



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 = GOOD

Asparagus



Peru: Low Volume, Steady Demand, Good Quality. (Mexican Volume is affecting Peruvian demand.)
Mexico: Steady/Good Demand, Good Quality, Good Volume. Caborca season expecting to end by 3rd week of April

SUPPLY = GOOD | QUALITY = GOOD

Avocados



Inventories in the US rose to over 73 million pounds last week. The major imbalance of supply vs. demand was cause for concern, and rightfully so. With heavy inventory, less than anticipated Easter demand and fruit very high in oil content, a fire sale atmosphere occurred. Pricing became quite depressed and the range of prices being offered was all over the board. By mid- week this week, avocado inventory levels should be a more accurate gauge of the market's direction. As backlogged avocados flush out, the hope is that inventories will drop back down to normal levels. If early week harvest levels are a revealing indicator, MX growers are working to get field prices back up prior to Cinco demand for fruit.

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

MARKET ALERT

Berries



Blackberries— : Prices for Blackberries are elevated and steady this week. Most growers are reporting tight supplies. Expect order cuts for another week or so. Growers are expecting production to start picking up next week. **Blueberries**: Prices for Blueberries are trending up this week. Production is ramping up out of Florida and that should put downward pressure on prices in the weeks to come. Growers are reporting steady production out of Mexico. As you know, Chile is done for the season. . **Raspberries**: Prices for Raspberries is running steady this week. Growers are expecting production to pick up a bit next week. Growers are reporting some challenges with quality. We suggest that all arrivals are inspected with extra care.

SUPPLY = GOOD | QUALITY = GOOD

Beans, Green



Seeing good demand, supply and quality.



MARKET OUTLOOK

Broccoli



Broccoli Supplies are good for this week. Growers are reporting better availability for this week. Good quality is been reported at this time. Demand for Broccoli Crowns continues to be good for this week.

SUPPLY = GOOD | QUALITY = GOOD

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Brussels Sprouts



Brussel Sprout supplies have improved for this week. Growers are reporting better availability as we transition to Northern CA. Quality has also improved for this week. Demand continues to be very good with Brussel sprouts for this week.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Carrots



Due to extreme cold temperatures jumbo carrots will be very tight almost none for 3 to 4 weeks. Table carrots are suggested as sub. We are Harvesting in AZ, CA and GA right now. GA has been getting really poor yields. Arizona and CA have good yields but are being impacted by cool weather. The fluctuation between warm and cool is causing cracking in the cello carrots. It is also stunting the grow of the carrots so we are getting very little jumbo material.

SUPPLY = FAIR | QUALITY = GOOD

Cauliflower



Cauliflower supplies have improved for this week. Growers are reporting lighter supplies at the beginning of the week they do expect better supplies by end of the week. Good quality is been reported at this time. Supplies are expected to improve for next week.

SUPPLY = GOOD | QUALITY = GOOD

Cantaloupes



The last two weeks of March brought peak cantaloupe volumes to the market causing pricing to settle. There is a slight lull in new arrivals this week before increasing again in Florida around 4/15 and remaining strong through the end of the month. US and Canadian grocery retailers are heavily promoting cantaloupes throughout April. As you can see from the pictures below quality continues strong both externally and internally.

SUPPLY = GOOD | QUALITY = GOOD

Celery



Celery supplies continue to be steady for this week. Growers are reporting good supplies at this time. Good quality is been reported at this time. Demand for Celery continues to be very good this week.

SUPPLY = FAIR | QUALITY = FAIR

Corn



Corn is a 2 tier market this week. Prices for corn out of Florida is trending significantly down this week. Corn out of Mexico is still holding at much higher prices. Production out of California is expecting to start production in a week or 2.



MARKET OUTLOOK

Cucumbers



Prices for Cucumbers is trending up this week. Imports from Mexico are expected to increase going forward and production out of Florida is just starting to ramp up their summer crop. Growers are expecting the cost to stabilize over the next few weeks.

SUPPLY = FAIR | QUALITY = GOOD

Eggplant



Prices for Eggplant are in a 2 tier market. Prices for Eggplant out of the East is trending down and prices out of the West are trending up.

SUPPLY = FAIR | QUALITY = GOOD

MARKET ALERT

Grapes



Red Grape market hold steady from last week with good supply and quality. We are seeing a two tier market on the West Coast where slow market has caused older inventory to be priced lower but quality is poor on those. New, Good Quality grapes, have a higher price attached. Greens remain tighter.

SUPPLY = FAIR | QUALITY = FAIR

Honeydews



New honeydew arrivals have also decreased the last ten days especially from Honduran product which had been pressuring the market due to lower quality. Demand has increased on the dewes causing the market to jump since the end of last week. As with the cantaloupe Classic Fruit will be in better honeydew supply by the end of next week with all sizes available.

SUPPLY = FAIR | QUALITY = GOOD

Iceberg



Iceberg supplies are expected to be better for this week. Growers are reporting good availability coming from Huron CA. Expect good quality for this week weights are expected to be good. Demand for Iceberg Lettuce continues to be good for this week.

SUPPLY = GOOD | QUALITY = GOOD

Leaf



Romaine: Romaine supplies are expected to be steady this week. Growers are reporting improved quality for next week. Expect good quality for this week weights will be fair. Expect supplies to continue improving the next few weeks.

SUPPLY = FAIR | QUALITY = FAIR

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

Tender Leaf: Steady supply

SUPPLY = FAIR | QUALITY = FAIR

MARKET ALERT

Lemons & Limes



LIMES: Lime Availability in Mexico is remains tight, Veracruz experienced some rain over the weekend and expecting more rain tomorrow, there will be quality issues on product arriving to the border on the next few days. Growers in Mexico will only harvest until Wednesday due to the holy week. We are expecting the market to remain steady until md-next week.

