



**WEEK 44: October 25 - October 31, 2021**

# MARKET OUTLOOK

## Regional Weather Update :

**Oxnard, CA:** 90% chance of rain on Monday and sunny the rest of the week with highs in the upper 60s and to low 70s and lows in the mid 50s.

**Salinas, CA:** 90% chance of rain on Monday and sunny the rest of the week with highs in the upper 60s and to low 70s and lows in the low 50s.

**Yuma, AZ:** Sunny with highs ranging from the mid 80s to low 90s to lows in the upper 50s to low 60s

**Immokalee, FL:** Rain chances during the week from 50% to 60% with highs in the upper 80s to low 90s and lows in the upper 60s to low 70s.

**Idaho Falls, ID:** Rain chances early part of the week then cloudy. Highs in the 50s and lows in the mid 30s.

## Transportation :

**National Diesel Average :** \$3.671 Compared to Last Year: \$2.39

**Shortages :** Seeing high freight rates, with **extreme** shortages remain in AZ, CA, CO, ID, E. NC, NY, WA & C. WI **slight** shortage in: AZ, CA, FL, ID, MI, OR, S. TX, & C. WI

### MARKET ALERT

Berries, Blue

Broccoli Crowns & Florets

Cabbage, Green

Cauliflower

Corn

Garlic

Honeydews

Lettuce, Iceberg , Leaf & Romaine

Mushrooms, All are under an Extreme alert

Onions, Red, Yellow, & White

Romaine & Romaine Hearts

Tomatoes: 20 & 25 LB. Rounds & Romas

Turmeric

# MARKET OUTLOOK



## Apples



SUPPLY  
FAIR  
QUALITY  
GOOD

Most of the varieties are being harvested on the new crop of apples out of Washington. The impact of the heat wave in Washington certainly was a negative on the overall size and storability. Expectations at this point are for a crop similar to last season, but without the family box program, it could represent better numbers especially until the end of this crop. The quality of the fruit so far looks good.

## Asparagus



SUPPLY  
TIGHT  
QUALITY  
GOOD

The asparagus supply is increasing thus driving markets down. The supply is still being affected by major logistic issues including air and ocean shipments. The quality is good.

## Avocados



SUPPLY  
FAIR  
QUALITY  
GOOD

Normal crop is on its way and ready to stay with us until February. This will bring more fruit stability in regards of ripening time and skin appeal. Big sizes are still short and probably will be this way all November. A yo-yo market is expected and if we don't jinks this, it should be under reasonable parameters. Once Normal gets into full season, quality is expected to be nice.

## Bananas



SUPPLY  
GOOD  
QUALITY  
GOOD

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

**MARKET ALERT**

## Berries



SUPPLY  
FAIR  
QUALITY  
GOOD

**Blackberries** : Prices for Blackberries are trending up this week. Mexico received rains over the week-end. That impacted production. Growers are reporting some quality issues due to the recent weather events.

**Blueberries** : Prices for Blueberries are trending down this week. Prices are dependent on boats getting unloaded. Growers are reporting good supplies at the moment. Look for prices to remain unstable as the fruit works its way through the backed up supply chain.

**Raspberries** : Prices for Raspberries are trending down this week. Growers are expecting prices to turnaround due to recent rains in Mexico. Growers also caution end users to keep their eyes out of possible quality issues to.

# MARKET OUTLOOK

## Beans, Green



SUPPLY  
TIGHT  
QUALITY  
FAIR

Cool Weather and rain have hindered GA's production and quality, with a few growers losing fields a couple of weeks ago due to heavy rain. In addition, the cooler weather has slowed down production causing a limited supply for the short term. Cold and weather have also caused the supply out of CA to be inconsistent and will continue until they finish up for the growing season. Production out of the CA desert region and Mexico is very limited at this time as they are getting underway. Volume will increase slowly over the next several weeks.

**MARKET ALERT**

## Broccoli



SUPPLY  
SHORT  
QUALITY  
GOOD

Supplies will be short this week. Market pricing continues to be high. Demand exceeds supply. Quality is good at this time, supplies will be limited for another week. (F.O.B pricing for this week \$24.50 - \$25.50)

## Brussels Sprouts



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies continue to improve this week. Demand is actually down this week, growers are reporting better quality. Supplies are expected to continue improving the next few weeks. (F.O.B pricing for this week \$24.03 - \$24.45)

## 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  
SHORT  
QUALITY  
GOOD

Supplies continue to be light this week. Demand exceeds supply. Overall quality is good. Supplies are expected to be light for another week. (F.O.B pricing for this week \$20.16 - \$21.48)

## Cantaloupes



SUPPLY  
FAIR  
QUALITY  
GOOD

California growers have wrapped up their cantaloupe harvest. Arizona production has been increasing daily. Larger fruit (9/9Js) has been limited due to fields producing higher amounts of smaller fruit and good demand on the large melons as more turn to this region. Some areas of the desert are already experiencing issues with virus which may have an impact on supply in a few weeks.

