



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



Asparagus: Production has slowed down this week due to colder than normal weather in Caborca. Better weather is expected starting this weekend, but we expect another cool down on Tuesday. The Peruvian season should start again in about three weeks. Markets are steady even though there is less volume. Jumbo size has tightened up due to the weather and European market opening up.

SUPPLY = GOOD | QUALITY = GOOD

Avocados



As was expected, with Mexico moving from low elevation orchards to higher elevations where less growers have control of the harvest, and are in a better position to hold fruit, they have pushed for higher field pricing as demand remains fairly strong. Helping support this strategy are reports that Mexico's crop is projected to be 18% ahead of last year, and may be short to finish out the season. But there are also reports that there is more than enough fruit to finish out the season (MX 42 to 44MM lbs. per week) and support weekly demand as CA enters the marketplace. Mexico is experiencing a crop shift toward higher percentages of number twos and sub-60-sized avocados. 70/84 currently account for 27% of the size profile. 16% and 11% respectively.

SUPPLY = FAIR | QUALITY = GOOD

Bananas



Weather is getting better and better in the tropics. This will cause an increase in quality. Supply is still lower due to the hurricanes in 2020.

SUPPLY = FAIR | QUALITY = FAIR

Berries



Blackberries-- : Prices for Blackberries is trending up slightly this week. No major changes in the marketplace. Supplies remain are tight due to the recent freeze in Mexico. Growers are expecting some pressure on supplies in the weeks to come. Expect prices to stay elevated. **Blueberries:** Prices for Blueberries is mostly being impacted by late vessels. Some weeks fruit is tight due to late arrivals and some weeks excess fruit is available due to late vessels getting unloaded and backing up at the port. This week is an excess fruit week. Prices are trending down. **Raspberries:** No change on Raspberries this week. Prices are running steady. Supplies are tight due to the recent freeze in Mexico. Look for prices to remain steady for the next 2 to 3 weeks. Growers are reporting challenges with quality too.

SUPPLY = GOOD | QUALITY = GOOD

Beans, Green



Seeing good demand, supply and quality.



MARKET OUTLOOK

Broccoli



Steady supplies will continue with Broccoli this week. Supplies are expected to be lower next week. Good quality is been reported at this time. Demand for Broccoli Crowns continues to be down this week.

SUPPLY = GOOD | QUALITY = FAIR

SUPPLY = GOOD | QUALITY = GOOD

Brussels Sprouts



Brussel Sprouts supplies are very good this week. Good quality is been reported at this time. Growers are expecting steady supplies for the next few weeks. Demand for Brussel Sprouts continues to be down this week.

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 = FAIR

Cauliflower



Cauliflower supplies are very light this week. Cooler growing conditions has slowed down supplies. Fair quality is been reported at this time. Supplies are expected to continue been light next week.

SUPPLY = FAIR | QUALITY = GOOD

Cantaloupes



Cantaloupe production has started to increase but the market remains very firm due to strong retail promotions, increased foodservice business and very good weather conditions across the country. Retailers are anxious to increase their numbers within the melon category that have struggled up to this point because of limited production so far this season. We anticipate these promotions will continue throughout March and April which should assist in keeping the cantaloupe market fairly stable. Pricing should begin to settle at some point in the near-term but overall demand continues to outweigh supply.

SUPPLY = GOOD | QUALITY = GOOD

Celery



Very good supplies continue with Celery this week. Growers are reporting steady supplies for this week. Good quality is been reported at this time. Growers are expecting markets to be steady the next few weeks.

SUPPLY = FAIR | QUALITY = FAIR

Corn



What a difference a week makes. Prices for corn dropped considerably this week. Production is up out of Florida and Mexico. Growers out of Florida are expecting another gap in 2 to 3 weeks. This is a result of new plantings impacted by rain and cool weather last month.



MARKET OUTLOOK

Cucumbers



Prices for Cucumbers is trending down significantly this week. Supply exceeds demands right now. Production out of Mexico is picking up. Production out of Honduras is winding down. Growers are expecting production to ramp up out of Florida towards the end of March.

SUPPLY = FAIR | QUALITY = GOOD

Eggplant



Prices for Eggplant is trending down this week. Growers are reporting adequate supplies and low consumer demands. Production out of Mexico is trending up and that's keeping prices in check.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Grapes



Red volume continues to increase. Green grape market is elevated slightly, with the USDA not reporting accurately. Availability will be lower from this point all the way till the MX season starts. Critical market with major losses.

