

MARKET OUTLOOK



Apples



SUPPLY
FAIR
QUALITY
GOOD

Apples are currently coming out of WA State. Red Delicious volume is down from last year and projected to be out by mid-Sept. The transition from CA Reds to New Crop is on target so gap is not expected. Golden Delicious are about the same as last season and expecting to be out the first week of Aug. New crop starts around Aug. 10th. During the Summer, it usually slows down so transitioning into New Crop should be perfect. Gala volume are less this same time last season and expected to be out the first of August. New Crop is expected to start around Aug. 8th. Fuji volume are down from last year and expected to be done mid-August. There could be a gap as New Crop are expected to start mid-Sept. Granny Smith should transition into New Crop without any issues. Pinks is another variety where WA is in a good position. With movement slower through the summer, CA crop will go through Sept. New Crop will start mid-to-end of Oct. so good possibility of a two-week gap.

Asparagus



SUPPLY
GOOD
QUALITY
GOOD

Asparagus from Guanajuato has started to increase due to the cooler weather. Mostly standard and large. Peruvian production continues to slow down due to the cold weather. XL/Jumbo continue to be short. Market is active and price is increasing due to the low production in Peru and Mexico.

MARKET ALERT

Avocados



SUPPLY
FAIR
QUALITY
GOOD

Situation in Mexico continues to worsen as there are less available orchards to harvest and a stealthy increase in field pricing over the past 5 weeks. There seems to be no ceiling on the cost of the last of the late season/ Negra crop. The remaining fruit for the season will be priced high and will be a challenge to procure as there is less quality fruit left on the trees and essentially a battle to harvest in the limited acreage. Due to the limited fruit available in Mexico, there are more packing houses that are shutting down and plan to resume packing only once the Flora Loca crop is available to harvest. There has been a push to start the harvest of the Loca crop early, however it is looking like start date will be around July 4th, which will keep the market in short supply of MX avocados well into July to allow time to harvest, pack, and cross the border. Expect to see light supply and strong pricing on MX avocados through mid-late-July. It is imperative to be flexible where you are able on sizes and open to all countries of origin until the market is in better supply of fruit.

MARKET ALERT

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Tropical storm Celia moved across part of Guatemala causing damage to both the country's infrastructure and fields, preventing people and product movement, limiting harvest, production and transportation. With the increase of river levels, there are damages to roadways and bridges, hindering transit to/from ports and plantations. As a result of the damages, growers are unable to return to the field to access the damage or to harvest. Movement of fruit from south growing areas to the northern port has been restricted due to the road collapse and sinkholes. The sinkhole on the road to Puerto Quetzal, port on the West coast has grown bigger in the last 6 days. There has been a turnaround of trucks to/from plantations is showing delays of up to 22 hrs.

Berries



SUPPLY
FAIR
QUALITY
GOOD

Blackberries: Prices for Blackberries are trending down this week. Supplies are coming out of Mexico, Georgia and California. Imports from Guatemala are arriving in South Florida.

Blueberries ALERT: Prices for Blueberries are trending up this week. Production out of Mexico is declining. Georgia reported Heat & Rain. California is reporting high temperatures affecting labor and quality with some suppliers ending the season abruptly. The Pacific Northwest (Oregon, Washington, and British Columbia) are delayed which will result in a historically late start. Production out of Canada is expected to start towards the end of June.

Raspberries: Prices for Raspberries are trending up this week. Production is coming out of California and Mexico. Growers are expecting production to pick up in the weeks to come.

MARKET OUTLOOK



Beans



SUPPLY

FAIR

QUALITY

FAIR

Green Beans: Georgia beans continue to show quality issues due to the weather. There will be a small gap for 7-10 days since beans has started to transition to NC and TN. West coast supply and quality remains stable.

Snow Peas: Domestic supplies and quality continues to be good. Central America continues to struggle as the rain has slowed down production. Quality is showing to be good.

Broccoli



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be steady this week. Supplies are lighter this week coming from Salinas CA. Fair quality is reported at this time, occasional brown bead, and occasional hollow core. Expect market pricing to increase for next week. (F.O.B pricing for this week \$13.00 - \$14.00)

MARKET ALERT

Brussels Sprouts



SUPPLY

FAIR

QUALITY

FAIR

Supplies are slowly improving this week. Quality continues to be fair. Strong demand continues for this week. Market pricing should continue to improve the next few weeks. (F.O.B pricing for this week \$27.00 - \$27.35)

MARKET ALERT

Cabbages



SUPPLY

FAIR

QUALITY

FAIR

Supplies are light for next week. Growers are reporting lower yields at field level. Supplies are expected to improve the next few weeks. We are waiting for Cabbage yields to improve in Salinas Ca. (F.O.B pricing for this week \$19.00 - \$19.50)

MARKET ALERT

Carrots



SUPPLY

POOR

QUALITY

GOOD

Crop sizing still small, so jumbos are extremely limited. We encourage all to be open to use table carrots instead. Due to some precuts are taken from jumbo, there has been low supply on carrots sticks and other pre-cuts as well.

