecting to improve by late July.

Snow Peas: **RADAR** On both coasts, the market is quite elevated. California has limited supply. Markets are expected to be high for the next few weeks.

MARKET OUTLOOK

MARKET ALERT

Berries



SUPPLY

POOR

QUALITY

FAIR

Blackberries: **ALERT** Limited Availability - Prices for Blackberries are trending up. Prices are still escalating, and the market is still very tight. Volumes out of Watsonville is slowly picking up but not enough to cover the shortfall out of Mexico. Growers in California are forecasting higher volumes during the next couple weeks.

Blueberries: Prices for Blueberries are trending down. Production is coming out of New Jersey, California, and the Pacific Northwest. Volume is picking up. Growers are reporting good quality. Supplies are expected to stay abundant throughout the month of July.

Raspberries: **ALERT** Limited Availability - Prices for Raspberries are trending up. Prices are still escalated, and the market is still very tight. Volumes out of Watsonville is slowly picking up but not enough to cover the shortfall out of Mexico. Growers in California are forecasting higher volumes during the next couple weeks.

Broccoli



SUPPLY

GOOD

QUALITY

GOOD

Broccoli: Supplies have improved with good demand. Supplies are available from Salinas, Santa Maria, and limited supplies in Mexico. Supplies are expected to continue improving in the next few weeks. Market pricing has improved. Great time to promote Broccoli. (F.O.B pricing for this week \$13.00 - \$14.00)

Broccolini: Supplies continue to be very good. Demand has slowed down. Supplies are expected to continue improving. Supplies should be steady for the next few weeks. Great time to promote Broccolini. (F.O.B pricing for this week \$21.95 - \$22.75)

MARKET ALERT

Brussels Sprouts



SUPPLY

FAIR

QUALITY

FAIR

Supplies are light with fair quality. Demand is strong. Market pricing and contracts will remain escalated. Supplies are expected to remain light causing markets to remain high and prices will continue to remain escalated. (F.O.B pricing for this week \$46.00 - \$48.00)

Cabbages



SUPPLY

GOOD

QUALITY

GOOD

Supplies are steady with good quality. Growers are reporting better availability. Market pricing has improved. Products are coming from Salinas and Santa Maria. (F.O.B pricing for this week \$10.00 - \$12.00)

Cantaloupes



SUPPLY

GOOD

QUALITY

GOOD

Quality has been excellent from California. Sizing is trending primarily 9s follow by 12s. Brix levels are consistently in the 17.5-18% range.

MARKET OUTLOOK



Carrots



SUPPLY

GOOD

QUALITY

GOOD

Overall, the quality and supply are good. All contracts are being fulfilled.

Cauliflower



SUPPLY

GOOD

QUALITY

GOOD

Supplies are very good with slow demand. Markets are not escalated. Supplies are available from Salinas, Santa Maria, and Mexico. Supplies are expected to be steady for the next few weeks. Great time to promote Cauliflower. (F.O.B pricing for this week \$11.00 - \$14.00)

MARKET ALERT

Celery



SUPPLY

FAIR

QUALITY

FAIR

Supplies continue to be very limited to fair quality. Supplies are currently coming from Salinas and Santa Maria. Market pricing will be escalated. Supplies are showing signs of improvement. Markets are expected to improve in the next few weeks as availability improves. (F.O.B pricing for this week \$38.00 - \$42.00)

Citrus



SUPPLY

GOOD

QUALITY

GOOD

Limes: Due in part to the 4th of July holiday's aftermath, the market has lost momentum and demand has leveled off. Extreme heat and humidity reduce quality and shelf life, resulting to low yields and availability. Pricing changes reflect overall crossing declines to keep inventory moving and prevent protracted aging. The crop is transitioning to the new production cycle in most operations. Peak sizing on 230s & 250s while large fruit remain limited.

Lemons: Due to this year's heavy rains in California, many lemons were lost. As a result, 140s and smaller are very tight, which has driven up prices to levels that are unusual for this time of year. The 165s and 200s have become quite tight in the last month and are very challenging to cover. Picking has begun in D2 coastal area. There is more choice fruit than normal due to the heavy scarring. Due to the damage, lemons have been difficult to manage.

Oranges: This season's Valencia, which run heavy to 138/113/88s, are ideal for food service. Fruit is tasty, firm, and color great. Brix is at 13-14. In most years, when schools reopen in August because the fruit has grown out of the smaller sizes, the industry faces a demand-supply imbalance. With the amount of small fruit this year, not expecting any big issue. Valencia is not in high demand in July, which will help the overall supply. Valencia is expected to go through October until Navels starts without any gaps.



MARKET OUTLOOK

Corn



SUPPLY
GOOD
QUALITY
GOOD

Prices for Corn are trending down. Production out of the East and West continues to pick up. Corn Quality is excellent. Pricing is currently attractive.

