

# Market **OUTLOOK**

Week 21: May 20 - 26, 2024



**Market ALERT**

- Apples
- Celery
- Citrus: Lemon & Oranges
- Grapes
- Herbs
- Lettuce
- Onions
- Pepper Chili
- Raspberries
- Tomatoes

## transportation

Nat'l Diesel Avg: \$3.848↓

Last Year: \$3.799↓

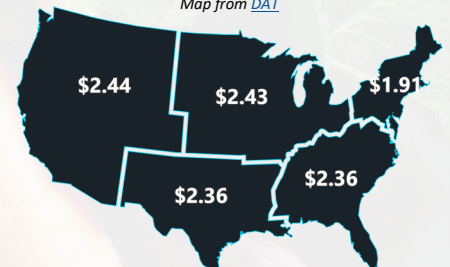
Nat'l Fuel Surcharge: \$0.47

Shortages: Freight rates is flat

- extreme - None
- slight - FL

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather **OUTLOOK**

**Oxnard, CA:** Partly cloudy and sunny skies with highs in the 60s and lows in the 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s to 80s and lows in the upper 40s.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 90s and lows in the low 60s.

**Immokalee, FL:** Thunderstorm, showers and sunny skies with highs in the 90s and lows in the 70s.

**Idaho Falls, ID:** Partly cloudy with highs in the 60s and lows in the 40s with PM shower on Wednesday.



# Market UPDATE

## apples



**RADAR (Gala)** Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

## asparagus



Mexican volume is light due to the transition from Caborca to Southern Baja, with market prices increasing on all sizes. It is expected to improve by June. Peruvian volume is improving, but larger sizes are still increasing, and Michigan volume is increasing.

## avocados



Mexico packing houses are adjusting volumes, with California crop adjusting overall volume based on harvested fruit. High oil content enhances overall quality, causing faster fruit ripening.

## bananas



Vessels are on schedule, fruit is of great quality, and strong inventories are expected to arrive in the coming weeks.

## beans



**Green Beans:** Prices have returned to normal with steady demand, and supplies are good, making it an ideal time to promote.

**Snow Peas:** Guatemalan production is improving, while supplies are steady out of Mexico.

## berries



**Blackberries:** Prices are down with steady production and fair quality from Mexico.

**Blueberries:** Prices are decreasing in Central Valley, while volumes and quality are increasing, while production in Florida and Georgia is at its peak and of good quality.

**Raspberries:** **ALERT** Prices are slightly down with steady supplies from Mexico and fair quality.

**Strawberries:** Prices are down, with Oxnard being in peak production for the next few weeks, Santa Maria experiencing increasing volume and fair quality, and Watsonville and Salinas experiencing increasing volumes and quality.

## broccoli



**Broccoli:** **ALERT** Supply is decreasing, with good demand from Salinas and Santa Maria and limited supplies from Mexico. Quality is fair. Salinas weather is cool, affecting supplies. Market pricing has escalated, and higher markets are expected in the coming weeks.

**Broccolini:** Supply is on budget and demand is good, with better quality as production transitions back to Salinas. Harvesting is steady, and contract pricing will not escalate.

## brussels sprouts



The supply has improved, with good quality and demand. Market pricing has also improved, and it is expected to remain steady in the coming weeks. It's a great time to promote.

## cabbages



Supplies are steady and of good quality. Availability from Oxnard and Salinas, and the markets and supplies, are expected to remain stable in the coming weeks.

## carrots



New crops are on the horizon, with improved supply and quality going forward.



# Market UPDATE

## cauliflower



Supply is better with good demand. Supply is coming from Salinas and Santa Maria, with Mexico being limited. Quality is good, and supply is expected to be steady with improved marketing pricing.

## celery



The supply is light and of fair quality, coming from Santa Maria and Oxnard. With Yuma done, market pricing is expected to escalate, and supplies will remain light.

## citrus



**Limes:** As Memorial Day approaches, pricing remains stable due to increased demand and favorable weather trends. However, lack of rain and extreme temperatures will affect sizing and quality. The crop is peaking at 230's and 200's, with yields on 175's increasing. Large sizes are limited in supply.