Cantaloupes



SUPPLY

GOOD

QUALITY

GOOD

Some growers are contending with higher volumes than others which has sort of created a two-tiered cantaloupe market. We are hearing of some older fruit in coolers that is being discounted while others are so current, they are struggling to get enough fruit cooled on a daily basis to get trucks loaded. The industry, as a whole is starting to see the effects of the approaching July 4th holiday weekend as strong retail support started to step in yesterday pulling a considerable amount of volume. AZ production should begin to see a steady decline over the next seven days before finishing in early July. Some CA production will begin as early as next week while others are slightly delayed until after the 4th holiday. Current sizing out of AZ is heavy to 9s and larger. 12/15s are in an extremely limited position which may result in the need to be flexible to move into 9s. As CA production begins, they are forecasting smaller fruit to be predominant in the initial fields but then begin to size up in early July.

MARKET OUTLOOK

Cauliflower



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be very good this week. Very good quality is reported for this week. Steady supplies are coming from Santa Maria, and Salinas CA. Demand for Cauliflower is down. Expect markets to remain steady. (F.O.B pricing for this week \$9.15 - \$10.15)

Celery



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to improve this week. Improved quality is also reported at this time. Market pricing continues to improve this week. Supplies are currently coming from Salinas CA and Santa Maria CA. (F.O.B pricing for this week \$15.45 - \$15.55)

Citrus



SUPPLY

FAIR

QUALITY

FAIR

Limes: The market is firmer this week as rain in MX prevents harvesting and packing; leading to fewer crossings, declined availability, and a slight increase in quality concerns. The upcoming July 4th holiday pull will add additional pressure to the supply & demand. Fruit is expected to have a decreased shelf life and lighter color. Small fruit still represents majority of yields, while large sizes are still scarce. We are seeing slightly greater availability on mid-sized fruit. The price on all sizes has just about bottomed out given current yields per size. The market is expected to firm up again the first week of July due to drought conditions impacting quality and grove dehydration, leading to fewer yields and higher costs. Volume out of the Martinez region is expected to remain tight through the end of July into early August.

Lemons: Lemons have started to tighten up. Central Valley is finished for the season. Coastal region has had very little Fancy fruit, very heavy on choice and standards but some rough fruit this season. Fruit is very yellow, soft and has heavy scars; this is normal for this region. Right now, is the only real lemon option for food service. Argentina has started to arrive but only to the East and all 140s and larger Fancy. Chile will arrive and MX will start around mid-July. Due to the quality this season, Coast Region is trying to be done by end of August, they usually go until end of September. Market will be tight until Chilean and MX get started. With all the imports coming in and Coast Region pushing to be done early it may create a congestion in the market and cause the market to tumble. We will be watching this close both Chile and Argentina are hopeful for a good market.

Oranges: CA Valencia is in full swing and expected to last until end of September. Peak sizing on smaller fruit. Quality is excellent. Valencia crop is slightly down from last year. Market will stay strong. The fruit is the smallest it's been in years to start. Many shippers are planning to stop harvesting until August when school starts back up. Most years in mid-August when school start back up, demand has exceeded supply. Some shippers are thinking the market on small Valencia will be \$28-30 in August, so they want to keep fruit for this time frame.

Corn



SUPPLY

FAIR

QUALITY

GOOD

Prices for Corn out of the East and West is trending up this week. Look for corn to tighten up even more going forward. The 4th of July Holiday is just around the corner and demands will continue to ramp up. Growers are suggesting that pre-orders be placed early to help insure good order fill rates.

Cucumbers



SUPPLY

GOOD

QUALITY

FAIR

Prices for Slicing Cucumbers are trending up this week. The heat in Georgia is a factor with supplies right now. North Carolina is up and running. More local programs will come online in the weeks to come. That will help stabilize the markets.

MARKET OUTLOOK



Eggplant



SUPPLY

FAIR

QUALITY

GOOD

Prices for Eggplant are trending up this week. Plant City Florida is winding down, Georgia is at its peak and volume will be moving to the Northeast. Supplies are tight out of the West. Expect the water shortage to continue to be a factor going forward.

