





# 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: Good/Steady Volume. Good quality. Steady Demand | Mexico: Season from Caborca ending this week. Next season will be Central Mexico starting around June.

**SUPPLY = GOOD | QUALITY = GOOD**

## Avocados



Avocado inventories in the US are building now as harvest rates in Mexico increase. Holy Week impacted the last two weeks, and inventories dropped into the mid-50 million pounds even after a substantial build[1]up to prepare for the harvest break. Together, California and Mexico are projected to add 70+ million pounds of avocados to the market this week, with less than a million pounds of Peruvian fruit sprinkled on top. Inventory has swelled on 48's and larger and we are seeing the effects. Shippers are getting backed up with big fruit and currently pushing excess into place in major markets at reduced pricing. Unlike the last time around, this fruit is mostly not aged fruit, but simply excess outside of demand. A bit of the opposite is happening with 60's and smaller, with more demand pressure on smaller fruit, prices have crept upward. What effect Cinco de Mayo will have on demand is expected to begin toward the middle-end of this week.

**SUPPLY = FAIR | QUALITY = GOOD**

## Bananas



We have seen an increase in demand as the weather is getting better in the US. This process does take longer on the specialty bananas but we do not anticipate any shortages. Regarding 40lb bananas, we see no national issue with supply even though we are still seeing higher farm acquisition costs. Supply is still lower due to the hurricanes in 2020. Quality should not be an issue at this time.

**SUPPLY = FAIR | QUALITY = FAIR**

## **MARKET ALERT**

## Berries



**Blackberries**— : Prices for Blackberries are currently elevated and trending slightly up this week. Most growers are reporting higher production numbers. The market is still tight because demands picked up on blackberries due to the current tight supply situation on Strawberries, Blueberries and Raspberries. **Blueberries**: Prices for Blueberries is trending up slightly this week. Production was expected to pick up by now but the crop was impacted by poor weather conditions in Florida over the last few weeks. Production is ramping up out of Georgia at this time. **Raspberries**: Prices for Raspberries is running steady this week. Growers are reporting lower than expected production out of Mexico. Supplies after Mothers Day is expected to stabilize at more normal levels. 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 very good this week. Growers are reporting very good availability coming from Salinas CA. Very good quality has been reported at this time. Demand for Broccoli Crowns has slowed down this week.

**SUPPLY = GOOD | QUALITY = GOOD**

**SUPPLY = GOOD | QUALITY = FAIR**

## Brussels Sprouts



Brussel Sprout supplies will continue to be very good this week. Growers are reporting steady availability for next week. Quality is reported as fair with occasional insect damage and discoloration. Growers are expecting better quality and good supplies the next 2 -3 weeks.

**SUPPLY = GOOD | QUALITY = GOOD**

## Carrots



Cantaloupe production remains strong from both Guatemala and Honduras. The market has maintained steady pricing due to very good demand especially from the retail sector who are running very large promotions as the weather warms in most parts of the country. Sizing has been peaking on larger fruit but there continues to be a good mix with 12/15s accounting for approximately 25% of the overall production. Brix levels, as shown below, have been reaching optimum levels with a range of 11-16% and a very good flavor profile.

**SUPPLY = FAIR | QUALITY = GOOD**

## **MARKET ALERT**

## Cauliflower



Cauliflower supplies will be very limited for this coming week. Growers are reporting short supplies with cooler temperatures in the Salinas Valley. Good quality has been reported at this time. Demand for Cauliflower has declined this week. Growers are expecting better supplies for next week.

**SUPPLY = GOOD | QUALITY = GOOD**

## Cantaloupes



Peak volumes on cantaloupes continue with primarily larger fruit hitting the market. Strong retail promotions remain in place which has assisted with keeping the market fairly stable. Some independent growers have already completed their seasons as the Zacapa valley has finished production but we will have production through the week of May 17<sup>th</sup> arrivals into Florida as we move to our second ranch. Sizing has been mostly 9s and larger the past week compared to peaking on 12s prior to that. Melons have a good shell color with brix levels holding in the 12-14% range.

**SUPPLY = GOOD | QUALITY = GOOD**

## Celery



Celery supplies continue to be excellent for this week. Growers are reporting steady supplies coming from Oxnard CA and Santa Maria CA. Very good quality has been reported at this time. Demand for Celery continues to be good this week.

**SUPPLY = GOOD | QUALITY = GOOD**

## Corn



Prices for Corn out of Florida is steady this week. Growers in the East are expecting cost to stabilize at the current prices through June. California is currently harvesting corn. Prices are higher than corn out of the East but at the same time costs are trending down this week too. Value item!

# MARKET OUTLOOK

## MARKET ALERT

### Cucumbers



Prices for Cucumber is trending up this week. Production out of Mexico and Florida isn't meeting demands. If the weather holds up, growers are expecting production to pick up in a couple weeks. Production is expected to start out of Georgia in 3 to 4 weeks. That should help put pressure on prices.

**SUPPLY = FAIR | QUALITY = GOOD**

### Eggplant



Prices for Eggplant is trending down this week. Production is coming out of Florida and Mexico. Georgia will start production in 3 to 4 weeks.

**SUPPLY = GOOD | QUALITY = GOOD**

## MARKET ALERT

### Grapes



Red Grape markets continue to be lower than expected. 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 very high and tight.

**SUPPLY = FAIR | QUALITY = FAIR**

### Honeydews



Overall honeydew supply continued to decrease over the past week with very good demand from all parts of the country as Mexican supplies crossing in Nogales remain limited. We have had a good mix of sizing with the majority of the production being 5/6s but 8s have been extremely limited. Recent honeydew arrivals have shown good quality both externally and internally.

