



## WEATHER UPDATE

**Salinas**— Mostly sunny next week with highs in the 80s and lows in the upper 40s. **Oxnard**— Sunny next week with highs in the mid-80s and lows in the 50s. **Mexico (Culiacan)**— Mostly sunny next week, after PM thunderstorms today. Highs in the 90s and lows in the 60s. **Florida, Southern**— Sunny to partly cloudy next week with chances of thunderstorms this weekend and throughout the week. Highs in the 90s and lows in the 70s. **Idaho**— Sunny to partly cloudy next week. Highs in the 50s and lows in the teens.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.051 up \$0.004 a gal from last week and down \$0.304 gal from last year. NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. **Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers. Trucks are in good supply in most of the country, however there is slight shortages in Eastern North Carolina.**

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### MARKET ALERT

BLACKBERRIES  
BROCCOLI  
CAULIFLOWER  
GARLIC  
GREEN BEANS  
ICEBERG LETTUCE  
MELONS— CANTALOUPE  
& HONEYDEW  
POTATOES  
ROMAINE / HEARTS  
STRAWBERRIES  
TOMATOES

# MARKET OUTLOOK



## Apples



The market is steady this week. New crop Washington MFC Gala, Golden Delicious, Granny Smith, and Golden Delicious Apples are available. New crop Washington Fuji stocks are limited. Quality is excellent.

## Asparagus



Supplies slowly improving this week. Supplies out of Peru & Mexico slowly picking up and should continue to improve as we move along in October. Quality is good.

## Avocados



Avocado markets are split depending on size. 48's and larger are steady to tight, as the fruit gets bigger, 60's and smaller are weaker. The size curve of the new crop is much smaller than anticipated and the large sizes are very tight. This size differential could last until December. The fruit continues to be very clean and #2 grades are still only around 5% of the current crop. Michoacán has gotten lots of precipitation and we probably will see in a couple of weeks some lenticel marks on the fruit. Lenticel do not affect the quality of the flesh, only its appeal.

## Bananas



The banana markets remain same as last week. Good supplies continue with good quality. Plantains remain limited this week. Expect market to remain steady going into next week.

**MARKET ALERT**



## Berries



**MARKET ALERT: Blackberries:** Markets are still elevated this week. Rain in Mexico during the last few weeks has resulted in reduced productions. Supplies are expected to be tight for the next 2 to 4 weeks. Many growers are cutting orders and they're not taking on any new business at this time.

**Blueberries:** Supplies and prices are steady to lower on imported blueberries. Production is coming in from Mexico, Chile and Peru. Supplies from Mexico is increasing due to favorable weather.

**Raspberries:** Supplies out of California are declining while production out of Mexico is increasing. This is keeping the market a bit tight at this time.

# MARKET OUTLOOK



## Broccoli



**MARKET ALERT**



Supplies will continue to be limited for the next few weeks. We are still experiencing fair quality at the time of harvest. Growers are still trying to work through hollow core and Pin Rot. This has caused low yields at the time of harvest. Prices are escalated this week. Growers are pro rating orders from 30%-70% depending on availability on the day of loading.

## Brussels Sprouts



The market is a bit lower this week with good supplies and lower demand this week. Good quality is being reported by multiple growers. The market is expected to remain steady going into next week.

## Cauliflower



**MARKET ALERT**



Supplies are extremely limited this week. Previous unusual weather was the main cause for this market. Waiting on some fields to hopefully mature enough for harvest. Expect this to last two or three weeks in Salinas before we transition. Quality is being reported as fair, growers are optimistic we will see some improvement in supplies next week.

## Cantaloupes



**MARKET ALERT**



Production is quickly winding down for some growers in the Westside region of CA. There could be minimal harvests continuing through next week dependent upon weather. Cooler days & nights have drastically slowed the maturation of the fruit. Remaining fruit from this region is expected to focus primarily on mid to small sizes (12/15s) with very few 9s projected. AZ production is extremely slow to start & very limited. Sizing initially from this area showed some larger sizes but has shifted recently to 12/15s as well. Guatemalan cantaloupes are scheduled to have arrivals begin into Florida the week of November 11th.

