





# 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.

**SUPPLY = GOOD QUALITY = FAIR**

## Asparagus



Volume from Caborca continues to increase and this trend should continue for the next two to three weeks. We should see a leveling off on volume during the 2nd week in March. The Peruvian season has come to an end due to seasonality. Markets are less active with more volume from Mexico every week.

**SUPPLY = GOOD | QUALITY = GOOD**

## Avocados



With the big game behind us, the industry has hit the brakes on harvest for the week, with only 42.8MM lbs. harvested in Mexico. We now have a demand exceeds supply situation for the first time in many weeks. Some shippers are pushing hard to replenish inventories, creating demand that has allowed growers to push field prices higher to start the week. If the need continue to work through, this large crop will begin to influence the future pace of harvest. Dry matter levels inched up a percentage point with average levels in the 29% range. Some early season CA fruit continues to show up on projected weekly volume, but actual totals are insignificant

**SUPPLY = FAIR | QUALITY = GOOD**

## Bananas



We have now entered the countdown towards summer weather in the tropics. As it is here, it is still winter in the tropics but the temperatures will continue to increase over the month of February and into March. At this point the banana situation remains the same as last week with tight supplies as a result of the hurricanes.

**SUPPLY = FAIR | QUALITY = GOOD**

## **MARKET ALERT**

## Berries



**Blackberries**— : Prices for Blackberries is trending up this week. Supplies are tight due to a freeze in Mexico 2 weeks ago. As you know, markets are being pressured this by demands for the Valentines Day holiday. Look for prices to moderate in the weeks to come. **Blueberries**: Blueberry Prices for Blueberries is trending steady this week. Production for Blueberries out of Chile was impacted by heavy rains last week. Because of this, growers are expecting pressure on the market in the weeks to come. **Raspberries**: Prices for Raspberries is trending up this week. Supplies are tight due to a freeze in Mexico 2 weeks ago. As you know, markets are being pressured this by demands for the Valentines Day holiday. Look for prices to moderate in the weeks to come. Growers are reporting challenges with quality. Please take extra care to check fruit on arrival.

**SUPPLY = GOOD | QUALITY = GOOD**

## Beans, Green



This market has stabilized. Seeing good demand, supply and quality.



# MARKET OUTLOOK

## Broccoli



Broccoli supplies for this week continue to be very good. Growers are expecting steady supplies into next week. Good quality is been reported by growers at this time. Demand has decreased the last few weeks.

**SUPPLY = GOOD | QUALITY = GOOD**

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## Brussels Sprouts



Brussel Sprouts supplies are very good this week. Growers are expecting ample supplies the next few weeks. Good quality is been reported at this time. Good promotional item for the month of February.

**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 down a little from last week. Growers are harvesting normal numbers at this time. Very good quality is been reported at this time. Supplies are expected to be steady for next week.

**SUPPLY = FAIR | QUALITY = GOOD**

## Cantaloupes



Large cantaloupe remain very short with strong retail/processing demand in place on limited volume. Pricing on smaller sized melons (12/15s) have started to settle in the east with arrivals leaning more that direction. Quality continues to improve externally with each passing week while internal quality remains strong with brix levels consistently in the 11-14% range. Second cycle production from the Zacapa region resumes in approximately two weeks which will push us clear of troubled fields experienced during the first three months of the season. Volumes will begin to gradually increase starting the first week of March .

**SUPPLY = GOOD | QUALITY = GOOD**

## Celery



Celery supplies are very good at this time. Growers are expecting steady supplies going into next week. Good quality is been reported at this time. Growers are expecting markets to continue improving going into next week.

**SUPPLY = BAD | QUALITY = BAD**

**MARKET ALERT**

## Corn



Prices for Corn out of the East is trending down this week but it's still at extreme levels. Growers are reporting a lot of freeze damage in Florida last week. They expect prices to remained elevated for the next 6 weeks or so. Prices for Corn out of Mexico is trending up this week. Growers are reporting tight supplies on Yellow and Bi varieties. White corn is more readily available but it's still very tight. Keep an eye on all arrivals for quality issues.

# MARKET OUTLOOK

## MARKET ALERT

### Cucumbers

SUPPLY = GOOD | QUALITY = GOOD



Prices for Slicing Cucumbers is trending up this week. Prices have been at the bottom of the price range during the last few weeks. Production out of Florida was impacted by a freeze and winds last week. Production out of Honduras and Mexico remains steady.

## MARKET ALERT

### Eggplant

SUPPLY = FAIR | QUALITY = GOOD



Prices for Eggplant is running steady this week. Production has been impacted by cold weather. Consumer demands are weak at this time.

## MARKET ALERT

### Grapes

SUPPLY = FAIR | QUALITY = FAIR



On a webinar the Chilean Fruit Exporters Association (ASOEX) said: due to the rains, the variety that was most affected was the table grapes in areas such as the north-central region. As of February 10, the estimated number of table grape exports only reached 68 million boxes. Rains exceeded 50mm in the Santa Brisila (Las Cabras), Hualañe and Molina areas. What is happening is quite severe. Of total fruit, we will be close to a 35% drop in volume.

### Honeydews

SUPPLY = FAIR | QUALITY = GOOD



Strong production from Honduras on the honeydews quickly saturated the market causing pricing to drop. The majority of the volume is on larger sizes as very few 8s are coming in. We anticipate a decrease in production over the next 7-10 days before Guatemalan supply starts to hit the market the first week of March. Classic Fruit's quality, from our new ranch in the western part of Guatemala, has been excellent with good sizing and clean melons. Brix levels have been as high as 15-17% on some packing days.

### Iceberg

SUPPLY = GOOD | QUALITY = GOOD



Celery supplies are very good at this time. Growers are expecting steady supplies going into next week. Good quality is been reported at this time. Growers are expecting markets to continue improving going into next week.