MARKET ALERT

Cucumbers



SUPPLY
FAIR
QUALITY
FAIR

Prices for Slicing Cucumbers are trending up. Supplies are snug. Recent weather and smoke from the recent fires in Canada impacted the Growth Cycle. Growers are expecting tight supplies for the next couple of week.

Garlic



SUPPLY
GOOD
QUALITY
GOOD

Domestic garlic has improved with steady supplies. Quality is good and the price remains elevated.

Ginger



SUPPLY
FAIR
QUALITY
GOOD

The market for imported ginger is active, and supplies are light.

Grapes



SUPPLY
LIMITED
QUALITY
GOOD

Fruit crossing Nogales has improved, and the California season has already begun with good quality reds. The pipeline is being refilled. Greens are a little behind and the market is reacting to those but should have a healthy domestic season going forward.

MARKET OUTLOOK

MARKET ALERT

Herbs



SUPPLY
LIMITED
QUALITY
FAIR

Mexican production has improved. The availability and quality of most herbs, particularly **Basil**, are still impacted by rain in Colombia. Domestic and Mexican options are available on the east coast.

Cilantro: ALERT Supplies continues to be light with fair quality. Market pricing continues to remain high. Supplies are shipping out of Salinas and Santa Maria. Less yields are being reported. Market pricing has escalated due to high demand and limited availability. (F.O.B pricing for this week \$22.00 - \$24.00)

Honeydews



SUPPLY
FAIR
QUALITY
GOOD

Honeydew production is increasing. Sizing is between 5/6/8s. Supplies are expected to remain steady. Quality is good. Brix level is in the 16-17% range.

Iceberg



SUPPLY
GOOD
QUALITY
GOOD

Supplies are much better. Weight and quality have improved. Supplies are forecasted to be better in the next week. Market pricing is expected to improve. Contract pricing will not be escalated. (F.O.B pricing for this week \$16.00 - \$17.00)

Kale



SUPPLY
GOOD
QUALITY
GOOD

Supplies are steady with good quality and demand. Supplies should remain steady for a few weeks. Market pricing is steady. (F.O.B pricing for this week \$11.65 - \$13.45)

Leaf



SUPPLY
GOOD
QUALITY
GOOD

Green & Red Leaf: Supplies are good with good quality. Sizing and carton weights are better. Expect markets and supplies to remain steady for the next few weeks. Great time to promote Green and Red Leaf Lettuce. (Green Leaf F.O.B pricing for this week \$9.00 - \$11.00)(Red Leaf F.O.B. pricing for this week \$10.00 - \$11.00)

Romaine: Supplies are very good. Quality is good. Carton weights are better. Expect market pricing to steady along with supplies. Great time to promote Romaine. (Romaine F.O.B pricing for this week \$8.00 - \$10.00)(Hearts F.O.B pricing for this week \$14.00 - \$16.00)

Tender Leaf: Supplies are good with good demand. Quality is fair to good. Supplies and availability are improving due to better weather. Steady Market pricing and supplies are to be expected in the next few weeks. (F.O.B pricing for this week \$4.75 - \$5.00)

MARKET OUTLOOK



Mushrooms



SUPPLY
FAIR
QUALITY
GOOD

Mushrooms supplies have improved in the last few months. Growers are reporting better availability across the mushroom category. Price increases seem to have stabilized. Markets are expected to remain steady.

Onions



SUPPLY
GOOD
QUALITY
GOOD

Quality is good with steady demand. The market is steady. Medium red onions are tight. Due to the onions not holding up traveling across the country in extreme heat on flatbed, some growers are started to transport them in refer trucks. Colorado is scheduled to begin harvesting around Labor Day and continue until the end of the year, while Utah will begin harvesting in early fall. Transition to the Northwest is expected to begin the first two weeks of August. Washington is expected to start at the end of August. This will also have an impact on precut.

Onions Green



SUPPLY
GOOD
QUALITY
GOOD

Supplies continue to be very good with normal market pricing. Green onions are coming from Mexico. Warmer weather will bring better supplies and availability. Growers are expecting steady market pricing and steady supplies for the next few weeks. (F.O.B pricing for this week \$9.00 - \$10.00)

Peppers Bell



SUPPLY
GOOD
QUALITY
GOOD

Prices for Green Bell Peppers are trending down. Prices for Red and Yellow Bell Peppers are trending up. Production is coming out of North Carolina, New Jersey, and California. Michigan, New York, and Canada are just starting production.

MARKET ALERT

Peppers Chili



SUPPLY
FAIR
QUALITY
POOR

Prices for Chili Peppers are mostly trending up. Growers are reporting challenges with quality. Production out of the East continues to suffer from the recent rounds of bad weather. Volumes are light out of California and Baja due to weather related challenges.

Pineapples



SUPPLY
FAIR
QUALITY
GOOD

RADAR Droughts are reducing pineapple yields in certain Costa Rican regions this summer. Recommend being flexible with sizing and giving plenty of lead time when ordering. Keep your inventory well stocked.

