

MARKET OUTLOOK



Apples



SUPPLY
FAIR
QUALITY
GOOD

As we move forward with the new apple crop, volume starts to ease with some varieties. Gala and Honeycrisp already started and will be followed this coming weeks by Granny, Red Delicious and Fuji. Pipelines will soon be filled with new seasonal fruit. Fall will be a good time to promote adding apples into any dish.

Note:

We are expecting to have some insight about predominant sizes and overall crop size around late September.

MARKET ALERT

Asparagus



SUPPLY
TIGHT
QUALITY
GOOD

Volume out of Mexico continues to be low due to weather issues. The forecast for next week remains the same. Weather in Ica (southern Peru) has improved in the last seven days and should continue to improve. Harvesting of the bigger sizes of asparagus have started in the South. Weather in the north remains the same which has slowed production. Markets continue to be very active with continued low production in Baja.

Avocados



SUPPLY
FAIR
QUALITY
GOOD

Mexico transitioning from *Loca* to *Aventajada*. Size curve continues to favor 48s and 60s. Also we are starting to see more 40s and larger. There is a current hesitation to harvest the small *Aventajada* crop, due to doubt in dry matter to meet US standards, this should turn around in coming weeks, and we expect to see more volume of small fruit in the market. Grade 2 is around 5% of the current pack, expecting this to double in the coming months. At this point in the Mexican season, we can start to see Lenticel present which does not affect the internal quality of the fruit.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Banana quality and availability are good. No problems with supply.

MARKET ALERT

Berries



SUPPLY
FAIR
QUALITY
FAIR

Blackberries : Prices for Blackberries are trending down this week. Production is coming down out of California and will be moving to Mexico. Look for tighter supplies until the transition is completed.

Blueberries : Prices for Blueberries are trending down this week. Supplies remain extremely tight as imported fruit faces prolonged delays getting unloaded at the ports. Shippers don't see any relief in sight at this time.

Raspberries : Prices for Raspberries are trending down this week. Just like with Blackberries, production is coming down out of California and will be moving to Mexico. Look for tighter supplies until the transition is completed.

MARKET OUTLOOK

MARKET ALERT

Beans, Green



SUPPLY
TIGHT
QUALITY
FAIR

Growing and harvesting continues in New York, Tennessee, North Carolina. Some growers have started to transition into Georgia. Summer rains have hurt some crops and early plantings in the south.

MARKET ALERT

Broccoli



SUPPLY
SHORT
QUALITY
GOOD

Supplies will continue to be extremely short this week. Market pricing is very strong, demand continues to be strong. Quality is good at this time, supplies will be limited for another few weeks. (F.O.B pricing for this week \$30.31 - \$31.31)

MARKET ALERT

Brussels Sprouts



SUPPLY
LIMITED
QUALITY
FAIR

Supplies are starting to improve this week. Demand continues to be steady, growers are seeing some quality issues. Supplies are expected to continue improving the next few weeks. (F.O.B pricing for this week \$26.35 - \$27.45)

Carrots



SUPPLY
FAIR
QUALITY
GOOD

Some fields are finishing the crop in the Imperial Valley. Partial shortages might occur with jumbos this week and the front part of next week. Next crop out of Kern County should have good size and going forward with no supply issues

MARKET ALERT

Cauliflower



SUPPLY
LIMITED
QUALITY
GOOD

Supplies are light this week. Demand has increased this week. Overall quality is good, supplies are expected to be light the next few weeks. (F.O.B pricing for this week \$19.55 - \$20.05)

Cantaloupes



SUPPLY
FAIR
QUALITY
GOOD

Cantaloupe volume has started seeing it's seasonal decrease as we reach the end of the California harvest which will end mid-October. Arizona production is expected to be ready by early October.

Cantaloupe markets have started to strengthen due to less availability. Current sizing levels are mostly 9/12s with few jumbos being packed. Temperatures in the region are forecasted to steadily decline over the next 7-10 days which will contribute to smaller sizing becoming more predominant as we move into October.

MARKET OUTLOOK



Celery



SUPPLY

GOOD

QUALITY

GOOD

Supplies are very good this week. Demand continues to be steady. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$9.05 - \$9.50)

MARKET ALERT

Corn



SUPPLY

FAIR

QUALITY

GOOD

Prices for Corn are trending up this week. Production out of the North East, California and Local Programs are winding down. Georgia will start shipping product in a few weeks. Look for tight supplies until volumes out of the South pick up. Growers out of California are expecting a gap as production out of Northern California ends and until South California comes on line.