**SUPPLY = FAIR | QUALITY = GOOD**

### Iceberg



Iceberg supplies continue to be very good for this week. Growers are reporting very good availability coming from Huron CA. Expect very good quality and excellent weights for this week. Demand for Iceberg Lettuce continues to be good for this week.

**SUPPLY = GOOD | QUALITY = GOOD**

### Leaf



**Romaine:** Romaine supplies are excellent for this week. Growers are reporting excellent availability coming from Huron CA. Expect very good quality and very good weights for this week. Demand for Romaine Lettuce continues to be very good for this week.

**SUPPLY = GOOD | QUALITY = FAIR**

**Green Leaf/ Red Leaf/ Butter (Boston) Lettuce:** supplies are excellent at this time. Very good quality and good weights are been reported at this time.

**Tender Leaf:** Steady supply and quality.

**SUPPLY = FAIR | QUALITY = FAIR**

## MARKET ALERT

### Lemons & Limes



**LIMES:** Consistent rain has consumed the Martinez region of Mexico this week and is expected to continue over the next few days. Rain prevents harvesting and packing, which will create a substantial void in availability. With Cinco de Mayo coming up, demand is increasing – and costs are quickly rising, as well. Large fruit will become more plentiful within the next 10 days due to these rain events. However, the overall market is now expected to remain firm throughout the month of May, which is entirely contrary to normal historical trends. FOBS in the high \$50's. **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.



# MARKET OUTLOOK

**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



Idaho is wrapping up, CA has begun. TX & NM will begin moving more. ID/OR= JBO Yel : ID \$6 JBO Red : \$7—Good quality and demand across the board. Labor remains a main topic of discussion.

**SUPPLY = GOOD | QUALITY = GOOD**

## Onions, Green



Green onion supplies have improved for this week. Growers are reporting good quality at this time.

**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 Peppers are trending down this week. Production is coming out of Florida, California and Mexico. Production will start out of Georgia in 3 to 4 weeks. Prices for Yellow and Red Peppers is trending significantly up right now. Product is tight due to rain and cool weather in the growing areas.



# MARKET OUTLOOK

**SUPPLY = FAIR | QUALITY = FAIR**

## Peppers, Chili



Prices for Chili Peppers continue to trend up this week. Production will be moving from South to Central Florida. Production out of Mexico is steady. Growers in Mexico planted less acreage this season due to depressed prices. Growers are reporting challenges with quality. Production will start out of Georgia in 3 to 4 weeks. Please check Chili Pepper arrivals thoroughly upon arrival.

**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. Average spread between Burbanks & Norkotahs (\$1). Growers report that potatoes are storing well, while pack-out rates are running above average. Colored potatoes still running decent out of ID as well for a couple more weeks.

**SUPPLY = GOOD | QUALITY = GOOD**

## Squash



Prices for Yellow Squash is trending down this week. Prices for Green Squash is trending slightly up. Growers are reporting that the market is faced with excess production. Some growers are walking away from fields due to low returns. Prices are close to the bottom at this time.

**SUPPLY = FAIR | QUALITY = FAIR**

## **MARKET ALERT**

## Strawberries



Prices for Strawberries is steady this week. Production out of California continues to be impacted by the cold wet weather last month. Production is picking up slowly but at the same time it's lower than projected. Growers are expecting tight supplies through the Mothers day holiday. Prices are expected to come off after the Mothers Day holiday.

**SUPPLY = GOOD | QUALITY = GOOD**

## Tomatoes



Prices for 20 lb Rounds, and Roma tomatoes are steady this week. Prices for 25 lb Rounds, Grapes and Cherries are trending up. The weather in Florida has been very good for yields and quality. Production out of Mexico remains steady.

**SUPPLY = FAIR | QUALITY = GOOD**

## Watermelons



Watermelon availability is on the upswing. Prices strong this week. Growers are expecting lower prices in the weeks to come as production out of Florida picks up. Watermelons are crossing through Nogales and McAllen from Mexico too.



# MARKET OUTLOOK

## Truck rates soaring, and the sky may not be the limit

By :Tim Linden April 21, 2021

“On April 17, 2020, Fresh Kist Produce in Nipomo, CA, secured a truck for a Boston-bound load for \$6,400. Almost exactly a year later, on Monday, April 19, 2021, the Santa Maria Valley shipper sent off another truck on the same route with a contracted freight rate of \$10,600.

“Who knows what it will be when we start competing again the fruit guys in the (San Joaquin) Valley,” said Denny Donovan, Fresh Kist sales manager.

He noted that the cross-country freight rates occasionally flirt with \$10,000 but never this early in the year. “We’ve been told the rates could be 35 to 50 percent higher this summer. A couple of brokers have told us they can’t get drivers. Too many of them are supposedly staying home collecting stimulus checks and not driving.”

Donovan said the high freights are another cross for western growers and shippers to bear. “With rates like that, our East Coast customers are buying local, home grown and from eastern Canada.”

Of course, buying closer to home will decrease the rates but it is still not going to be easy to get trucks.

Bill Nardelli Sr., president of Nardelli Bros. Inc.-Lakeview Farms in Cedarville, NJ, told *The Produce News*, “this is the first time I can ever remember having to tell a customer (on the Eastern seaboard) that we can’t be there tomorrow. We can’t find enough equipment. That’s unheard of. It’s not a question of price — the price finds itself. We just can’t get the equipment no matter what we are willing to pay.”

<https://theproducenews.com/headlines/truck-rates-soaring-and-sky-may-not-be-limit>

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!