



WEEK 3: January 18—January 24, 2021

MARKET OUTLOOK

Regional Weather Update :

Oxnard, CA: Mostly sunny with highs in the high 70s and lows in the 50s.

Salinas, CA: Sunny , mid 70s for highs with lows in the 40s.

Yuma, AZ: Sunny skies, cloudy mid week; low 70s for the highs and lows in the 50s.

Immokalee, FL: Sunny to partly cloudy. Highs in the high 70s and lows in the 50s.

Idaho Falls, ID: Mostly cloudy; highs in the 20s and lows reaching single digits.

Transportation :

National Diesel Average : \$2.670 **Compared to Last Year:** \$2.976

Shortages : Trucks remain tight in most regions. Extreme shortages in CO & ID.

Overview :

COVID-19 regulation changes continue to impact our industry as many states have changed their dining regulations. Annual leaf transition is behind us along with Thanksgiving pull. Many markets have dropped quite substantially.

MARKET ALERT

Asparagus

Bananas

Celery

Red Leaf

Melons

Parsley

Raspberries

Strawberries

Tomatoes



MARKET OUTLOOK

SUPPLY = GOOD | QUALITY = GOOD

Apples



This year's Washington State Apple Crop is now estimated at 121 million boxes vs shipping 133.5 million last year. This is a significant drop from last season but WA will have Apples to sell throughout the Year. Eastern Washington had 2 major wind storms late September/Early October where in some areas devastated orchards. Plus - some varieties did not bounce back from the year before, we call it a light set. Also, late October - we had a few days between 12 and 18 degrees - some apples did not make it through. Reds, Golds, Galas and Gr Smiths are the varieties mostly impacted by the loss. The Farm to Family Box Program has been a huge part of the Price Increases seen in the past 2 Months.

MARKET ALERT

SUPPLY = BAD | QUALITY = FAIR

Asparagus



Supply remains very short and prices remain high. Markets remain escalated but things should turn around slowly over the next couple of weeks. Peru: Good Vol, Good Demand, Good / Fair Quality. Mexico: Good / Fair Demand, Good Quality, Low Volume.

SUPPLY = GOOD | QUALITY = GOOD

Avocados



The pre-Super Bowl load up has commenced. After two weeks of reduced harvest due to holidays, recent field activity in Mexico has been the strongest we've experienced in several months. Market continues to push slightly higher on the 48/60's while outside sizes seem to have leveled off. Demand continues to be solid as we move closer to an uncertain "Super Bowl" demand scenario. As with most Covid affected holidays, expectations for normal big game demand are guarded. 60's seem to be on the short side and also the size most in demand. #2 fruit yield continues to hover around the 15% range with inventory building. Mexico experienced a freeze that affected some high-altitude avocado acreage. While it is not expected to create any short-term market impact, there may be some impact late in the season.

MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Bananas



The banana situation remains the same. Supplies will continue to be light due to traditional weather patterns and the results of the GTM hurricanes.

SUPPLY = GOOD | QUALITY = GOOD

MARKET ALERT

Berries



Blackberries— : Prices for Blackberries is trending up this week. Growers are reporting cool weather is impacting production out of Mexico. At the same time, low consumer demands is helping to keep prices in check too. **Blueberries**: Prices for Blueberries is trending up this week. Growers are reporting cool weather in Mexico and delays at the ports for imported product out of South America. **Raspberries**: Prices for Raspberries is trending up this week. Extremely cold weather in Mexico has impacted production. Growers are expecting tight supplies and higher costing for the next few weeks.

SUPPLY = GOOD | QUALITY = GOOD

Beans, Green



This market has pretty much stabilized. Escalations have been removed and we are seeing improved supply.



MARKET OUTLOOK

Broccoli



Broccoli supplies are steady this week. Early morning Frost continues in the Yuma AZ area. Good quality is been reported at this time. Demand for Broccoli has decreased this week. Expect for markets to continue improving next week.

SUPPLY = GOOD | QUALITY = GOOD

SUPPLY = GOOD | QUALITY = GOOD

Brussels Sprouts



Brussel Sprouts supplies will continue to remain steady this week. Good item to promote this month. Excellent quality is reported at this time. Demand for Broccoli has decreased after the holidays.

SUPPLY = GOOD | QUALITY = GOOD

Carrots



Cellos are very tight, especially 48/1s. With retail servicing a lot of demand that is normally taken care of in the foodservice sector it is putting some strains on compacity as the production system is not built to service the additional demand for these products. . There are not enough hours in the day to make everything being requested. This should improve as we open our Arizona and Georgia seasons the first week of January. Snack packs tight too.