Cucumbers



SUPPLY

GOOD

QUALITY

GOOD

Prices for Slicing Cucumbers are trending down this week. Production is moving South to Georgia and the Carolinas. That could keep some pressure on pricing, weather permitting.

Eggplant



SUPPLY

FAIR

QUALITY

GOOD

Prices for Eggplant are trending up this week. Supplies have tightened up as production transitions from the North East and works it's way South. Production out of the Central Valley are out of California remains steady.

Grapes



SUPPLY

GOOD

QUALITY

GOOD

Current weather conditions are good and will not impact growing conditions or supply for grapes.. Grape market remained steady from last week. Supplies and quality are good.

MARKET ALERT

Honeydews



SUPPLY

FAIR

QUALITY

FAIR

The honeydew situation continues to worsen and no relief anticipated for the remainder of the California growing season, which will go into early to mid-October at which point the Dessert and Mexican harvest will have begun and will increase the volume of melons on the market. With that said, please keep in mind we will could be seeing a tightening in supply over the next four weeks at least.

MARKET OUTLOOK

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Iceberg



SUPPLY

FAIR

QUALITY

FAIR

Supplies continue to be light this week. Demand is good, overall quality is only fair. Weights will be on the lighter side until supplies improve. Supplies seem like they will improve next week. (F.O.B pricing for this week \$17.20- \$18.20)

MARKET ALERT

Leaf



SUPPLY

FAIR

QUALITY

FAIR

Romaine: Supplies will continue to be limited this week. Demand has increased, overall quality is only fair at this time. Growers are encountering some quality issues at field level. Expect supplies to be light for a few weeks. (F.O.B pricing for this week \$17.01-\$17.35)
Hearts (\$21.20 - \$22.98)

Green & Red Leaf Lettuce: Supplies continue to be steady this week. Demand is lighter this week, overall quality is good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$8.25 - \$8.85)

Tender Leaf: Supplies continue to be excellent this week. Demand is good on tender leaf, quality is very good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$4.65 - \$4.75)

Lemons

& Limes



SUPPLY

FAIR

QUALITY

FAIR

LIMES: No real changes on the availability since last week . The volume remains on the smaller sizes 200ct, 230ct & 250ct, we continue see an increase on the bigger sizes every day at lower prices. Quality remains steady and should improve on the scaring side.

LEMONS: We expect overall low availability again next week, especially as the offshore imports wind down. Demand continues to strengthen as costs increase. Large fruit will remain scarce for the foreseeable future; the crop is currently peaking on 165's & 140's. Quality is optimal, yielding predominately fancy-grade fruit.

MARKET ALERT

Mushrooms



SUPPLY

SHORT

QUALITY

FAIR

Shitake Mushrooms: Due to uncontrollable rise in cost of imported Shitake logs from China. Shitake mushrooms supplies will be short, prices will be changing almost weekly. Long delays to unload shipments at the ports have caused some interruptions with supplies. This is caused by labor shortage and limited freight availability.

The mushroom industry continues with a shortage of labor, as well as cost inflation increases in raw materials. Specifically corrugated cardboard and packaging materials. Additionally, the price increases in freights nationally have greatly impacted cost to mushroom growers. Pricing on mushrooms must increase at this time due to Labor, Transportation, and packaging.

MARKET ALERT

Onions



SUPPLY

FAIR

QUALITY

GOOD

The onion market continues to be unsteady this week due continued poor yields and sizing issues. Mediums are abundant and on the lower end of the market. All other sizes remain elevated as supplies are extremely tight. The quality on white onions is questionable. Growers are really concerned but won't know the true extent of the situation until end of harvest in the next month or so.

MARKET OUTLOOK

Onions, Green



SUPPLY

GOOD

QUALITY

GOOD

Supplies have improved this week. Demand is good, Quality remains good. Supplies are expected to remain steady for a few weeks, pricing is back to normal. (F.O.B pricing for this week \$14.25 - \$16.25)

Oranges



SUPPLY

FAIR

QUALITY

FAIR

The Valencia market is very active, and inventory will be down as schools ramp up this week across the country. We expect the market to tighten causing a "demand exceeds supply" situation before the end of the week on 113ct and smaller. Markets will continue to trend upward until October. Most growers are limited in labor and harvesting/ packing hours due to the shortages in the labor force and the extreme heat. Causing fruit to stay on the trees longer and sizing-up. With Schools and program business taking all the small sizes available the leave very little for open the market business

Pears



SUPPLY

FAIR

QUALITY

FAIR

Pears are reaching the end of the season out of WA. Some varieties available our of CA but small sizes very limited.

