



**WEEK 34: August 21 - August 27, 2023**

# MARKET OUTLOOK

**HURRICANE HILARY ALERT:** Hurricane Hillary is projected to reach the west coast of the Baja Peninsula over the weekend, weaken into a tropical storm, and eventually make landfall in Southern California. This will impact the availability of various crops. We are monitoring Hillary and will publish an update as more information becomes available. If you have any questions, please contact your NPC representative/local distributor.

### Transportation:

**National Diesel Average:** \$4.378

**Compared to Last Year:** \$3.845

**National Fuel Surcharge:** \$0.52

**Shortages:** Seeing high freight rates, with **extreme** shortages - None; **slight** shortages - DE, MD & VA

### Regional Weather Update:

**Oxnard, CA:** Rain, partly cloudy, and sunny with highs in the 70s and lows in the 60s.

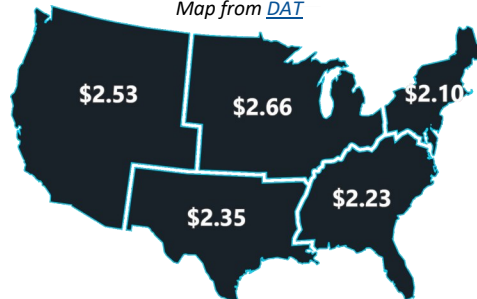
**Salinas, CA:** Partly cloudy and sunny with highs in the 70s and lows in the 50s and 60s.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the low 90s to 100s and lows in the 70s to 80s.

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

**Idaho Falls, ID:** Sunny and partly cloudy with highs in the 80s and lows in the 50s.

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



### MARKET ALERT

**Apple (Radar)**

**Asparagus**

**Avocado**

**Berries: Blackberries**

**& Raspberries**

**Brussels Sprouts**

**Cilantro**

**Green Onions**

**Iceberg Lettuce**

**Pepper Chili**

**Pineapples**

**Tomatoes: Cherry &**

**Grape**



# 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

Mexico has very little volume crossing due to the continue effect from El Nino. Mexico will transition to the northern growing region in September. Northern Peru continues to struggle with consistent supplies but expected to improve by October/November. Sizing continues to be a challenge as yields continue to run smaller than normal. Supplies for Large, XL, and Jumbo continue to be extremely short. The market continue to be elevated, especially on larger, XL and jumbo sizes. Recommend being flexible with sizing at time of loading.

**MARKET ALERT**

## Avocados



**SUPPLY**  
GOOD  
**QUALITY**  
GOOD

The extreme weather in Peru has put stress on the trees, and the fruit has not grown to size this season; also, the season will end much sooner than anticipated. Historically, 48s and larger account for 81% of Peruvian exports. However, 48s and larger accounted for only 48% of exported volume in June, with 60s dominating, and this trend has continued and worsened throughout July and into August. CA is 3/4 of the way through the 2023 season. Most of the southern acreage has been strip-picked in preparation for the impending heat. If CA continues to harvest at high volumes, the season will end early in August. MX is harvesting "Loca." This crop is known for bringing clean fruit (grade 1), thus there are hardly any #2. The size curve is dominated by small fruits. Summer Mexican Hass contains less oil, and the skin may remain green even when fully ripe. Loca fruit takes longer to ripen and should be stored at 42°F. Getting preconditioned orders in ahead of time helps to ensure that ripening specs are met.

## Bananas



**SUPPLY**  
GOOD  
**QUALITY**  
GOOD

Overall quality continues to be good, and there is currently no significant issues with bananas.

## Beans



**SUPPLY**  
GOOD  
**QUALITY**  
GOOD

**Green Beans:** Supply is good, and market is stable. Steady supply through September on the East coast. Due to the rain and extreme heat, Mexico production and quality have been impacted. Limited availability out of Mexico.

**Snow Peas:** Supplies are improving in the east. The market is active. Demand are good with fair quality. Guatemalan production is improving. Peru is also improving with good quality.



# MARKET OUTLOOK

**MARKET ALERT**

## Berries



SUPPLY

POOR

QUALITY

FAIR

**Blackberries:** **ALERT** *Limited Availability* - Prices for Blackberries are trending up. Volumes are expected to pick up a bit next week. Production is coming out of Watsonville.

**Blueberries:** Prices for Blueberries are trending up with good quality. Production is down a bit. Fruit is coming out of Oregon, Washington State, British Columbia, and the Northeast.

**Raspberries:** **ALERT** Growing are currently reporting higher volumes with fair quality. Production is out of Watsonville.

