



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



The market supply is very tight on the West Coast. Mexico is in transition from Baja to Caborca, which begins in Mid-Jan. The volume is lighter than expected. Please expect allocations on the West. Additionally, this is straining product on the east which could be affected. Prices are escalated on the west especially and look to remain tight for coming weeks. Sizing is of concern as well.

SUPPLY = GOOD | QUALITY = GOOD

Avocados



As expected, Mexico ramped up harvest early last week to prepare for limited harvest through the holiday week-end. The same pattern looks to be repeating itself this week with strong crossings on Monday. If this week's pace comes close to matching last week, MX will likely ship well more than the lighter volume that's anticipated/projected to finish out the calendar year. Growers are pushing field prices up a couple pesos this week and FOB's are reflecting those higher levels. Dry matter levels on average remain in the 28% range. Aventajada/Marzena crop is mainly being harvested now in Mexico.

MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Bananas



Recent Hurricane has caused damage to banana inventories as a result we will see tighten product and increased markets, however the bananas quality continue to be good. Volumes are much lower. Organic supplies are tight from both sources (ECU & MX). We are seeing impacts in all supplies in Central America.

SUPPLY = GOOD | QUALITY = GOOD

Berries



Blackberries - : Prices for Blackberries is trending steady this week. Growers are expecting production to come off a bit during the next few week. Production is coming out of California and Mexico. **Blueberries**: Prices for Blueberries is trending slightly down this week. Look for the markets to be steady next week as holiday demands subside. Production is coming out of Mexico and Chile. **Raspberries**: Prices for Raspberries is trending steady this week. Growers are reporting rain and cool temperatures in the forecast during the upcoming days. Quality is a challenge right now too. Production is coming out of California and Mexico.

MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Beans, Green



This market still remains slightly escalated, but is moving in the right direction. Pricing is slowly coming down and supply is trending upwards, although still not at a stable number.



MARKET OUTLOOK

Broccoli



Broccoli supplies are lighter this week. Colder Frost mornings slowing production down. Good quality is been reported at this time. The demand for Broccoli has decreased this week due to the Holiday.

SUPPLY = FAIR | QUALITY = GOOD

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Brussels Sprouts



Brussel Sprout supplies continue to be excellent at this time. Growers are reporting good availability for promoting the next few weeks. Good quality is been reported at this time. Demand for Brussel Sprouts has decreased due to the Holiday. Expect markets to remain steady for a few weeks.

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.

MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Cauliflower



Cauliflower continues to be very shorth with supplies this week. Cold Frost mornings slowing production down. Fair to good quality is been reported. Demand for Cauliflower has decreased this week due to the Holiday. Supplies are expected to begin improving next week.

MARKET ALERT

SUPPLY = FAIR | QUALITY = GOOD

Cantaloupes



Overall cantaloupe volumes continue to be extremely limited leaving the market in a demand exceeds supply situation. Issues from the November hurricane/tropical storms are severely impacting production from both Guatemala and Honduras. Relief is not anticipated until late February as fields in line for harvest over the next 6-7 weeks realized good amounts of rain causing a significant decrease in yields (40-60%) compared to original projections.

MARKET ALERT

SUPPLY = GOOD | QUALITY = GOOD

Celery



Celery supplies continue to be very short this week. Celery is coming out of Oxnard and Imperial Valley CA. Good quality is been reported at this time. Demand for Celery has decreased this week due to the Holiday. Growers are expecting short supplies the next few weeks.

MARKET ALERT

SUPPLY = BAD | QUALITY = FAIR

Corn



Prices for Corn continues to trend higher this week. 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 product recovers prices should come down fast and hard. Production is coming out of Mexico and Florida at this time.



MARKET OUTLOOK

Cucumbers



Prices for Cucumbers is trending down this week. Growers are reporting challenges with quality due to rains on product out of Honduras. Prices should continue to come off as demands come down after the holiday. Production out of Florida and Mexico is on the upswing too. Growers are reporting good quality.

SUPPLY = FAIR | QUALITY = FAIR

SUPPLY = FAIR | QUALITY = GOOD

Eggplant



Prices for Eggplant is trending down this week. Production is picking up and growers are looking for steady pricing during the next few weeks.

SUPPLY = GOOD | QUALITY = GOOD

Grapes



Greens are finished for most in CA and still have a few reds but have seen some recent condition issues in them. Import arrivals should start to ramp up more and more over the coming weeks.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Honeydews



Honeydew production is seeing a dramatic shift away from mostly larger melons to almost exclusively smaller fruit (8/9s) this week. Cold weather over the past few weeks impacted cantaloupe arrivals last week, hence the heavy amounts of 15s, and this week the honeydews are affected.

SUPPLY = GOOD | QUALITY = FAIR

Iceberg



Lettuce supplies continue to be excellent this week. Growers are reporting slight epidermal peel due to frost in the mornings. Good quality and good weights are reported this week. Expect steady supplies the next few weeks.

SUPPLY = GOOD | QUALITY = FAIR

Leaf



Romaine: Romaine supplies continue to be very good this week. Growers are reporting slight Fringe Burn on the outer leaves due to frost in the mornings. Good quality and good weights on carton Romaine this week. Expect steady supplies going into next week.

