



## WEATHER UPDATE

**Salinas-** Sunny to partly cloudy next week. Highs in the 70s and lows in the 50s. **Oxnard** - Sunny to partly cloudy next week. Highs in the upper 60s and lows in the 50s. **Mexico (Culiacan)-** Sunny next week with highs in the 100s and lows in the 70s. **Florida, Southern-** Mostly cloudy next week with chances of a scattered thunderstorms throughout the week. Highs in the 90s and lows in the 70s. **Idaho**—Mostly sunny next week. Highs in the 80s and lows in the 40s.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.105 down \$0.031 a gal from last week and down \$0.111 gal from last year. NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. **Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers. Trucks are in good supply in most of the country, however there are shortages in Arizona, Florida, South & North Carolina.**

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### MARKET ALERT

- Avocados
- Blueberries & Strawberries
- Brussel Sprouts
- Celery
- Green Beans
- Iceberg Lettuce
- Parsley (Curly, Italian)
- Green & Red Leaf
- Red Cabbage
- Romaine/Hearts
- Snow Peas & Sugar Snap Peas

# MARKET OUTLOOK



## Apples



QUALITY  SUPPLY 

As we look into the Summer Months (June/July/August) - it appears Washington is in pretty good shape. Golds variety will be the only variety where we will be coming right to the end with new crop just starting so it will be tight, especially with small sizes. Gr Smiths, no problem with supply throughout the summer but... like golds - small sizes (125,138cts) will be a challenge. Fruit size -peaking on 72/80/88cts. Reds/Galas/Fujis, good supplies throughout the summer. Smaller sizes are not as plentiful as larger sizes, but we will have them for our customers. Honeycrisp, we should be able to get through the first week of August - maybe 2-3-week gap.

## Asparagus



QUALITY  SUPPLY 

The market on both coasts have lowered due to better volume this week. Should continue with good volume through mid-August weather permitting. Larger sizes still remain limited. Domestic and imports remain steady this week. Quality has been reported as excellent.

## Avocados



**MARKET ALERT**

QUALITY  SUPPLY 

Markets are strong, at this point it could be considered a possession market. Mexico does not have enough fruit & will not be into the new crop until after July 1. There is some from Peru & CA, but very light supplies. California only has a few more weeks left & most of that fruit is staying out west. Many retailers & wholesalers are looking at Peru as an option, which is keeping demand for that fruit high. The next couple of weeks will be very tight, even when Loca is released it will still take much of July for the market to decline significantly.

## Bananas



QUALITY  SUPPLY 

The markets are steady with good demand and consistent production. Fruit quality has not been an issue at this time.

## Berries



**MARKET ALERT**

QUALITY  SUPPLY 

**Blackberries** due to the recent rain & this weekend's high temperatures, there's a significant drop in yields for blackberry production in Northern CA. Expect to see a shortage in supply & rising prices. Blackberries continue to be produced in Mexico with smaller amounts as we come closer to the end of the season. The few farmers in the highlands will continue to go through July. California is still a few weeks out for most berries. **(ALERT) Blueberries** are in a harvest gap with the Pacific NW being weeks behind schedule. Blueberries will be our toughest item for June. Prices will remain high & product is still very short in supply. Product remains tight in Georgia as hot temps impacted production & quality last week. North Carolina may be early, but they cannot cover the difference & are slow to start. Alabama is slowing increasing along with Louisiana. Texas is a bit late, looking to start next week in a very small way. This week expect another "demand exceeds supply" situation with some quality concerns. **Raspberries** out of California will be the least affected as they are grown under hoops and at elevations where they have not been heavily impacted by heat. Raspberries continue to produce good volume in Mexico.

# MARKET OUTLOOK

## Broccoli



Steady supplies of broccoli are expected this week. Markets are better this week compared to last week. Good quality and good condition are being reported by multiple growers.

**MARKET ALERT**

## Brussels Sprouts



A small improvement with supplies this week. Growers are anticipating for better supplies next week. Quality is being reported as only fair at this time. Growers are holding distributors to 6-week averages & only pro-rating 25%.

## Cauliflower



Good supplies this week on cauliflower. There was a big demand for cauliflower, expect markets to be a little higher next week. Good quality is being reported by multiple growers.

## Cantaloupes



Very hot temperatures are hitting the Arizona growing region which should push fruit ahead of their projected harvest dates. High temps will also push the sizing into larger fruit which will leave smaller fruit in limited supply. Quality has been very good so far with solid internal quality as brix levels have been mostly in the 12-14% range.