Peppers, Bell



SUPPLY

FAIR

QUALITY

FAIR

Prices for Green and Red Peppers are trending up this week. Prices for Yellow Peppers are trending down. Production out of the North East is winding down as well as many local programs. Supplies for Green Peppers will remain tight until Georgia's production picks up in weeks 2 or 3 in October. Demands are up out of California and that's helping to keep a floor on pricing.

Peppers, Chili



SUPPLY

FAIR

QUALITY

GOOD

Prices for Chili Peppers are trending up this week. Production is transiting from the North East to the South. Expect some bumps in the road in respect to supplies as various growers ramp up. Production out of Santa Maria and Baja is steady.

Pineapples



SUPPLY

FAIR

QUALITY

GOOD

Pineapple volume is where it should be for this time of year. The quality is exceptional.

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Potatoes



SUPPLY

FAIR

QUALITY

FAIR

Potato markets have dropped some but they are still high. In addition, freight remains high too. Everyone is still worried about the crop. There are yield and sizing issues that are still a big concern. But there are supply concerns with the Burbanks for December and January and we could be looking at significant supply concerns May through August 2022 as both Norkotahs and Burbanks size and yields are appearing to be down dramatically from last year. We will have more information to share as harvest finishes up over the next month.

Squash



SUPPLY

FAIR

QUALITY

FAIR

Prices for Yellow Squash is trending down this week. Prices for Green Squash is trending up. Production has moved to the Carolinas and Georgia. As volumes ramp up look for more competitive pricing.

Strawberries



SUPPLY

MIXED

QUALITY

MIXED

Prices for Strawberries are trending down this week. Production out of Salinas and Watsonville is winding down. Growers are reporting challenges with quality for product out of Northern California. Prices are depressed for old crop product. Production out of Santa Maria is ramping up. Prices are higher and the quality is very good. Pricing is currently at a premium. Some growers are reporting that production out of Mexico has started in a small way.

MARKET ALERT

Tomatoes



SUPPLY

FAIR

QUALITY

FAIR

Prices for all Tomatoes except Roma's are trending up this week. Prices for Roma tomatoes are elevated. Supplies are extremely tight out of the East due to recent weather events. Growers are reporting possible supply gaps in the future as production transitions South during the fall. Production out of Mexico, Baja and California remains steady.

Forecast these fear-based shopper behaviors

By [AMY SOWDER](#) September 29, 2021

BOSTON — A food trend forecaster — who studied serial killers as a criminalist in London before going to culinary school and becoming a registered dietitian — says knowing the trends does nothing for your business if you don't understand where they come from and where they're going.

Suzu Badaracco, president of forecasting firm Culinary Tides, shared her detailed findings Sept. 29 in the second session of the two-day 2021 New England Produce Council Expo in Boston. She titled her talk: "How to Use Strategic Thinking to Navigate Trends for 2021 & Beyond: A Future Without Fear."

Consumers will shift from craving more neutral-tasting comfort foods to more intensely flavored, edgy foods as the COVID-19 pandemic fades — "we hope" — and the inflationary economy settles, Badaracco said.

We're not there yet.

For more than a year and a half, consumers have been experiencing physical and psychological fear, the effects of COVID-19, the recession and inflation. Mistrust is high. Brand loyalty is down, and budget trumps convenience.

"Address and correct the fear, not the product," she said. "Form an emotional connection with the consumer to overcome this mistrust. All of this is fear behavior."

When we are on the up and up, trends will reverse: The trends predicted for 2020 that were halted will restart.

It's important to understand how flavor preferences evolve related to the feelings of the time, she said. In a recession, it's familiar comfort foods. Mid-recovery, people crave hybrid and stuffed foods, and then, they want fusion foods. When our country is in full recovery, consumers want "crazy" foods, like molecular gastronomy's foams, spherical foods and edible papers, she said.

"When things are good, people want extreme things on the palate. They want more intense flavors, and that only comes with confidence, and that's where we are [heading] now," she said.

But with COVID-19 variants popping up, restaurants aren't recovering as fast as they would be otherwise, and we're hanging out in the mid-recovery stage for a while.

<https://www.thepacker.com/news/industry/forecast-these-fear-based-shopper-behaviors>

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