Grapes



SUPPLY

GOOD

QUALITY

FAIR

Crop is expected to be about the same as last year, 100 million cartons +/- . Of course, Mother Nature always has the last word. Peak sizing continues to move towards X-Large as older and smaller varieties (Flames) exit the market and replaced by the very popular proprietary varieties (Timco, Allison, Jack Salute, and others). Quality barring a weather event should be very good. Domestic Flames out of Arvin, CA start dates about July 1st and follow with Greens 7 to 10 days later.

Honeydews



SUPPLY

SHORT

QUALITY

GOOD

Honeydew market continues rolling at higher levels. Any time volume ramps up for a day or two it gets moved too easily as the pipeline remains mostly empty causing very good demand. This has been the trend since August '21. There has been a nice mix of sizing between the 5/6s with even a few 8s.

Iceberg



SUPPLY

GOOD

QUALITY

GOOD

Supplies are light this week. Quality will only be fair going into next week. Weights will be average going for next week. Expect for market pricing to increase the next few weeks. Warm weather will affect yields at field level. (F.O.B pricing for this week \$14.75 - \$15.75)

MARKET ALERT

Leaf



SUPPLY

GOOD

QUALITY

GOOD

Romaine (ALERT Romaine Hearts): Supplies will be light for this week. Romaine Heart supplies will continue to struggle this week. We are expecting supplies to continue to struggle this week. Fair quality and average weights are to be expected for next week. (Romaine pricing for this week \$12.00 - \$12.70)

Green & Red Leaf Lettuce: Supplies continue to be good this week. Quality has also improved now that we are in Salinas CA. We are expecting better supplies and steady markets the next few weeks. (F.O.B pricing for this week \$11.00 - \$11.30)

Tender Leaf: Supplies continue to be good this week. Demand is good on tender leaf; quality is very good. Supplies should remain steady for a few weeks now that we are back in the Salinas Valley. (F.O.B pricing for this week \$4.65 - \$4.75)

MARKET OUTLOOK

MARKET ALERT

Mushrooms



SUPPLY
SHORT
QUALITY
FAIR

Shitake Mushrooms: Due to uncontrollable rise in cost of imported Shitake logs from China. Shitake mushrooms supplies will be short, prices will be changing almost weekly. Long delays to unload shipments at the ports have caused some interruptions with supplies. This is caused by labor shortage and limited freight availability.

The mushroom industry continues with a shortage of labor, as well as cost inflation increases in raw materials. Specifically corrugated cardboard and packaging materials. Additionally, the price increases in freights nationally have greatly impacted cost to mushroom growers. Pricing on mushrooms must increase at this time due to Labor, Transportation, and packaging.

Onions



SUPPLY
GOOD
QUALITY
GOOD

Onions are gapping in California. New Mexico supplies are light. Market remains steady. Short day crop in Chihuahua is about to wrap up. Monsoons have started early with some rain delays, which normally doesn't happen until July. Demand is good. Freight and fuel rate continues to escalate.

Onions Green



SUPPLY
GOOD
QUALITY
GOOD

Supplies are steady this week. Market pricing has improved with better supplies. Green onions are coming from Mexico supplies continue to be stable the next few weeks. (F.O.B pricing for this week \$9.00 - \$9.35)

Pears



SUPPLY
GOOD
QUALITY
GOOD

Anjou supplies are good and are not expecting to end until June/July. Pricing is steady. Imported Bartletts are arriving along with small volume of Bosc. Expect higher price on the import fruit since the ocean container freight cost are much higher this year.

Peppers Bell



SUPPLY
FAIR
QUALITY
GOOD

Prices for Green, Red and Yellow Bell Peppers are trending up this week. Heat in Georgia is impacting production volumes. North and South Carolina is expected to come into play this week. Bakersfield California is up and running right now. The current water shortage will continue to be an issue in respect to volumes.

Peppers Chili



SUPPLY
FAIR
QUALITY
FAIR

ALERT on Poblanos: Prices for Chili Pepper are trending down this week. Volume is coming out of Georgia and Mainland Mexico. Poblano Peppers is still extremely tight at this time. Supplies are expected to tighten up a bit due to the heat in Georgia.

MARKET OUTLOOK

Pineapples



SUPPLY
GOOD
QUALITY
GOOD

Costa Rica volume is up. Quality is reported as good but still experiencing some water spotting due to the rain, especially on the large fruit. Mexico's season is done. Quality is reported as good. Yields are still lower on small-count fruit, with the curve leaning more toward 5s/6s and limited availability on 7s. Demand is moderate, and market is steady.