## Carrots



Harvest just started in the Imperial Valley. Quality looks and yields looks good. Demand should fall off some with schools dropping out for summer. Expect no issues that should be a cause for concern.

## Celery



**MARKET ALERT**



**Celery / Processed Celery** – Supplies continue to be limited for this week on celery. Quality is being reported as only fair. The market is expected to be steady for next week. Growers are expecting better volume next week. Growers are still Pro-rating orders by 35 -45%.

## Corn



Western Corn is seeing continued upward pricing this week. Weather over the last month has cut into production. Eastern corn has the best supplies, cost and quality. Georgia's volume is in full swing.

# MARKET OUTLOOK



## Cucumbers



The market is reacting as yields of supers continue to be short in Georgia as a result of the high temps. North Carolina started new fields over the weekend, so we expect volume to pick up in the coming weeks. Due to the recent rains over the weekend, we expect to see quality issues on some of the fruit. The market will get active as we move into the next few weeks. Nogales is done for the season; therefore, Mexican supply is coming from Texas Valley and San Diego.

## Eggplant



Eggplant, a vegetable that loves heat, is thriving in Georgia. There's an abundance of supply this week with mostly good quality. Mexico is finishing up this week, which will leave the deal to the CA desert, where supplies are finally starting to come on and quality is nice.

## Grapes



Imports are finished & loading is now out of Coachella & some Mexico. Red grapes—larger sizes still tight due to the later start & cooler weather. Larger fruit should stay strong as there are some ads out there taking a lot of the fruit out of the market therefore propping up the spot market. Green Grapes—Mexico is finishing up with perlettes & Early Sweets. Sugraones are just starting in both Mexico and Coachella. Once again ads are taking some fruit out of the market and increasing the spot market.

## Green Beans



**MARKET ALERT**



The Florida growing season is over and the Georgia growing season is wrapping up. The high heat in Georgia has been affecting the crops. The market will be moving to Tennessee and Virginia soon, but they don't have the volume to keep prices down. Prices have escalated and will likely stay elevated through July 4<sup>th</sup> weekend.

## Herbs



**MARKET ALERT**



**Alert- Parsley (Curly / Italian)** Supplies continue to be light this week. Warmer weather causing havoc on supplies, quality is only fair. Expect higher markets to last for another week. All other herbs are steady in supply with good quality.

## Honeydews



Domestic honeydew production remains fairly limited overall but the market has seemed to settle right around the \$8-9 level with an emphasis on the larger sizing being predominantly available. As with the cantaloupe the smaller fruit will remain in limited supply causing that market to remain stronger. Brix levels have been a solid 11-13% on the dewes.

# MARKET OUTLOOK

## Iceberg



**MARKET ALERT**

QUALITY



SUPPLY



Iceberg supplies are limited this week due to the extreme hot weather earlier this week. Supplies are limited due to low yields and some quality issues. Markets are escalated this week due to limited supplies available. Quality is being reported as only fair at best with some outer leave fringe burn.

## Kale



QUALITY



SUPPLY



Steady supplies been reported this week. Good quality is also been reported at this time. Expect markets to be stable for the next few weeks.

## Leaf



**MARKET ALERT**

QUALITY



SUPPLY



**(ALERT) Romaine/Romaine Hearts-** Supplies are very light this week. There was some extreme warm weather the early part of this week. Anticipate having some quality issues. The markets are escalated this week due to low yields. Quality is being reported as only fair with fringe burn on the tips of the leaves.

**(ALERT) Green Leaf/Red Leaf and Boston/Butter Lettuce -** Supplies are lower this week. Warmer weather is causing some quality issues that is affecting yields at the time of harvest. Reports of fringe burn on the tips of the lettuce. Expect some higher prices for next week.

## Tender Leaf



QUALITY



SUPPLY



The extreme heat this week is expected to cause some sun scald & fringe burn in leaf lettuces. The forecast calls for high temperatures this week with a cooling trend going into the weekend. Near average temperatures are forecasted for next week. Supplies of leaf lettuces fair this week. Harvest has been limited due to the heat wave. Quality reports are showing some fringe burn on the outermost tips of the plants but reports of internal defects are minimal at this time. Oxnard, Santa Maria, & Salinas are the primary shipping points for leaf lettuces off the West coast.

## Lemons & Limes



QUALITY



SUPPLY



**Limes** are moving throughout the week; big fruit went back into the low to mid \$20s while small fruit remains cheap & promotable. 110s, 150s, 175s all are up and down but look to settle hopefully in another week or two. Seeing good demand. No quality issues have been reported.