Green Leaf/ Red Leaf/ Butter (Boston) Lettuce: Very good supplies on Green Leaf this week . Growers are reporting slight fringe burn on the outer leaves due to frost in the mornings. Markets are not triggered.

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: Lime markets remain steady. Bigger size fruit has better availability while medium and smaller sizes are a bit tight. They will continue to pack new crop but we are expecting some quality issues this week due to rain.

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.

MARKET ALERT

SUPPLY = GOOD | QUALITY = GOOD

Mushrooms



Overall a fairly stable item for 10 months out of the year. 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



Cols & Supers around \$6-6.5, medium \$6.50, JBO \$5.5. Reds are getting a little tighter. Whites are loosening up a bit. Seeing good quality and demand, retail still playing a big part in this market. Keeping an eye on MX as they are quiet and usually come into play in Q1. Shrink and challenging lots will also pressure the market closer to Q2 while we are waiting on CA.

SUPPLY = FAIR | QUALITY = GOOD

Onions, Green



Lighter supplies for this week on Green Onions. Production is lighter due to smaller harvest crews with the Holidays. Good quality is been reported at this time.

SUPPLY = GOOD | QUALITY = GOOD

Oranges



Seeing good quality and demand. Flavor profiles continue to improve over the coming weeks. Big fruit is much tighter than smaller sizes. Fancy about \$12-21 and choice \$12-17 FOB.

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 Red, Yellow and Green Bell Peppers are trending up slightly this week. Production is coming out of Florida and Mexico. Growers are looking for lower prices next week as demands drop after the holidays and production picks up.



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SUPPLY = GOOD | QUALITY = GOOD

Peppers, Chili

Prices for Chili Peppers is trending up slightly this week. Growers are reporting good quality.



SUPPLY = GOOD | QUALITY = GOOD

Pineapples

We had less precipitation recorded than in the four previous weeks but we continued to have lower temperatures and rather cold nights and overcast days which we fear could trigger early events of stress causing natural flowering. The intense field sampling prior to harvest has allowed us to maintain a very good fruit



SUPPLY = GOOD | QUALITY = GOOD

Potatoes

The potato market is steady and stable from last week. Temperatures shouldn't be a concern for the upcoming week, but chances for snow everyday could start to slow things as temps get a bit lower. Seeing a little smaller sizing. Nork markets \$6.50-\$10. Seeing good quality and demand, again especially in retail here.



SUPPLY = FAIR | QUALITY = GOOD

Squash

Prices for Green and Yellow Squash is trending down this week. Production is coming out of Mexico and Florida. Growers are reporting good quality. They're expecting prices to continue to be under pressure as the New Years Holiday demands subside.



SUPPLY = GOOD | QUALITY = GOOD

Strawberries

Prices for Strawberries is trending slightly up this week. Production is coming out of California, Mexico and Florida. Production is being impacted in Florida by cool weather and rains. California is expecting rain this week-end. Growers are reporting slower than expected fruit ripening out of Mexico. Weather is key this time of year. It will make or break growers as well as cause large price swings.



SUPPLY = BAD | QUALITY = BAD

MARKET ALERT

Tomatoes

Prices for all Round Tomatoes are trending up again this week. Prices for Roma's, Grapes & Cherries for the most part remained unchanged. Growers out of Florida are still recovering from 4 hurricanes and cool temperatures. All the bad weather caused bloom drop and has severely impacted production schedules. Production out of Mexico is increasing but isn't high enough to stabilize the market. Growers are reporting quality challenges in all growing areas too. Look for the current situation to last another 3 to 4 weeks.



New dietary guidelines offer flexibility in healthy diet choices

By [CHRIS KOGER](#) December 29, 2020

“The federal government has released the [Dietary Guidelines for Americans 2020-25](#) — dubbed Make Every Bite Count — stressing their use a framework to customize as needed for individual needs, including cultural traditions and budgets.

The Dec. 29 release of the Dietary Guidelines for A coincided with a redesign of the U.S. Department of Agriculture’s MyPlate.gov redesign, which retains the “half a plate” guideline for fruits and vegetables, recommending eating a variety of vegetables and a focus on whole fruits. The USDA is offering a [Start Simple with MyPlate app](#), allowing consumers to set daily food goals.

The DGA focuses on four over-arching guidelines:

- Follow a healthy dietary plan at every stage of life;
- Customize nutrient-dense food and beverage choices for personal preferences, cultural traditions and available budgets;
- Focus on meeting food group needs (fruits, vegetables, grains, dairy and fortified soy alternatives, and proteins) and stay within calorie limits; and
Limit foods/beverages higher in added sugars, saturated fat and sodium, and limit alcohol consumption.

In announcing the guidelines, USDA and Health and Human Services officials said they avoid being prescriptive. Instead of assigning specific servings, the guidelines focus on caloric intake and a variety of food groups. The guidelines include recommendation for age groups, outlining health benefits for healthy eating from birth through 23 months, children and adolescents, adults (including older adults) and women who are pregnant/lactating.

The DGA include the “85-15 Guide:” with 85% of calories each day from vegetables, fruits, grains, dairy and protein, and 15% of calories from added sugars and saturated fat.”

<https://www.thepacker.com/news/industry/new-dietary-guidelines-offer-flexibility-healthy-diet-choices>

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