## Broccoli



SUPPLY

FAIR

QUALITY

GOOD

**Broccoli:** Supplies are light with strong demand. Supplies are available from Salinas, Santa Maria, and Mexico. Lower yields are being reported due to growing gaps. Market pricing for Broccoli has increased and is expected to remain strong for a few weeks. (F.O.B. pricing for this week \$17.00 - \$18.00)

**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 \$48.00 - \$50.00)

## 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 \$12.00 - \$14.00)

## Cantaloupes



SUPPLY

GOOD

QUALITY

GOOD

Supplies are good. Demand is starting to trend up with a steady market. Size trending are a mix of 9/9J/12s. Quality is excellent. Brix levels are in the 14-16% 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 remain steady. 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 - \$13.00)

## Celery



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies have improved with good quality. Supplies are currently coming from Salinas and Santa Maria. Market pricing has improved and no longer escalated. Salinas celery harvest is in full swing. Markets are expected to be good for the next few weeks. Good time to promote Celery. (F.O.B. pricing for this week \$11.00 - \$12.00)

## Citrus



### SUPPLY

GOOD

### QUALITY

GOOD

**Limes:** While momentum in the United States has declined and price trends have followed suit, Mexico remains elevated. Extreme heat and humidity are affecting quality and shelf life, contributing to low yields/availability. Overall crossings have declined, and current pack-out yields account for a 20-25% loss on the line, which has improved from prior weeks. Most operations are transitioning to the new production cycle. Peak sizing consists of 230/250s with limited availability in larger fruit. As the summer progresses, the weather will continue to play a role in overall quality. Pricing may vary depending on current supply and demand.

**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

FAIR

### QUALITY

GOOD

Prices for Corn out of the West are trending down. Prices out of the East are trending up slightly. Production out of the East is currently getting tighter due to the heat and rain.

## Cucumbers



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Slicing, English, and Persian Cucumbers are trending down. Growers are reporting good supplies out of the East and West. Growers are currently forecasting steady supplies.

## 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

GOOD

### QUALITY

GOOD

Red and green grapes in large sizes continue to have good quality and availability. Medium and smaller size grapes should start to become available in low volumes starting in September.



# MARKET OUTLOOK



**MARKET ALERT**

**Herbs**



**SUPPLY**  
FAIR  
**QUALITY**  
FAIR

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

**Cilantro: ALERT** Supplies are limited. Quality is fair. Market pricing has escalated. Supplies are now shipping out of Salinas and Santa Maria. Growers are reporting lower yields. Growers are reporting market conditions to continue for a few weeks. (F.O.B. pricing for this week \$20.00 - \$22.00)

**Honeydews**



**SUPPLY**  
FAIR  
**QUALITY**  
GOOD

Honeydew supplies are consistent. Demand is trending up along with the market. Sizing is between 6/8s with some 5s. Supplies are expected to remain steady. Quality is good with occasional scarring. Brix level is in the 13-15% range.

**MARKET ALERT**

**Iceberg**



**SUPPLY**  
FAIR  
**QUALITY**  
FAIR

Supplies are light with fair quality. The weight is expected to be light and lettuce heads will be under sized. Yield is expected to be under budget, causing markets to escalate. Market pricing is expected to remain high for the next few weeks. Contract pricing will be escalated. (F.O.B. pricing for this week \$26.00 - \$28.00)

**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 - \$13.65)

**Leaf**



**SUPPLY**  
GOOD  
**QUALITY**  
GOOD

**Green & Red Leaf:** Supplies are good with fair quality and slight insect presence. Sizing and carton weights are good. 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 \$13.00 - \$14.00)(Red Leaf F.O.B. pricing for this week \$13.00 - \$14.00)

**Romaine:** Supplies are very good with good quality. Carton weights are good. Expect market pricing to be steady along with supplies. Great time to promote Romaine. (Romaine F.O.B pricing for this week \$11.00 - \$12.00)(Hearts F.O.B pricing for this week \$15.00 - \$17.00)

**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. Yellow med and white onions are a little tight. Idaho and New York are ramping up. Colorado id delayed by 2 weeks. Wisconsin are scheduled to begin harvesting around Labor Day and continue until the end of the year, while Utah will begin harvesting in early fall. California and New Mexico will be done in the next week. Freight is slightly higher in the Northwest. This will also have an impact on precut.

**MARKET ALERT**

## Onions Green



SUPPLY  
FAIR  
QUALITY  
FAIR

Supplies will be limited. Extremely hot weather is affecting yields and quality at the time of harvest. Growers are expecting to have limited supplies for the rest of the month. Current supplies are coming from Mexico. Escalated markets are to continue for a few weeks. Expect fair quality for the next few weeks. (F.O.B. pricing for this week \$21.00 - \$24.00)

## Peppers Bell



SUPPLY  
GOOD  
QUALITY  
GOOD

Prices for Green Bell Peppers are trending down. Prices for Red and Yellow Bell Peppers are trending up. Volumes for Green Bell Peppers out of New Jersey are currently up. Volumes for Color Peppers are expected to increase during the next couple weeks.