**Lemons:** **ALERT** D1 is peaking on 95/75's with a few 165's and smaller, and small fruit open market pricing is historically high. Lack of availability, particularly for 200's and 235's, makes pricing irrelevant. The pack-out percentages for 200/235s are 2% or less. D2 is harvesting and packing light volume, peaking on 115/95's. The small lemons from D2 will provide little relief. The first import from Argentina is scheduled for the end of May. Recommend opening spec until imports are available.

**Oranges:** **ALERT** Valencia is starting in California, but they also come in large sizes, so it's important to keep your size specification flexible for shippers to fulfill orders.

## corn



Prices are stable with good quality. Supplies are coming out of Florida and California, with Georgia beginning harvesting this week.

## cucumbers



The price is steady. Georgia's cucumber harvest is gradually increasing, with improved volumes expected this week and next. Quality is fair to good, typical for eastern crops. There are several areas in the West offering products. Sinaloa has some volume, but the harvest is declining. Sonora's volume is lower due to heat, impacting quality. Baja and Central Mexico have availability, with Baja anticipating increased volume. Overall, quality depends on the area and field/crop being harvested.

## grapes



Philadelphia Port is experiencing reduced volume from South America, with Mexico expected to start with decent volume in June. Greens are limited, while reds are more available, and markets are reacting to market transitions.

## herbs



**ALERT (Dill & Oregano)** Heat in Peru leads to increased dill volume and quality, while rain in Columbia results in decreased oregano volume and quality.

**Cilantro:** **ALERT** Supply is limited, with fair quality. Market pricing has increased, and supplies are shipping out of Oxnard and Salinas. Expected supply shortages and increased markets in the coming weeks.



# Market UPDATE

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**Green & Red Leaf: ALERT** The supply is light and of fair quality, with lighter weights and smaller heads. The market pricing has escalated, and contract pricing will be triggered.

**Iceberg: EXTREME** Supplies are light and fair, with lighter weights and smaller heads. The markets and contract pricing will remain elevated with lighter supplies.

**Romaine: EXTREME** Supplies are light and of fair quality, with good demand. The supply is expected to remain light with escalated market.

**Tender Leaf:** The supply is expected to remain steady, with good to fair quality and good demand. Most have transitioned to Salinas, and improvements are expected in the next weeks.

## melons



**Cantaloupe: RADAR** The import season is ending, but pricing is up due to decreased arrivals and availability. The market is expected to experience another 7-10 days of volatility, with a temporary demand exceeds supply situation. The market is primarily jumbo fruit, with limited 9/12/15s.

**Honeydew: RADAR** Arrivals continue through next week in Florida as Nogales increase production. While all sizes are available, the sizing profile is leaning towards larger jumbo fruit. Yuma melon production will be limited next week, with mostly smaller fruit from the outset. Size are expected to improve after 5-7 days . Post Memorial Day; expect production and quality to increase throughout June.

**Watermelons:** Production is increasing in Florida and Mexico with good demand.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



**ALERT (Red)** The quality is good in all growing regions, with steady demand. Market prices are steady on yellow and white, with red prices increasing. Reds are limited to non-existent, with jumbo yellow beginning to get tight. California has started with limited reds. Some growers are expecting to start in New Mexico in the next week, while Texas is wrapping up. The reds will be tight through the summer.

## onions green



Supply has improved with current supplies from Mexico, and demand has increased recently. Warmer weather is expected next week to further improve supplies, while market pricing and quality are expected to improve.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjou if possible, which will be available until next season starts.

## peppers bell



The price is steady. Green pepper transition continues in the east. Plant City currently offers the best option for sizing and quality. Georgia is starting lightly, with volume expected to increase



# Market UPDATE

## peppers bell cont...



in the next week or two. Coachella is shipping good green pepper supplies in the west. Mainland Mexico's harvest is nearly finished. Mexico's mainland colored pepper crop is all but done, with very light supplies coming from Central Mexico. The Canadian crop is supplying good colored numbers. Coachella should be starting soon.

## peppers chili



**FORCE MAJEURE** Supplies are forecast to improve, and markets are expected to soften soon, with a little help from Mother Nature. In the East, Florida's chili pepper volumes continue to increase, with the exception of poblanos and serranos, which remain limited in supply. Supply will continue to improve as Georgia's harvest ramps up. In the West, Mexico's Sonora crops boost chili volumes, though due to recent droughts and inconsistent weather patterns, poblanos and serranos remain scarce. California is seeing some supplies, but are limited.