# MARKET OUTLOOK



## Celery



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies continue to be 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 \$11.10 - \$11.40)



## Corn



### SUPPLY

BAD

### QUALITY

POOR

Supplies for Corn is traditionally very short this time of year. This year is not an exception.

Corn out of the East is transitioning from the North East to Georgia. Supplies are always tight at the front end of production to new growing areas. Quality will be low and pricing will be high. The current market out of the East is \$22.95. Growers are expecting quality to improve and prices to come down in the weeks to come.

Corn out of the West is basically non-existent. Market prices out of the LA market are running at the \$60.00 range today. Growers are forecasting that harvesting will begin out of Coachella this coming week-end. Pricing hasn't be set as of today. Production in Coachella will run for 5-6 weeks followed by Mexico. Look for high prices on Western corn until production out of Mexico ramps up in few months.

## Cucumbers



### SUPPLY

FAIR

### QUALITY

GOOD

Prices for Cucumbers are trending up this week. Georgia recently had come cool weather that impacted production. Cucumbers are crossing through Nogales from Mexico. Harvesting out of Florida is expected to start this week-end.

## Eggplant



### SUPPLY

FAIR

### QUALITY

GOOD

Prices for Eggplant are trending up this week. Production out of the East is working its way down to Georgia. Production out of the West is working its way down to Coachella. Expect supplies to be a bit tight throughout the transition.

## Grapes



### SUPPLY

GOOD

### QUALITY

GOOD

Current weather conditions are good and will not impact growing conditions or supply for grapes. The grape market for the most part has remained steady. There has been a small uptick on certain green varieties. Supplies and quality are good.



## Honeydews



### SUPPLY

FAIR

### QUALITY

FAIR

Honeydew demand is still outpacing supply and will continue for the next few weeks. Although there are some Honeydews being harvested in Arizona it has not been enough to offset the demand. Mexican crossings have started to increase which should provide some relief. Sizing has been primarily larger melons (5/5Js) on the early fruit that has been crossing.

# MARKET OUTLOOK



**Extreme Market Alert**

**Iceberg**



**SUPPLY**  
**SHORT**  
**QUALITY**  
**POOR**

Supplies continue to be extremely short this week. Demand is good, overall quality is less than fair. INSV virus has created multiple quality issues and caused lower yields. Weights will be on the lighter side until supplies improve. Supplies will be limited for a few weeks. (F.O.B pricing for this week \$34.53- \$35.53)

**MARKET ALERT**

**Leaf**



**SUPPLY**  
**LIMITED**  
**QUALITY**  
**POOR**

**Romaine:** Supplies continue to be short this week. Demand is good, overall quality is less than fair. INSV virus has created multiple quality issues and caused lower yields. Weights will be on the lighter side until supplies improve. Supplies will be limited for a few weeks. (Romaine pricing for this week \$20.30- \$21.65) (Romaine Hearts pricing for this week \$23.85 - \$25.78)

**Green & Red Leaf Lettuce:** Supplies are lower this week. Demand is down, overall quality is fair. Supplies will continue to decrease until we transition in a few weeks. (F.O.B pricing for this week \$9.65- \$12.85)

**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:** Consistent rain events over the past week in the Martinez region of Veracruz have decreased overall availability. Production will continue to decline over the next few weeks. Costs in Mexico are increasing, which currently does not align with U.S. demand trends. As the pricing gap widens, we can expect Mexico to export less volume until market compatibility is met. Quality and shelf life are noticeably improving on fruit from the new production.

**LEMONS:** We will start harvesting the week of Oct 22<sup>th</sup> but we will be gassing for 4-6 days Plan on Starting to ship the week of **October 27<sup>th</sup>**

Industry volumes look to be the same as last season, we are up by about 15% in volume due to new acreage planted and new growers. Peak sizing will be 165/140 to start

**Extreme 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**

Idaho & Oregon markets are firm and are rising on small sizes, very few Colossal and Super Colossal sizes are available. Red Onions and white onion supplies are tight and will see increasing pricing over the next several weeks. Going to be a very intense season so buckle up . Overall quality is good thus far.

# MARKET OUTLOOK

## Onions, Green



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies are steady this week. Demand is good, Quality remains good. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$15.25 - \$15.65)

## Oranges



### SUPPLY

FAIR

### QUALITY

FAIR

Looks to be a much smaller crop this season, the smallest crop we have seen in many years.

The volume looks to be normal with the early navel varieties but size is showing to be 88's and smaller with very little 56's and larger.

As we move into December, volume goes down and sizes are larger.

We are looking to **start Navels around the week of Oct 27<sup>th</sup>** light volume the first two weeks then promotable volumes to start the second week of Nov.