MARKET OUTLOOK

Potatoes



SUPPLY

FAIR

QUALITY

GOOD

Demand is a little soft with good quality. Larger sizes will get a little tighter in the first part of August with some upward trends in the market. Kern County is winding down by the end of the month. Some growers have slowed down new crops are expected to start at the end of August. USDA is reporting an increase in acreage for 2023 crops by 5.3% increase vs 2022. California, Idaho, Florida, Nebraska, and Michigan are reporting a percentage increase while Minnesota, Oregon, and Texas have decreased. The new crop russet will be limited from Columbia Basin, Kansas, Texas, and Virginia in late July. Idaho new crop is expected to start around the first of August. Michigan and Wisconsin new crop are anticipating starting mid-August. San Luis Valley new crop usually starts early September. This will also affect precut.

Squash



SUPPLY

GOOD

QUALITY

FAIR

Prices for Yellow and Zucchini Squash are trending down. Past weather events impacted the growth cycles for squash but lots of local programs are in play. Growers are forecasting steady supplies for the next couple weeks.

Strawberries



SUPPLY

GOOD

QUALITY

GOOD

Prices for Strawberries are trending up. Growers are currently reporting good quality. Growers in Watsonville and Salinas are expecting steady supplies through September.

MARKET ALERT

Tomatoes



SUPPLY

GOOD

QUALITY

FAIR

ALERT (Roma) Prices for 20 lb Rounds, Grapes, Cherries and Roma Tomatoes are trending up. Prices for 25 lb Round Tomatoes are trending down. Volumes for Round tomatoes are expected to ramp up out of Tennessee and North Carolina over the next few weeks. Western production is coming out of California and Baja. Please note that many growers are reporting challenges with quality on the Roma.

Watermelons



SUPPLY

GOOD

QUALITY

GOOD

Supplies are good. Arizona, Georgia and Mississippi are winding down and will finish in a week or two. Indiana and North Carolina will start in the next week. Central California have started production. Supplies are available in Southern California and Texas.



MARKET OUTLOOK

Produce Category Overview

Asparagus are expecting to get better in the coming weeks but will have experience a potential gap mid-August to late September from Mexico. **Brussels sprouts** are slightly better but remain escalated. **Celery** continues to be limited with supplies expecting to get better in a few weeks. **Chili Peppers** remain tight due to the weather. Good time to promote **Broccoli, Broccolini, Carrots, Cauliflowers, Green and Red Leaf Lettuce, Kale, and Romaine.**

GENERATION Z: WHAT DRIVES THEIR PURCHASING DECISIONS?

by Jaime Enrique (Rick) Parra

Generation Z is the first group to be born into a world where technology is already prevalent. Their preferences influence their brand loyalty in shopping and advertising.

The generation known as Generation Z or Zoomers, who were born between 1997 and 2012, are now starting to join the workforce and have a considerable influence on the consumer-packaged goods (CPG) market with their purchasing power.

On average, households belonging to Generation Z spend 12% more on consumer-packaged goods than other households, according to purchasing data analyzed by consulting firm NCSolutions. It's worth mentioning that 25% of this group has Latino origins.

THE MAIN INFLUENCES BEHIND THE PURCHASING DECISIONS OF GENERATION Z ARE:

A Social and Sustainable Mindset Drives Brand Loyalty

Gen Zers prefer brands whose missions align with their values and are more willing to support and be loyal to purpose-driven brands.

Thirty percent of Gen Z values brands that prioritize the environment, compared to 15 percent of Baby Boomers, and 27 percent will stick with brands that use sustainable packaging versus 18 percent of Baby Boomers.

In contrast to previous generations, Generation Z is less focused on brand loyalty towards products that offer superior quality or value within their budget.

"Undoubtedly, Generation Z will raise the bar for CPG brands, as they differ from previous generations in some significant ways. Having grown up with the Internet, not next to the Internet, they are accustomed to having instant access to information, products, and services. They bring to the marketplace a fully informed and defined point of view about advertising and brands," said Alan Miles, CEO of NCSolutions.

"That presents both an opportunity and a risk for brands, which is why we conducted this analysis. The findings will help brands consider how best to connect and build relationships with this generational force," Miles added.

Discreet, Fun, and Social Ads Connect

Compared to other generations, Generation Z is more likely to respond positively to humorous or entertaining advertising. Most (58 percent) do not appreciate ads that interrupt their content.

Additionally, over half of Gen Z (52 percent) prefer creative and entertaining ads. This preference is shared by 42 percent of baby boomers, 44 percent of millennials, and 40 percent of Gen X.

Social Media Influences Decisions

Zoomers are more receptive to advertising on social networks, much more so than ads on cable or broadcast television.

Nearly three in four members of Generation Z (72 percent) say they are open to....

[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 dforsythe@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 FB, LLC Staff



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