## pineapples



Demand is strong and surpasses supply, with exports increasing in volume. The situation is expected to improve week by week. Port delays this week are not expected to cause major issues.

The 5ct size curve is currently at the low end, with 5ct fruit being tighter compared to other sizes. The size curve will trend towards 5ct in July, while 6ct volumes remain steady.

## potatoes



The market is flat, with good quality. Idaho has plenty of availability due to better yields, making it a good time to promote potatoes.

## squash



The price is steady. East Coast supplies are plentiful. Quality is only fair to good, depending on the shipping area. The West has tighter supplies, with the Mexican crop dwindling due to heat causing quality issues. Domestic supplies in the West are available from Coachella, with Santa Maria coming online in a few weeks.

## tomatoes



**ALERT (Rounds & Roma)** Pricing is strong, with rounds and romas trending up. The Ruskin/ Palmetto area is supplying the East with mostly good quality across all varieties. Western Mexico is finishing up with romas and grapes, with light supplies coming out of East Mexico and Baja. Baja is starting to see increased supplies on rounds with quality products. Jalisco will be contributing to the volume as we move forward.

## commodities alert overview

**Gala Apples** are expected to be tight until September. **Raspberries** prices are down with fair quality. **Iceberg and romaine** are on extreme alert with light availability. **Lemons** are peaking on large fruit, with small fruit being limited, with no relief until the end of May, when Argentina arrives. **Oranges** Valencia is starting with larger sizes in California. Chili peppers are on force majeure. It's a good time to promote **Brussels Sprouts, Green Beans, Mushrooms** and **Potatoes**.



# Market UPDATE

*in the news...*

## Food-at-home inflation continues to tame, report finds

By **TOM KARST** May 15, 2024 | THE PACKER

Inflation slowed slightly in April, with annual inflation pegged at 3.4%, off slightly from the March reading of 3.5%, according to an economic news release from the Bureau of Labor Statistics.

For April, the bureau said that prices for shelter and gasoline increased, accounting for more than 70% of the all-items inflation. While the food index was unchanged in April, with grocery food prices declining and restaurant food prices increasing, the fruits and vegetables price index declined 0.8%.

"The latest [Consumer Price Index] report demonstrates that the process of taming inflation continues, with food-at-home a particular bright spot in this month's data," Andy Harig, vice president of tax, trade, sustainability and policy development for FMI, the Food Industry Association, said in a news release. "On a month-over-

month basis, inflation for food-at-home actually went negative at minus 0.2% and showed a strong reading of 1.1% on a year-over-year basis.

"The index for food away from home or restaurant food, rose 4.1% over the last year, with the index for limited-service meals rising 4.8% over the last 12 months, and the index for full-service meals rising 3.4%," Harig continued. "Several individual grocery categories also saw declines, including a decrease of 7.3% in the price of eggs. Food-at-home inflation is now running below both all-items inflation (3.4%) and 'core' CPI (3.6%). This is good news for both consumers and the food industry."

The overall food index increased 2.2% over the last year, according to the report.

The food at home (grocery) index rose 1.1% over the last 12 months, and the

report said the price index for fruits and vegetables increased 1.7% over the year.

Harig said FMI is encouraged by its latest consumer trends report that found that food price inflation has done little to impact how consumers feel about their grocery shopping experience.

According to FMI's U.S. Grocery Shopper Sentiment Index, which measures consumers' attitudes about grocery shopping in general and their primary store specifically, sentiment reached a post-COVID-19 pandemic high in 2023 (72 out of 100) and continues to remain elevated (currently 70 out of 100), with more than half of shoppers surveyed expressing positive feelings toward grocery shopping...

[Read full article HERE](#)

*produce in* **PEAK** *for May*

|                         |                    |                     |
|-------------------------|--------------------|---------------------|
| <b>Avocado</b>          | <b>Carrots</b>     | <b>Peaches</b>      |
| <b>Broccoli</b>         | <b>Eggplant</b>    | <b>Potatoes</b>     |
| <b>Brussels Sprouts</b> | <b>Green Beans</b> | <b>Strawberries</b> |

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to [jhoppe@nproduce.com](mailto:jhoppe@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 Powered by Foodbuy Staff



Powered by Foodbuy