

MARKET ALERT



July 1, 2022

Potatoes: Markets took another \$3-5 spike since the last alert; shippers are sold out, some through the first couple weeks of new crop mid August. Many have lost some of their last sheds, and while they knew a gap was coming, were not expecting it this soon. Many communicated the worst early season end in decades. Quality is of concern but fill rates and availability is the main issue here. Recommend being flexible on sizing for the next few weeks and get ready for a rough next 6 weeks in this category as prices could easily hit the \$30 FOB mark with limited product available industry wide.

Corn: Prices for Corn out of the East and West is trending up this week. Look for corn to tighten up even more going forward. With the 4th of July Holiday is just around the corner, demands will continue to ramp up. Many Growers are reporting that they are "Sold Out" until after the holiday.

Blueberries: Prices for Blueberries are trending up this week. Production out of Mexico is declining. Georgia reported high temperatures last week. California is also reporting high temperatures affecting labor and quality with some suppliers ending the season abruptly. Northwest Oregon, Washington, and British Columbia are delayed which will result in a historically late start.

Broccoli: Supplies will be on the lighter side for this week. Fair quality is only been reported at this time. Occasional brown bead and occasional hollow core. Expect market pricing to remain escalated for next week. (F.O.B pricing for this week \$18.80 - \$19.90)

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Cabbage: Supplies continue to be very limited for this week. Growers are reporting very low yields at field level. Supplies are expected to improve the next few weeks. We are waiting for improved yields in Salinas Ca. (F.O.B pricing for this week \$21.00 - \$22.10)

Romaine Hearts: Supplies will continue to be light for Romaine Hearts. Overall quality is having the biggest impact on yields. We are expecting supplies to continue to struggle going into next week. Due to the warmer weather quality will only be fair, and average weights are to be expected for next week as suppliers struggle with INSV. (Romaine pricing for this week \$13.00 - \$13.76) (Romaine Hearts pricing for this week \$22.75 - \$24.60)

Brussel Sprouts: Supplies will be limited this week. Quality continues to be a challenge for next week. Strong demand continues on Brussel Sprouts. Market pricing will be escalated for next week. (F.O.B pricing for this week \$32.45 - \$32.65)

Happy 4th of July!