## Carrots



With cooler temperatures Bakersfield carrots are improving quality. Supply is steady.

## Celery



Steady supplies continue this week with excellent to good quality reported. Some growers reporting heavier volume on larger sized 24's. Expect market to be steady going into next week.

## Corn



Production out of Georgia is steadily increasing. This is putting pressure on pricing. Production out of the West is steady. Cost dropped a bit this week on Western product.

# MARKET OUTLOOK



## Cucumbers



The cucumber market is steady this week. Product is coming out of Northern Florida, Georgia and Mexico. There are still a few cukes from NY & Eastern NC but this production will wrap up over the next week. Baja's cucumber production has been extremely light due to cool weather and there will be less supply than usual to finish off the season. Quality remains strong.

## Eggplant



Demand on eggplant is fairly low right now. Production is coming out of California, Mexico and Georgia. The market is expected to stay steady at this time.

## Grapes



Overall market is steady. Red Seedless, Scarlet Royal and Allison's are plentiful. Green Seedless, Autumn King still getting harvested with most growers ending harvest the first two weeks of November, market will continue to rise into November.

**MARKET ALERT**



## Green Beans



Green beans are currently transitioning regions in the East and the availability of supplies is lighter than anticipated. Quality is still acceptable, but supply is low. As the southeastern regions get heavy into harvesting, supply will pick back up and price should return to normal.

**MARKET ALERT**



## Herbs



Chervil & thyme continues to be limited this week due to quality issues. All other herbs are expected to remain steady with good quality.

**MARKET ALERT: GARLIC**-Domestic garlic yields are drastically down due to a % of plants that did not develop. Quality issues reported due to weather. Chinese garlic is becoming very limited due to a US custom fees & higher tariffs, and lower yields in their crop. Quality is good. Expect higher markets.

**MARKET ALERT**



## Honeydews



Production in California, Arizona & Mexico is very limited. CA production is finishing so anticipate mid to smaller sizing (6/8s). AZ production is also lower due to the same reasons as the cantaloupes (less acreage). Mexican production is forecasted to be much lower this year due to growers choosing not to grow honeydews with poor market trends in the past. Lower crossings from Mexico through Nogales could seriously impact the honeydew situation over the next 4-5 weeks until offshore melons from Central America begin.

# MARKET OUTLOOK



**MARKET ALERT**

## Iceberg



QUALITY



SUPPLY



Supplies are extremely limited this week. Weather has affected this market as well. Supplies are expected to be light for the next two weeks. We are hoping with the start of the new region next week in Huron CA supplies will improve. Growers will be holding distributors on whole case commodities to weekly averages. Prices are escalated this week and have reached our caps on contracts. (Alert includes all salad blends)

QUALITY



SUPPLY



## Kale



Similar to last week, the market remains steady this week. Good supplies continue, along with good quality which has been reported by multiple growers. Expect the market to remain steady going into next week.

**MARKET ALERT**

## Leaf



QUALITY



SUPPLY



**MARKET ALERT- Romaine:** : Supplies continue to be very light this week. Weather was the main cause for this market to become active. This has also affected the romaine heart supplies market is also escalated. Growers will be holding distributors to weekly averages on whole case romaine heads & hearts. Prices are escalated this week & have reached our caps on contracts. (Alert includes romaine hearts, chopped romaine and salad blends)

**Green Leaf/ Red Leaf/ Butter (Boston) Lettuce:** Supplies are a bit lower on the leaf lettuce this week. Quality is being reported as fair. Still reports of some fringe/ wind burn on the outer leaves. The markets are expected to be steady to higher going into next week.