Early varieties will be sized as 88/113/72's

Washington's start around the start of December and look to be 72/56/88's

## Pears



### SUPPLY

FAIR

### QUALITY

FAIR

The new harvest has begun in Washington. Some varieties are still available out of California but small sizes are very limited. There are imports available out of the East Coast.

## Peppers, Bell



### SUPPLY

GOOD

### QUALITY

FAIR

Green, Red and Yellow Peppers are trending up this week. Prices are expected to stabilize next week as production out of Georgia picks up. Harvesting in Coachella is expected to start up this week-end. Production in Florida is expected to start in late November.

## Peppers, Chili



### SUPPLY

FAIR

### QUALITY

GOOD

Prices for Chili Peppers are mixed this week but overall elevated. Production out of the East is moving South to Georgia. Supplies are expected to pick up in the weeks to come. Supplies out of Mexico are running tight due to recent rain events.

## Pineapples



### SUPPLY

FAIR

### QUALITY

GOOD

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

# MARKET OUTLOOK



## Potatoes



SUPPLY

FAIR

QUALITY

GOOD

**Idaho:** Smaller sizes are up this week the rest are stable but it remains a very tight crop. Transportation is heavily affected and will get worse with Christmas trees hitting the roads, etc. Norkotahs crop should be okay but Burbanks are where the concern is at come 2022

## Squash



SUPPLY

GOOD

QUALITY

GOOD

Prices for Yellow Squash are trending up this week. Prices for Green Squash are trending down. Cool weather in Georgia slowed down production a bit. Volume out of Nogales is good. Florida is expected to start harvesting this week-end.

## Strawberries



SUPPLY

MIXED

QUALITY

MIXED

Prices for Strawberries are trending up this week. Prices for new crop berries are commanding a premium. The quality is being reported at good. Deals can be found on old crop fruit. Expect a lower quality on old crop strawberries.

**MARKET ALERT**

## Tomatoes



SUPPLY

BAD

QUALITY

FAIR

Prices for Tomatoes continues to trend up across the board this week. Tomato supplies out of Florida will not be fully up and running until late November. California production numbers will continue to decline week over week until they are finished over the next 2-3 weeks. Baja California was hit by multiple weather events during the growing cycle in the past 2 months and is producing very little product into the supply chain on both Roma and Round Tomatoes.

Mexico's tomato and vegetable production set to start in late December or January. Many recent weather events has impacted planting as well as future production. Tomato supplies are expected to remain short, elevated and unpredictable until February.



# MARKET OUTLOOK

## USDA shows mushroom production declined in 2020-21

*Supply chain, Labor, Transportation  
and Pandemic Issues Impact Mushroom Production*

Avondale, PA – The volume of sales for the 2020-2021 mushroom crop totaled 758 million pounds, down a marked 7 percent from last season, according to USDA's National Agriculture Statistics Service (NASS) 2021 Report released August 31, 2021.

Value of sales for the 2021-2022 mushroom crop was \$1.06 billion, down 8 percent from the previous season. The average reported price was \$1.40 per pound, also down, by 1 percent from last year.

United States fresh market sales of Agaricus mushrooms totaled 671 million pounds, down 9 percent from the previous season, while processed sales, at 66.7 million pounds, increased 20 percent from the previous season. Agaricus mushroom volume of sales totaled 758 million pounds, down 9 percent from the 2019-2020 season.

According to the report, brown mushrooms (Portabella and Crimini) saw increases in volume and value of sales from 2019 to 2020. Sales volume and sales value increased nearly 10 percent from last season.

Brown mushrooms made up 26 percent of the total Agaricus volume sold and 30 percent of its value. Price per pound did not change from last year, however.

Value of sales for commercially grown specialty mushrooms in 2020-2021 totaled \$66.1 million, down 2 percent from the 2019-2020 season. A specialty grower is defined as having at least 200 natural wood logs in production or some commercial indoor growing area, and \$200 or more in sales. The average price received by growers, at \$3.21 per pound, was down 16 cents from the revised previous season estimate.

Some of the decreases can be explained by the COVID-19 pandemic, namely, abrupt and prolonged closings of foodservice entities like restaurants, hotels, cruise lines and university systems, among others.

However, American Mushroom Institute [BB #:162412](#) President Rachel Roberts pointed out that, "In addition to the pandemic impacts, commercial mushroom growers saw no end in sight to raw material shortages, the embattled and continued labor shortage and increased transportation, gas and oil costs.

"Despite providing an essential product throughout the pandemic, mushroom farms have not experienced any market changes that reflect the essential nature of the food they produce and the workforce that produces it."

Roberts added, "All of agriculture has proved its mettle in responding to a crisis in the name of stabilizing the food source for its country. Yet prices and labor policies that don't reflect market demand for mushrooms continue to artificially squeeze margins that need to expand in order to accommodate the consumers' booming appetite for mushrooms."

<https://www.producebluebook.com/2021/09/01/usda-shows-mushroom-production-declined-in-2020-21/#>

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