SUPPLY = BAD | QUALITY = FAIR

Honeydews



Honeydew supplies from both Guatemala and Honduras have dropped some during a transition period but both countries have seen a dramatic shift in sizing more to smaller sizes (8ct) leaving larger dewes very close to a demand exceeds supply situation. The quality of the honeydews has improved significantly over the past few weeks with external quality being clean and brix levels solid.

SUPPLY = FAIR | QUALITY = GOOD

Iceberg



Steady supplies with Iceberg Lettuce for this week. Growers are reporting good supplies for next week. Good quality and very good weights are been reported at this time. Demand for lettuce continues to be down this week.

SUPPLY = GOOD | QUALITY = GOOD

Leaf



Romaine: Romaine Lettuce supplies continue to be very good this week. Supplies are expected to remain steady for next week. Good quality and good weights will continue going into next week. Demand for Romaine Lettuce continues to be down this week.

SUPPLY = GOOD | QUALITY = GOOD

Green Leaf/ Red Leaf/ Butter (Boston) Lettuce: Steady supplies are expected going into next week. Good quality is been reported at this time.

SUPPLY = FAIR | QUALITY = GOOD

Tender Leaf



Steady supplies for this week. Good quality, no concerns.



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Lemons & Limes



LIMES: We continue to see a two tier market. Availability in MX is extremely tight, demand exceeds supply. This will remain the normal for the next two weeks. Mexico is also experiencing some rain which possibly will cause some quality issues. **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 = FAIR

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 = FAIR | QUALITY = GOOD

Onions



Markets are up \$0.50 to a buck across the board on all yellow onions. Mediums are the tightest but no immediate supply concern. Whites up a bit as usual and reds steady. Will stay in the northeast for the next couple of months before the annual CA transition.

SUPPLY = GOOD | QUALITY = GOOD

Onions, Green



Good supplies will continue going into next week. Growers are reporting steady availability for next week.

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 = GOOD | QUALITY = GOOD

MARKET ALERT

Peppers, Bell



Prices for Green, Red and Yellow Peppers are trending up this week. Prices have been at the bottom of the market up until now. Growers are cleaning up the excess product in the marketplace. Check all arrivals for quality. We are getting reports of some older fruit in the pipeline.

SUPPLY = BAD | QUALITY = FAIR



MARKET OUTLOOK

SUPPLY = FAIR | QUALITY = FAIR

Peppers, Chili

Prices for Chili Peppers is steady this week. Production out of Florida was hampered from cool and wet weather last month. Production out of Mexico is helping to keep the markets steady.



SUPPLY = GOOD | QUALITY = GOOD

Pineapples

Seeing good quality and demand. Favorable climate conditions.



SUPPLY = GOOD | QUALITY = GOOD

Potatoes

This market remains stable and steady. Seeing good demand and quality at this point. Don't foresee any concerns at this time. Some suppliers into burbanks while others will transition in May. Average spread between varieties, prices remain competitive across the board.



SUPPLY = FAIR | QUALITY = FAIR

Squash

Prices for Green and Yellow Squash is trending up this week. Production out of Mexico is increasing while production out of Florida has been hindered by cool weather. Production should pick up in the weeks to come and that will put pressure on pricing.



SUPPLY = FAIR | QUALITY = FAIR

Strawberries

Prices for strawberries is trending down this week. Markets are uneven this week. We're seeing the lowest pricing for product out of Mexico. Grower there are reporting excess production. California's production is picking up while production out of Florida is steady. Growers out of Mexico expect prices to work back up in the weeks to come.



SUPPLY = GOOD | QUALITY = GOOD

Tomatoes

Prices for 20 lb and 25 lb Round Tomatoes and Cherry Tomatoes is trending slightly down this week. Prices for Grapes and Roma's are trending up slightly. Overall, prices are very reasonable at this time. Growers are reporting good quality.





Industry gives favorable self-score on social responsibility, but point to barriers

By [TOM KARST](#) March 2, 2021

“When it comes to giving attention to social responsibility issues, produce industry operators think there is room for improvement. At the same time, 40 industry operators who took a survey on social responsibility generally believe their own companies place a high importance on social responsibility.

When asked, “On a scale of 1 to 10 — 10 being most important — how important is social responsibility to your brand or business?” respondents gave answers ranging from 1 to 10.

The average score for that question, though, was a strong 8.55.

The favorable self-evaluations do not necessarily mean that industry leaders saw no barriers to adopting changes that lead to greater sustainability or social responsibility.

When asked “What are some of the biggest impediments to making any changes toward being more sustainable or socially responsible?” respondents cited cost, allocation of internal resources, leadership, management time and skill needed to execute and making the economic case for action.”

<https://www.thepacker.com/news/social-responsibility/industry-gives-favorable-self-score-social-responsibility-point-barriers>

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!