QUALITY



SUPPLY



## Tender Leaf



Supplies on tender leaf are a little tighter this week. Production will start transiting to the Yuma areas around the middle of November. As you know there's always some interruptions in production during transitions as growers move production equipment to the new production areas.

## Lemons & Limes



QUALITY



SUPPLY



**LIMES** – The market is steady this week as supplies are improving, seeing good supplies on smaller fruit. Large fruit remains tight. Quality is being reported as fair to good.

**LEMONS:** Lemons remain steady same as last week. Good supplies with good quality. Larger lemons remain a bit tight. Expect the market to remain steady next week.

# MARKET OUTLOOK



## Onions



QUALITY



SUPPLY



The market remains steady this week. Harvest has slowed down due to the cold weather in Idaho/ Oregon. FOBs remain steady this week. Seeing good demand with good supplies and good quality

## Onions, Green



QUALITY



SUPPLY



The green onion market remains steady this week. Seeing good supplies with good demand . Quality is good. Expect the markets to remain steady going into next week.

## Oranges



QUALITY



SUPPLY



The oranges market is steady to high this week. Smaller size fruit remains tight and demand strong. Quality is fair. Expect markets to remain active till California navels start by late October/ early November.

## Pears



QUALITY



SUPPLY



Barts are now available with sizes peaking on 100/110/120ct. California Anjou's are still available - there will be no gap between CA and New Crop. New crop Washington D'Anjou harvesting will begin in September. Quality is excellent.

## Peppers, Bell



QUALITY



SUPPLY



The market on green peppers is steady this week. Pricing for red and yellow peppers are elevated. Production out of Mexico and Florida for Reds and Yellows is increasing but not enough to offset demands.

## Peppers, Chili



QUALITY



SUPPLY



Similar to last week, the market remains steady. Steady supplies out of the East. GA & FL are coming along with supplies .Quality is good . Out to the West, steady supplies continue out of Mexico and California. Quality is good.

# MARKET OUTLOOK



## Pineapples



The market remain steady. Good availability continues with good quality. Sizing will be trending large for the next few weeks. Expect the market to remain steady going into next week.



## Potatoes



Markets are up between \$14-16 with hundreds up around \$9. Product is **SHORT**. Shippers were packing from the fields but with the freeze they can't do so, and the product in storage won't be through the sweat in most regions until early next week. Large sizes are the tightest as yields and size were already an issue before the freezing temps rolled in. Suppliers are still evaluating the total loss. Supply is very tight but hopefully improves next week when they can get rolling again out of storage, however there will be a lot of catching up to do. Temps in central ID will be back beneath freezing again next week .

## Squash



Prices on yellow and green squash is slightly elevated this week. Product out of Mexico is increasing but production out of the East has tightened up. Growers are reporting good quality on Mexican product. Product out of the East is good to fair at this time.

## Strawberries



Availably on strawberries is looking better at this time. Fruit out of the Oxnard and Santa Maria areas are reporting the best quality strawberries. Production out of those areas is ramping up too. Quality and supplies out of Watsonville and Salinas will continue to decline in the weeks to come. Mexico is crossing strawberries now and volumes will pick up each week going forward. Production out of Florida is expected to start the last week in November. This all depends on weather.

## Tomatoes



Supplies on tomatoes tighten up this week. The season is ending in California and Mexico. Production out of the East is lower than expected. We're getting reports that Roma's out of the East are extremely tight too. Expect high markets going into next week.