LEMONS: Currently picking our D1 (Central Valley) crop and it is very nice but we are seeing some challenges with softer fruit this season due to the weather patterns we have been experiencing. The rain helped with growth on lemons and changed our peak size from a 165 to a 95 size. We are anticipating the market to start to come off on 95's and larger as shipper need to start picking heavy to get thru the D1 crop. We would normally end D1 in May but most shippers are talking about having D1 well into June this season.



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SUPPLY = FAIR | QUALITY = GOOD

Mushrooms



Mushroom demand will continue to trend upwards, especially with dining in limits being lifted nationally. The Retail business has kept the suppliers afloat during the Covid 19 pandemic; however with Foodservice on the rise, suppliers will have to shift volumes around. Consumers continue to look for plant based meat alternatives and mushrooms fit into this eating trend. Consumers are also looking for healthier nutrient dense food options and mushrooms also fit this trend. Some mushroom companies are doing some farm retooling to insure they can anticipate and meet expected demand increase. Suppliers are seeing increases in film, labels and carton, as well as labor costs continue to be on the rise. Suppliers are having a tough time finding the help needed, as un-employment is in many cases the better options short term in hourly pay; currently the suppliers are staffed to cover their needs as they increase wages. As far as new varieties, many new restaurants are focusing on clean and organic produce offerings. Exotic mushroom consumer interest continues to grow with Enoki. Royal Trumpets, Maitake, Piopino, and of course Chantrelle and Morel which are foraged mushrooms and not truly commercially grown.

SUPPLY = GOOD | QUALITY = GOOD

Onions



The market remains steady. Yellows \$7-9, mediums a bit tight. Reds around \$7. Good quality and demand as we finish up in ID/OR over the next month or so.

SUPPLY = GOOD | QUALITY = GOOD

Onions, Green



Green onion supplies will continue to be good going into next week. Growers are reporting improved quality for next week.

SUPPLY = GOOD | QUALITY = GOOD

Oranges



Fruit is great this season, due to the weather patterns we are experiencing in California we are seeing challenges in the fruit getting softer with puff we are working thru these challenges but we are seeing less of a pack out due to this. Fruit is also getting larger in size which is typical for this time of year. Fruit is currently peaking on 56/ 72 /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 middle of April.

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 = FAIR

Peppers, Bell



Prices for Green and Red Peppers is stable this week. Prices for Yellow Peppers is trending down. Production out of Florida is fairly steady while production from Mexico is down this week. California will start shipping peppers in a couple weeks. Growers are reporting challenges with quality. Please check all arrivals thoroughly.



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SUPPLY = FAIR | QUALITY = FAIR

Peppers, Chili



Prices for Chili Peppers are trending up this week. Production will be moving from South to Central Florida in a week or so. Production out of Mexico is steady. Growers are reporting challenges with quality. Please check Chili Pepper arrivals thoroughly for quality issues.

SUPPLY = GOOD | QUALITY = GOOD

Pineapples



Volumes on smaller sizes are available while the larger size pineapples are still below normal volumes although they are picking back up some.

SUPPLY = GOOD | QUALITY = GOOD

Potatoes



Potatoes remain steady this week. Seeing good quality and demand across the board.

SUPPLY = GOOD | QUALITY = FAIR

Squash



Prices for Yellow Squash is trending down this week. Prices for Green Squash is currently working up slightly. Production is coming out of South Florida, Central Florida and Mexico. Green and Yellow Squash a very good value right now. Look for production to start out of California toward the end of the month.

SUPPLY = FAIR | QUALITY = FAIR

MARKET ALERT

Strawberries



Prices for Strawberries is running steady this week. The majority of growers are reporting challenges with filling orders. Production out of Central Mexico and Florida is done for the season. That is putting pressure on Baja and California. Production out of California is seeing the affects of bad weather over the last few months. Growers are expecting tight supplies through Mothers Day.

SUPPLY = GOOD | QUALITY = GOOD

Tomatoes



Tomatoes are a very good value. It's nice to see prices at very attractive levels right now. Prices for 20 lb Round, 25 lb Rounds, and Roma's are running steady this week. Prices for Grapes and Cherries is coming down. Production is starting up out of the Ruskin and Palmetto Florida areas. Production out of Mexico is steady.

Technology helping to save labor in Santa Maria

“Everyone is talking about automating field work on farms, but is anyone doing anything about it?”

The answer is yes — in fact, Santa Maria shippers counted several important technological developments and labor-saving automation in the past several years.

Mechanical harvesting was mentioned by several shippers, but there are other innovations that have been meaningful.”

One farming innovation that comes to mind is the remote ‘Lodar’ system we install on each tractor, which allows foremen to be 50 yards away and be able to start/stop/accelerate the tractor without having a physical operator,” said Matt Hiltner, marketing coordinator for Babé Farms, Santa Maria, Calif.

Steve Adlesh, partner with Beachside Produce LLC, Guadalupe, Calif., said recent innovations include mechanical harvesting of Brussels sprouts and new fabrication in strawberry harvesting equipment.

“Single-use drip tape and mass drip tape retrieval is the most important technology for growers in the past five years,” said Philip Adam, chief operating officer of Santa Maria-based Innovative Produce. Tom Cline, sales manager for Durant Distributing, Santa Maria, also said growers are using more drip tape than sprinklers because of its advantages.

<https://www.thepacker.com/news/industry/technology-helping-save-labor-santa-maria>

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!