### Leaf

SUPPLY = GOOD | QUALITY = FAIR



**Romaine:** Romaine supplies are very good this week. Growers are expecting ample supplies the next few weeks. Fair quality and very good weights are expected going into next week. Growers are expecting steady supplies going into next week.

**Green Leaf/ Red Leaf/ Butter (Boston) Lettuce:** Very good supplies for this week. Good quality is also been reported at this time.

SUPPLY = FAIR | QUALITY = GOOD

### Tender Leaf

Steady supplies for this week.





# MARKET OUTLOOK

**SUPPLY = FAIR | QUALITY = FAIR**

## Lemons & Limes



**LIMES:** The lime market has spiked into the mid to high \$30s fob. Big fruit is most competitive and this market is seeing supply dip quite a bit. Bigger fruit is cheaper in the low to mid teens along with very small fruit but wide range 175-230. **LEMONS:** Currently picking our D1 (Central Valley) crop and it is very nice and strong. The rain will help with growth which we needed very much. 115's thru 75's will remain firm as most of the volume will be in the 165/140 size structure. We do not anticipate any supply issues.

**SUPPLY = FAIR | QUALITY = GOOD**

## Mushrooms



We are in the winter months where there is some activity as demand increases across the country. 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. We will be in the northwest for the next couple of months more before transitioning.

**SUPPLY = FAIR | QUALITY = GOOD**

## Onions, Green



Limited supplies continue on Green Onions for this week. Growers are reporting better availability for next week. **\$14.53 - \$14.98**

**SUPPLY = GOOD | QUALITY = GOOD**

## Oranges



Fruit is great this season, appearance and eating quality is the best we have seen in many years. Fruit is currently peaking on 72/ 56 /88 – we are seeing a small percentage of 113/138 size fruit. We anticipate this to be the case the rest of navel season, which will mean if we find a strong demand for 113/138's we will start Valencia oranges earlier than normal, possibly the end of March. Due to the lack of supply on 113/138's we are planning these sizes to be firm in price and we will see market adjusting up each week as we move thru Feb.

**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 = FAIR | QUALITY = GOOD**

## Peppers, Bell



Pricing for Green, Red and Yellow Peppers is trending down this week. Production out of Florida is feeling the impact from last weeks freezing temperatures. Production out of Mexico is on the upswing. Growers are reporting weak demands. That's helping to keep pricing in check.



# MARKET OUTLOOK

**SUPPLY = FAIR | QUALITY = FAIR**

## Peppers, Chili



Pricing for Chili Peppers out of the East is trending up this week. Last weeks freeze in Florida is putting some pressure on the market. Prices for Chili Peppers out of the West is trending slightly down this week. The Weather in Mexico has been more favorable. Growers are reporting good quality too.

**SUPPLY = GOOD | QUALITY = GOOD**

## Pineapples



While the level of precipitation has tapered off the last two weeks we have those seasonal cold nights and some overcast days. The threat of natural flowering events continues and we closely monitor fields and begin the process of quantifying naturally induced plants. The forecast is for future cold fronts rolling into the region. On the positive side, the low precipitation is allowing us to advance soil preparation, all planned good husbandry practices and fruit quality remains stable and good.

**SUPPLY = GOOD | QUALITY = GOOD**

## Potatoes



Potato market remains stable and steady. Seeing average supply quality and demand. FOBs from \$6-10, bigger spuds at the premium but average for this time of year. Snow and cold weather could slow loadings but don't see a huge concern right now.

**SUPPLY = FAIR | QUALITY = GOOD**

## Squash



Pricing for Yellow Squash is trending slightly up this week. Prices for Green Squash is trending down at this time. The freeze in South Florida last week is impacting production and pricing at this time. Growers are reporting low demands. This helping to keep prices in check. Growers are also reporting some wind scaring for product out of Florida and Mexico this week.

**SUPPLY = FAIR | QUALITY = FAIR**

**MARKET ALERT**

## Strawberries



Prices for Strawberries is holding steady this week. As demands for the Valentines Day Holiday wind down so should prices. Strawberry supplies have been extremely tight this week. Most if not all growing regions have been impacted by rain and or cold weather. Look for prices to moderate in the weeks to come as consumer demands level off and production increases.

**SUPPLY = GOOD | QUALITY = GOOD**

## Tomatoes



Prices for 20 & 25 lb Round Tomatoes, Grapes and Cherries is trending down this week. Prices for Roma's is trending slightly up. Production out of Florida is still feeling the impact of last weeks freeze. Mexico continues to see their production increase. Growers out of Florida are reporting some challenges with quality. Reporting for product out of Mexico is showing good quality. Growers are reporting fairly weak consumer demands. That's putting pressure on prices.



# MARKET OUTLOOK

## Produce operators consider consumer interest in social responsibility issues

By [TOM KARST](#) February 11, 2021

In the farm-to-fork supply chain, produce operators think consumers have the highest interest in social responsibility efforts of anyone. The Packer surveyed industry professionals about issues relating to social responsibility, collecting 41 responses.

When asked “Who, along the supply chain, do you think social responsibility efforts matter the most to?” respondents answered:

- Growers: 29%;
- Consumers: 49%;
- Retailers: 12%;
- Marketers: 5%; and
- Wholesaler: 5%.

The Packer also asked respondents how they thought produce operators should inform consumers of their social responsibility efforts. Allowed to select multiple answers, they replied:

- Advertising on packaging: 87%;
- Social media; 95%;
- Trade press; 68%;
- Through their retail customers: 89%.

<https://www.thepacker.com/news/sustainability/produce-operators-consider-consumer-interest-social-responsibility-issues>

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!