# MARKET OUTLOOK

## Avocados from Peru closes out 2019 season

This season, Avocados from Peru continued to exceed expectations of quality and supply. Peru's commitment to sustainable and socially responsible agricultural practices, and its reputation as a reliable supply source, solidified AFP's dominance in the industry as one of the largest suppliers of avocados during the summer months. Peru exported 183 million pounds to the U.S. alone. From June to September, Peru is one of the largest exporters to Europe and the second-largest supplier of imported avocados to the United States. Avocados from Peru were available at top retailers and were a major foodservice supplier, including Chipotle, during the summer months. Delivering messaging centered on health and fitness, Avocados from Peru maximized its impact as a leader in the industry through a variety of unique collaborations and events, including major sports activations, as well as retail, trade and foodservice partnerships. "We believe avocados are at the center of health and fitness," said Xavier Equihua, president and chief executive officer of the Peruvian Avocado Commission. "We know that young people are changing the world. They love to eat healthy, be active, and they care about quality and food that is sourced responsibly. Peruvian Avocados are the superfood of the summer. We believe that if we continue to challenge the industry standard and emphasize the healthy lifestyle avocados naturally promote, we will continue to forge Avocados from Peru's message and find unique opportunities to grow the market into the future." This season's robust marketing campaigns spanned across all channels including social, digital, radio, broadcast, mobile, print, retail initiatives and consumer activations – all pointing to the quality, taste, nutritional benefits and versatility of Peruvian avocados. Highlights of the 2019 season included: sponsoring Fox Network's coverage of the FIFA 2019 Women's World Cup, cohosting the inaugural World Avocado Cup Regatta, partnering with the NY Jets and making the world's largest bowl of guacamole, sponsoring the launch of the first Michelin Guide California, and advertising during the MLB All-Star game.

**FIFA World Cup 2019** AFP sponsored FOX Network coverage of the 2019 Women's World Cup from June 7 to July 7. AFP is an official broadcast sponsor of the FIFA cup and was thrilled to be part of this world-class event.

**The Inaugural World Avocado Cup Regatta** Once again avocados, the world-renowned superfood, proved they are trendsetting trailblazers – this time in the world of competitive sailing. The World Avocado Cup Regatta embodies the iconic avocado as the quintessential food of our time. The World Avocado Organization and the San Diego Yacht Club, debuted the World Avocado Cup Regatta in the heart of San Diego Bay in July 2019.

**Avocados from Peru and the NFL teamed up to promote a healthy dose of competition this football season** Avocados from Peru, the New York Jets and ShopRite, joined forces for the first time ever, promoting health and fitness with a unique series of events highlighting the Jets favorite superfood, Avocados from Peru. During the NYJ home opener on Sept. 8, ShopRite, Avocados from Peru and the New York Jets took on the world record challenge for the "largest bowl of guacamole" – and won! The world record-breaking bowl of guacamole came in at 9,090 pounds.

**MLB All-Star and NY Yankees-Red Sox London Games** For the first time ever, Major League Baseball headed to Europe. AFP was the only produce commercial sponsoring the London showdown between the New York Yankees and the Boston Red Sox in June. Likewise, AFP was the only produce commercial featured during the 2019 MLB All-Star Game in Cleveland, Ohio on July 9.

**Michelin Guide CA 2019** In another first, Avocados from Peru, the World Avocado Organization and California Avocados, served as the official sponsor of the inaugural edition of the Michelin Guide for California. Published annually, the Michelin Guide is the oldest restaurant reference guide in the world, awarding its highly sought after stars, coveted by fine dining restaurants everywhere.

**Retail Support and Consumer Advertising** AFP continued to support retailers with a variety of strategic co-marketing opportunities tailored to their preferred programs. Advertising in top tier outlets, including Women's Health, Men's Health, Vanity Fair and Vogue highlighted the health and fitness benefits of Peruvian Avocados.

**Demos** Avocados from Peru completed thousands of demos at Walmart, Costco and Sam's Club's nationwide. AFP also participated in this year's Walmart Wellness Week, the largest health event in the world. Peruvian avocados are the only produce items to ever be included in this prestigious event.

SOURCE: <http://www.producenews.com/the-produce-news-today-s-headlines/27787-avocados-from-peru-closes-out-2019-season>

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!

Your Dedicated NPC, LLC Staff