**Lemons** remain pretty steady with grades splitting about \$3-4, but the real difference here is sizing. Big fruit is highly available, but it's the small fruit limited & at a premium. 165s are tight this week hitting \$36, while 75s remain around \$20 in areas. No quality issues have been reported.



# MARKET OUTLOOK

## Onions



QUALITY  SUPPLY 

Prices are up. Super colossal, are selling at \$13.00, possibly \$14.00 tops, colossal onions are at \$12 or \$13. Jumbo's, are at \$11.50 - \$12. It's going to stay that way for a while and probably will go higher the way things look. Mediums are the same as the jumbos. Reds you can probably buy for \$11.00, maybe even 10.50 that's on both sizes. White onions are all over the place from \$12.00 to \$14.00. NM is slow rolling right now.

## Onions, Green



QUALITY  SUPPLY 

Steady supplies this week. Growers are reporting good quality at this time. Expect markets to be steady for the next few weeks.

## Oranges



QUALITY  SUPPLY 

Oranges are slightly up, around \$13-14 on choice & \$15-22 fancy. Valencias are rolling. Seeing good supply & demand. The market is increasing on small sizes.

## Pears



QUALITY  SUPPLY 

Bosc - the State should be cleaned up in the next 2 weeks. Anjou Pears - Good supplies through July. Red Anjou Pears - We should be able to make it through June - it will be close.

## Peppers, Bell



QUALITY  SUPPLY 

Green bells are mixed this week. Volume in the Southeast is lighter due to various weather issues. The transition from the desert to the central valley is now in full swing. East coast prices are up a bit while the west coast remains flat. Quality out East is mixed due to sunburn & rain damages while in the West - beautiful! Red bell prices continue to be flat. The East is still working through Honduras product with Georgia about to harvest soon. California continues to push out volumes, but not enough to allow for a price drop. Quality is fair to good for the time being. The yellow pepper market is mixed with higher prices in Nogales & deals being made crossing through San Diego. Supply is expected to improve over the next several weeks as Baja ramps up production.

## Peppers, Chili



QUALITY  SUPPLY 

Hot peppers are winding down in Nogales and quality is a little sketchy on some items, especially jalapenos and poblanos. Nicer fruit is coming from Baja but not all varieties are available. In the East, GA has a decent amount and variety of items to keep Eastern customers at home. Look for a few local deals to pop up in a limited way between now and July 1st.

## Pineapples



QUALITY  SUPPLY 

Pineapple markets are trending towards smaller sizes. We are expecting to see less 5's and more 7's and 8's for the next 2 months. Quality is very good right now, climate in Costa Rica has improve which is optimal for maintain good quality.

# MARKET OUTLOOK



## Potatoes



QUALITY



SUPPLY



Potatoes are steady, quality is still of high concern and that won't go away until new crop in Aug/Sept. Most FOBs are sitting around \$15+ with smaller spuds around \$13. Supply is diminishing as we get deeper into storage, expect prices to remain steady and slightly climb the next 8 weeks.

## Squash



QUALITY



SUPPLY



Heat has affected Georgia's squash yields as they move into the last days of their season. Quality has been rough on yellow with lots of scuffing/scarring but okay on zucchini. Squash is transitioning to regional local areas as NC, NJ, VA, and KY have all started their seasons. Yellow quality has been hit or miss depending on area and grower. There have been no complaints on zucchini. Nogales is mostly done for the season now transitioning to Fresno and Santa Maria areas where production has been steady.

**MARKET ALERT**

## Strawberries



QUALITY



SUPPLY



Extreme heat in all growing areas over the weekend and the early part of the week has caused a shortage of berries due to general softness of the fruit. Growers are achieving only 30% of their estimated production. Many shippers will have limited supplies this week and the markets will be higher. It would be prudent to submit yours as much ahead of the loading dates as possible. This will give shippers extra time to line up your orders.

## Tomatoes



QUALITY



SUPPLY



Eastern tomato production in SC & on the FL/GA line were on hold at the early part of this week due to rain, but nicer weather has allowed farms to get back into fields to harvest. SC fruit has a larger size profile than the Quincy area's product. Recent rains have affected quality & pack outs in both areas. Growers continue with tight sorting that results in a nice case of tomatoes. Western supply is still mostly a vine-ripe with new crops coming along with good fruit in Eastern Mexico & Baja. Nogales shippers are still in business, but quality & sizing are declining as they near the end of the season. Mature greens have been available in the CA desert, but that short-lived deal with finish up over the weekend. The first of the Northern CA growers has started but the majority will begin mature green harvests around the 1st of July.