SUPPLY = GOOD | QUALITY = GOOD

Cauliflower



Cauliflower supplies are very good this week. Early morning Frost has continued in the Yuma AZ area. Good quality is been reported at this time. Supplies are expected to remain steady for the next few weeks.

MARKET ALERT

Cantaloupes



Current cantaloupe arrivals are starting to show a shift in sizing to mostly larger sized melons. Over the past few weeks there has been an adequate amount of 12/15s hitting the market but we believe these sizes will start to shorten up as sizing turns mostly to 9s and larger. We are forecasting the market to remain in a shorter position with stronger pricing continuing. Quality of recent arrivals continues to be strong with solid internal characteristics. Brix levels remain in the 11-14% range with a very good flavor profile.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Celery



Celery supplies continue to be extremely short this week. Cold weather is creating some stunting with the plants and some external quality issues. Fair quality is been reported at this time. Yields are lower than expected for this time of the year. It will take a few weeks for Celery supplies to improve.

SUPPLY = GOOD | QUALITY = FAIR

MARKET ALERT

Corn



Prices for corn is trending up this week and reaching extreme levels. Growers out of South Florida are still trying to recover from 4 hurricanes, excess rain and cool temperatures. All the poor weather conditions has severely impacted production schedules. Growers are reporting challenges with quality too. Growers don't expect to see any relief until at least the end of January. When production recovers, prices should come down fast and hard. Production is coming out of Mexico through Nogales and South Florida at this time.

SUPPLY = BAD | QUALITY = BAD



MARKET OUTLOOK

Cucumbers



Prices for Cucumbers is trending up this week. Production has been hampered in all growing areas by cool weather. Honduras is seeing lower productions numbers due to rains. This is putting some pressure on the markets. Growers are reporting some challenges with quality too.

SUPPLY = FAIR | QUALITY = FAIR

Eggplant



Prices for Eggplant is trending down this week. Growers are reporting weak consumer demands and that's putting pressure on the market.

SUPPLY = FAIR | QUALITY = GOOD

Grapes



The import grape market is weaker than this time historically. Slow movement on greens has caused the market to come off a bit. This will adjust as the early green arrivals clear out. Quality on green grapes seems to continue to be good.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Honeydews



Honeydew from Guatemala will decrease significantly in the coming weeks and remain fairly short throughout February. Honduran production should provide enough supply to satisfy contractual needs possibly leaving little for the open market. As with the cantaloupe, recent honeydew arrivals saw mostly smaller sized fruit hitting the market but new arrivals are shifting more to 5s and larger.

SUPPLY = FAIR | QUALITY = GOOD

Iceberg



Lettuce supplies are steady this week. Early morning Frost has continued in the Yuma AZ area creating some external quality issues on the wrapper leaves. Good quality and improved weights are reported this week. Growers are expecting steady supplies the next few weeks.

SUPPLY = GOOD | QUALITY = FAIR

MARKET ALERT

Leaf



Romaine: Romaine supplies continue to be steady this week. . Early morning Frost has continued in the Yuma AZ area. Fair quality and good weights on carton Romaine. Expect to see some epidermal peel on the Romaine. This is caused by early morning freeze causing the epidermal peel on the leaves.

SUPPLY = FAIR | QUALITY = FAIR

Green Leaf/ Red Leaf/ Butter (Boston) Lettuce: Steady supplies on Green Leaf Lettuce this week. Expect to see some slight fringe burn on the outer leaves due to early morning frost. **RED LEAF ALERT: Very Limited supplies for this week. Growers have less supplies available. Cold weather has delayed some of the plants to mature in time for harvest.**

SUPPLY = GOOD | QUALITY = GOOD

Tender Leaf



Demand is down for sure across the board here but seeing good quality and supply across all tender leaf categories. Early morning frost is creating a slight concern with quality but not extreme.

*****PARSLEY crop is a little behind schedule, still escalated with some.**



MARKET OUTLOOK

SUPPLY = GOOD | QUALITY = FAIR

Lemons & Limes



LIMES: Availability this week is lower than expected due to the lower volume of Limes crossing over the weekend. Markets are hitting \$20.

LEMONS: Lemon market is steady right now. Fancy larger sizes a bit higher and tighter. Most choice fruit sitting around \$18-23, small fruit is tighter but not to a concerned extent. Fancy sitting about \$26-35 and big fruit is tighter.

SUPPLY = GOOD | QUALITY = GOOD

Mushrooms



We are in the winter months where there is some activity as demand increases across the country. With heavier than normal retail pulls and the holidays just passing, we are seeing some sizing concerns (small) and reduction in supply. COVID restrictions are also affecting things at supplier level. Look for things to remain a bit tight for the next couple weeks and improve into the spring.

SUPPLY = GOOD | QUALITY = GOOD

Onions



Onion market remains very steady. Seeing good quality, supply and demand. Yellow FOBs \$6-7, whites \$12-14, reds \$6-7.