**MARKET ALERT**

## Peppers Chili



SUPPLY  
POOR  
QUALITY  
POOR

Prices for Chili Peppers are mostly trending up and prices extremely elevated. Production for Chili Peppers is still tight from the East and West. Growers are expecting supplies to remain tight for the next 4 or 5 weeks.

**MARKET ALERT**

## Pineapples



SUPPLY  
FAIR  
QUALITY  
GOOD

Unique weather patterns in the tropics are driving an off sizes fruit market. Pineapple continues to be extremely tight, particularly in the 5ct and 6ct sizes. Crownless pineapples are tight because of the overall decline in crop yields. Currently, 8ct pineapples are the most availability. In September, the size curve is likely to shift toward larger fruit. Advise being flexible with sizing on both crown and crownless (open your size spec) for the majority, if not the entire summer, to ensure all fruit supply.



# MARKET OUTLOOK

## Potatoes



### SUPPLY

FAIR

### QUALITY

GOOD

Demand is solid with good quality from all growing regions. The market is trending down as more growing areas begins to ship new crops. Idaho started with Reds, Yellows, and Russets. Washington is shipping new crops with size primarily small with few 40-60ct. Michigan and Wisconsin new crops are starting soon. San Luis Valley new crop usually starts early September. Expecting better yields this year due to more acreage compared to last few years. This will also affect precut.

## Squash



### SUPPLY

FAIR

### QUALITY

FAIR

Prices for Yellow and Zucchini Squash are trending up. Growers are reporting good supplies out of the West. Growers out of the East are reporting tighter supplies with less than desired quality.

## Strawberries



### SUPPLY

FAIR

### QUALITY

FAIR

Prices for Strawberries are trending up slightly. Growers are forecasting higher volumes during the month of September.

## **MARKET ALERT**

## Tomatoes



### SUPPLY

GOOD

### QUALITY

FAIR

**ALERT (Cherry & Grape)** Prices for 20 lb Round tomatoes are stable. Prices for 25 lb Round, Grape, and Cherry Tomatoes are trending up. Prices for Roma are trending slightly down. Heat and rain is a factor on volumes and quality.

## Watermelons



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies are good. Supplies are available in Central and Southern California, Delaware, Indiana, Missouri, North Carolina, Oregon, Texas, and Washington. Limited supplies in Texas.



# MARKET OUTLOOK

## Produce Category Overview

Hurricane Hilary will impact the west coast of the Baja Peninsula and bring flash flood and high winds to Southern California on Saturday and Sunday. Items that could be impacted are **Berries, Chili Peppers, Cucumbers, Green Onions, Herbs, Squash, Tomatillo, and Tomatoes.**

**Asparagus** are extremely limited on Large, Jumbo, and XL. **Avocados** are limited on 48s and larger due to weather. **Blackberries** and **Raspberries** have limited supplies. **Brussels Sprouts** are slightly better but remain escalated. **Chili Peppers** remain tight due to the weather. **Iceberg Lettuce** is light in weight with undersized head. Good time to promote **Broccolini, Cantaloupe, Carrots, Cauliflowers, Celery, Green and Red Leaf Lettuce, Kale, and Romaine.**

## Hurricane Hilary could dump over a year's worth of rain on parts of the Southwest

By Mary Gilbert and Elizabeth Wolfe, CNN | August 18, 2023

**CNN** — Concern is growing Hurricane Hilary will unleash a prolific amount of flooding rainfall on the southwestern US and parts of California as it makes a rare move over the region Sunday and into early next week, triggering the first ever tropical storm watch for California.

Hilary could dump more than a year's worth of rain in parts of three states: California, Nevada and Arizona. Because of the threat, parts of California face a rare high risk for excessive rainfall. This Level 4 of 4 threat is the first to ever be issued for this part of Southern California.

Hilary was a powerful Category 4 hurricane churning about 400 miles south of Cabo San Lucas, Mexico, Friday morning with sustained winds of 145 mph with stronger gusts, the [National Hurricane Center](#) said.

The storm underwent incredible rapid intensification Thursday into Friday, strengthening from a tropical storm to a Category 4 hurricane in just 24 hours. Hilary is forecast to remain a Category 4 as it approaches Mexico's Baja California peninsula through Saturday.

There is some potential for Hilary to become the first Category 5 hurricane this season briefly before it enters colder water and loses some strength.

Officials have issued hurricane watches, tropical storm watches and tropical storm warnings for Baja California and northwest Mexico as Hilary's center approaches the country through the weekend.

There remains a [wide range of outcomes](#) for the strongest winds in the US as the storm moves north over the next couple of days. Small deviations in the hurricane's track could change the forecast for the most intense rain and wind.

What rapid intensification means for hurricanes Hilary is more likely to make landfall in Mexico and cross into California, but if it makes landfall in California as a tropical storm, it would be the first such storm to make landfall in California in nearly 84 years, according....

[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](mailto: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!

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### Tracking Hilary