MARKET ALERT

Potatoes



SUPPLY
FAIR
QUALITY
FAIR

EXTREME ALERT: The Idaho potato market continues to strengthen. Norkotah storages are finished; Burbanks will be the only variety shipped until new crop Norkotahs are harvested early August. Expect prices on all sizes to continue to escalate until new crop Norkotahs begin harvest early August. Burbanks packing sheds are reducing their weekly run times to 2-3 days to extend supplies until New Crop. Expect limited supplies and high pricing of Idaho potatoes through mid-August.

Squash



SUPPLY
FAIR
QUALITY
FAIR

Prices for Yellow and Zucchini Squash are trending sniffingly up this week. Excess heat in the Southeast is taking its toll on product. Look for improved supplies as production ramps up in the Northeast. Supplies are currently coming out of Santa Maria and Baja. Looking for the Pacific Northwest to be in play during the weeks to come.

Strawberries



SUPPLY
GOOD
QUALITY
GOOD

Prices for Strawberries are trending up this week. The markets are currently working their way out of the excess fruit. Supplies are tightening up a bit. The upcoming 4th of July holiday will put pressure on supplies and prices as retail chain stores promote bush berries as main features.

Tomatoes



SUPPLY
GOOD
QUALITY
GOOD

Prices for 20 & 25 lb Rounds, Roma's and Cherries are trending down this week. Grapes are mostly stable. Good volumes are coming out of Quincy. Supplies are forecasted to tighten up a bit going forward. Local programs are getting ready to ramp up out of the Northeast. Baja and East Mexico are the main producers for the West. Look for supplies to pick up going forward.

Watermelons



SUPPLY
GOOD
QUALITY
GOOD

Supplies on Seedless remain good while minis continue to be tight. Volume and quality are good from Northern Florida and Georgia. North Carolina and Missouri are expecting to start mid-July. Northern Mexico is finishing while Yuma and Phoenix have good supplies. Southern California is getting started. Quality has been very good.



MARKET OUTLOOK

West Coast heat causes quality concerns

June 23, 2022—General News

June 22, 2022 – The unseasonably hot temperatures currently being recorded in California’s Salinas Valley and other West Coast growing regions are raising serious concerns at Markon Cooperative BB #:123315 over quality and shelf-life for many key fruit and vegetable crops.

Yesterday was the second significant heat spike of June, with temperatures reaching into the 90s even near the coast and above 100° for much of the inland area, but in general, temperatures have been above normal since early in the month and are expected to remain high through early July.

Below is a list of quality and shelf-life concerns that can be expected in commodity and value-added packs over at least the next two weeks.

Baby Leaf and other Lettuce items may develop:

- Bolting/Seeder
- Dehydration
- Internal burn
- Inconsistent growth
- Increased insect pressure
- Growth crack
- Rib blight
- Shortened shelf-life
- Sun burn/Sun scalding

Broccoli and Cauliflower may develop:

- Accelerated or inconsistent growth
- Dehydration
- Hollow core
- Pin rot
- Shortened shelf-life

Strawberries may develop:

- Decreased sizing
- Increased bruising
- Soft texture
- Shortened shelf-life

Arizona/California Desert and San Joaquin Valley Growing Regions

Excessive heat in California’s Imperial Valley (104° to 108°) and San Joaquin Valley (100° to 103°) will impact multiple commodities. High temperatures will affect harvesting hours and may cause softness, reduced sugar, shrivel, and sunburn in the below crops:

- Bell Peppers
- Blueberries
- Cantaloupe
- Eggplant
- Honeydew
- Oranges (re-greening)
- Squash
- Tomatoes
- Watermelon

Markon suppliers will harvest in the early hours of the morning to avoid the peak temperatures for their production crews and commodity and value-added products. In some instances, production may be curtailed for the well-being of harvesting crews, which could lead to supply issues.

Maintaining the cold chain throughout distribution is critical for maximizing quality and shelf-life.

For full article: [https://www.producebluebook.com/2022/06/23/west-coast-heat-causes-quality-concerns/?](https://www.producebluebook.com/2022/06/23/west-coast-heat-causes-quality-concerns/?utm_source=Robly.com&utm_medium=email&utm_campaign=Produce+Reporter+062222+PM&utm_content=294e1ccce4d26d1e97a505a21cdea2e3)

[utm_source=Robly.com&utm_medium=email&utm_campaign=Produce+Reporter+062222+PM&utm_content=294e1ccce4d26d1e97a505a21cdea2e3](https://www.producebluebook.com/2022/06/23/west-coast-heat-causes-quality-concerns/?utm_source=Robly.com&utm_medium=email&utm_campaign=Produce+Reporter+062222+PM&utm_content=294e1ccce4d26d1e97a505a21cdea2e3)

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!

Your Dedicated NPC, LLC Staff