SUPPLY = FAIR | QUALITY = GOOD

Onions, Green



Limited supplies continue for this week on Green Onions. Harvest crews have missed several harvest days due to the holidays. Markets are expected to improve. Markets are not triggered.

SUPPLY = GOOD | QUALITY = GOOD

Oranges



Navels are eating great and the color looks fantastic and bright! Now running Washington Navels, Peaking on a 72's/ 56's / 48's .Promotional volumes are available.

SUPPLY = GOOD | QUALITY = GOOD

Pears



2020 is a clean crop of pears and quality is very good. Barts will be available through the last week of Feb or first week of March. New crop starts mid-August. Anjou's – through August, just in time for new crop. Red Pears – through June – new crop starts mid-August. Bosc – through April – new crop starts early September.

SUPPLY = GOOD | QUALITY = GOOD

Peppers, Bell



Prices for Green Peppers is trending down this week. Prices for Red and Yellow Peppers is trending up at this time. Consumer demands are down. That's helping to keep prices in check. Production is picking up out of Mexico. Grower are expecting stable prices during the next 2 weeks.



MARKET OUTLOOK

SUPPLY = GOOD | QUALITY = GOOD

Peppers, Chili

Prices for Chili Peppers is trending down this week. Growers are reporting nice quality and good supplies.



SUPPLY = GOOD | QUALITY = GOOD

Pineapples

The week was rainy and overcast due to the cold front that rolled through the region. However, minimum temperatures were above the 20°C (68° F) benchmark. Initial field sampling for natural flowering is not indicating a significant incidence, however, we will continue with more field sampling during the coming weeks. The quality of the fruit improved, even though we detected some fruit with some translucency and "water spotting".



SUPPLY = GOOD | QUALITY = GOOD

Potatoes

Potato market remains stable and steady. Seeing average supply quality and demand. **US December table potato shipments exceeded year-earlier movement by 140,000 cwt.** However, December had one more business day in 2020 than it did in 2019. As a result, this year's daily shipping rate fell 2.7% short of the 2020 pace. Fobs currently about \$6.50-10, 100cts → 40s.



SUPPLY = FAIR | QUALITY = GOOD

Squash

Prices for Green and Yellow squash is trending up this week. Growers are reporting that production has been impacted by cool weather in Mexico and Florida. Growers are expecting prices to come back down within a week or two.



MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Strawberries

Prices for Strawberries is trending up this week. Growers are reporting that production has been impacted by cool weather out of Mexico and California. Growers out of Florida are reporting rains and cool weather. This is impacting production out of the East too. Growers are looking for tight supplies and high cost through the end of January.



MARKET ALERT

SUPPLY = BAD | QUALITY = BAD

Tomatoes

Prices for tomatoes is trending down this week. Prices for Roma Tomatoes is trending down significantly this week. Production is picking up out of Mexico and Consumer Demands are down. This is putting pressure on the markets. Roma tomatoes are a very good value. Moving needs to Roma's might be a prudent cost saving strategy right now. Growers are expecting prices to come down in the weeks to come due to increased production out of Mexico.



Washington growers prioritize vaccinations for all farmworkers

“Fruit and vegetable growers in Washington state are urging the state to prioritize vaccinations for all farmworkers.

On Jan. 14, growers sent a letter to Washington Gov. Jay Inslee warning that failure to do so could cause a farm labor crisis.

The letter was signed by leaders of the Washington State Tree Fruit Association, the Washington Farm Bureau, the Washington Growers League, the Washington State Potato Commission, the Washington Asparagus Commission, the Washington Blueberry Commission and several other farm and livestock associations.

The letter said the groups “support and greatly appreciate” the classification of agricultural workers as a high priority behind only health care workers and those with serious health issues in the state’s vaccination plan.

“However, we are concerned that the proposed timeline for vaccinating this population will not be complete before employment activity and temporary housing occupancy begins rising in early March,” the letter said. “Whether these workers are living in workforce housing or in private residences, which are often multi-generational and can be more crowded than state-licensed employer-provided housing, it would be better to complete vaccination of these essential farm and food workers before we approach peak seasonal agricultural employment.”

The groups recommended that Inslee:

- Prioritize vaccinating all food and farmworkers living, working, or being transported in close contact settings, regardless of age;
- Ensure ongoing priority for migrant and temporary farmworkers;
- Convene a group of employers, housing and health providers, and worker advocates to identify logistical challenges and available resources to speed vaccinations; and Start a communication campaign to dispel rumors and educate workers and families on the importance of vaccination.”

<https://www.thepacker.com/news/industry/washington-growers-prioritize-vaccinations-all-farmworkers-0>

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, LLC Staff