QUALITY



SUPPLY



Volume maintained over the past week, much like it did over that same week in years prior, but at a much higher starting position relative to those previous years. In the face of that extra supply, seedless FOB prices remain below average, & well below last year's short supply-driven elevated pricing. It's safe to say that Florida is post-peak at this point with Georgia's strong start ensuring there will be no gap this year. Mexico also looks to be on the wane, but that's been kind of a long train running at this point. Texas is maintaining production, while California and Arizona continue to steadily thicken up.



# MARKET OUTLOOK



**Red Cabbage (Alert)** – Supplies are worst this week than last week. Most growers are reporting very low yields. Quality is been reported as only fair at this time. Growers are anticipating for better supplies in two weeks.

**Peas & Sugar Snap Peas (Alert)**- Volumes are extremely limited this week. Fields are still shut down due to recent markets. Quality is good. Please expect 50%-75% pro-rates this week.

## Kraft's salad 'frosting' is made with ranch dressing and a parent's deception

The promise of dessert after dinner can be a powerful incentive for veggie-averse children who see a plate of carrots and leafy greens staring back at them. But what if parents could entice their kids with something indulgent right alongside the broccoli?

That's the premise behind a new social media contest from Kraft Heinz.

The food company is disguising its ranch dressing and relabeling it as salad "frosting," packaging it in a slim white tube with flecks of vibrant color that resembles a confetti cake. The deception that parents can wield to get their kids to eat healthful foods is at the heart of the marketing initiative. "Innocent lies parents tell their kids help alleviate the pressures of everyday parenting, and if it gets kids to eat their greens, so be it," Kraft's head of marketing, Sergio Eleuterio, said in a news release Monday. "Simple innocent lies are not only part of parenthood, but a true tactic used by parents everywhere. Kraft Salad 'Frosting' is one lie you won't feel bad telling your kids." To get hold of the "frosting," Kraft is calling on parents to share the "best" lies they've told their kids, using the hashtag #LieLikeAParent on Twitter. "Lies that receive the most likes and adhere to the contest theme and originality will have the chance to win Salad 'Frosting!'" Kraft said. The company will reward 1,500 winners and send them a free sample of the "frosting." But the delusions aimed at children may be reflecting back on the parents who deploy them. According to the Centers for Disease Control and Prevention, most children in the United States still don't eat enough fruits and vegetables, despite evidence that suggests developing healthy eating habits in youth can lead to healthier behaviors throughout life. The concept of tricking children into eating more vegetables isn't new. But research suggests that more straightforward approaches to healthier eating, such as pairing vegetables with certain entrees, may be effective, while strategies that rely on deception probably won't be carried on as lifelong habits. In a YouTube video promoting Kraft's new product, a woman standing in for an innocently lying mom gives the audience some of her go-to lines: "Don't touch the china cabinet — it will turn into spiders," she says, with a knowing smile. "The Internet lady turns off the Internet at 6 p.m.," she says, frowning. Pulling open her refrigerator door, she unveils the secret weapon. "Introducing Kraft salad 'frosting,'" she says. "Ingredients: Kraft ranch dressing and deception. Is it frosting? No. Is it wrong? It's not important. But it will get your kids to eat their salad and veggies." According to Kraft's recipes website, the brand's classic ranch contains 110 calories per serving, 100 of which come from fat. Its daily values are 17 percent for total fat, 3 percent for cholesterol, 12 percent for sodium and 1 percent for total carbohydrates. Kraft's "frosting" stunt also highlights the shifting consumption habits of a new generation of parents. According to Pew Research Center, more than a million millennials (people born from 1981 to 1996) are becoming moms each year, accounting for more than 80 percent of total births in the country as of 2016. In a separate survey in 2015, Pew found that 60 percent of millennials with kids said being a parent is extremely important to their overall identity, which may speak to the need for help when it comes to getting kids to eat their vegetables.

[https://www.washingtonpost.com/business/2019/06/12/krafts-salad-frosting-is-made-with-ranch-dressing-parents-deception/?noredirect=on&utm\\_term=.6dfd19b51f92](https://www.washingtonpost.com/business/2019/06/12/krafts-salad-frosting-is-made-with-ranch-dressing-parents-deception/?noredirect=on&utm_term=.6dfd19b51f92)

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 and our Midweek Update released every Wednesday. Have a great week!  
Keeping You Informed,