



# MARKET OUTLOOK



**MARKET ALERT**

**Apples**



SUPPLY

FAIR

QUALITY

GOOD

Inventories are reaching very low numbers while demand still strong. We might experience some shortages in sizes and varieties. Result of this, prices are going up significantly. Until new crop starts, we expect this market trend to be strong and tight. Golden, Reds, Honeycrisp, Granny and Gala are the most hit. We encourage to use Fuji as much as possible. Some Galas and Granny are coming from abroad but not reaching all market places. Local WA pears will start within a month.

**Asparagus**



SUPPLY

FAIR

QUALITY

FAIR

The current market is steady as there is good volume out of Peru and the Central Mexico region harvest is reaching it's peak. In addition , the Baja harvest will start in August.

**Avocados**



SUPPLY

FAIR

QUALITY

GOOD

The market will be mostly steady this week. The Loca harvest has now outpaced the old crop. The old crop harvest will be completed in the next few days. As, the old crop finishes the larger sizes 40s and up will become short. The sizing shift will be come more evident in the next few weeks as product crosses over the border to the US. Current supplies will support the market demand.

**Bananas**



SUPPLY

GOOD

QUALITY

GOOD

Banana quality and availability are good as many growing regions recover from last years late hurricanes.

**MARKET ALERT**

**Berries**



SUPPLY

FAIR

QUALITY

FAIR

**Blackberries** : Prices for Blackberries are trending up this week. Production is coming out of California with Oregon to follow soon. Growers are reporting challenges with all the heat in the West. Look for volumes to pick up in August.

**Blueberries** : Prices for Blueberries are trending slightly down this week. Growers are reporting good supplies and quality. Production is coming out of Michigan, British Columbia Oregon and Washington State right now. Quality continues to improve. It's dependent on heat.

**Raspberries** : Prices for Raspberries are stable but remain elevated this week. Supplies are very tight. Supplies are expected to tighten up even more over the next few week. Production is currently coming out of California and Baja. Growers are reporting some heat related quality challenges.

# MARKET OUTLOOK

## Beans, Green



SUPPLY  
FAIR  
QUALITY  
GOOD

In the East beans remain tight with lower volume as the Georgia and North Carolina growing regions wrap up their harvest and production starts to transition to Tennessee. We should start seeing production out of Michigan and New York over the next few weeks as long as we do not have any further weather issues. In the West last weeks heatwave may effect supply and quality out of Fresno and Brentwood regions

## Broccoli



SUPPLY  
GOOD  
QUALITY  
FAIR

Supplies are good this week. Demand continues to be good, market is expected to increase next week. Overall quality is good. Supplies will continue to be steady the next few weeks. (F.O.B pricing for this week \$14.11 - \$15.11)

**MARKET ALERT**

## Brussels Sprouts



SUPPLY  
FAIR  
QUALITY  
FAIR

Supplies continue to be light this week. Demand continues to be steady, quality has improved. Supplies continue to be very limited this week. (F.O.B pricing for this week \$30.65 - \$31.25)

## Carrots



SUPPLY  
FAIR  
QUALITY  
GOOD

Some fields are finishing the crop in the Imperial Valley. Partial shortages might occur with jumbos this week and the front part of next week. Next crop out of Kern County should have good size and going forward with no supply issues

## Cauliflower



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies are good this week. Demand continues to be good, market is expected to increase next week. Overall quality is good. Supplies are expected to be steady the next few weeks. (F.O.B pricing for this week \$11.05 - \$12.05)

## Cantaloupes



SUPPLY  
FAIR  
QUALITY  
GOOD

Cantaloupe production was very strong last week with sizeable retail promotion starting this week. Current volume has moved primarily to 9s and larger with a decent percentage of 12s to satisfy all contract needs. There have been little to no 15s packed this week.

# MARKET OUTLOOK



## Celery



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies are good this week. Demand continues to be good, quality is also good. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$9.60 - \$10.00)

## Corn



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Corn are stable this week. Production out of the Stockton CA area is steady. Georgia is finished for the season and production is moving North to North Carolina, Delaware, Illinois, Michigan and Indiana.

## Cucumbers



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Cucumbers are trending down this week. Production out of Michigan is picking up. Product out of Mexico is crossing through South Texas. Many regional programs are coming on line too. Look for steady prices for the next few weeks.

## Eggplant



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Eggplant are stable this week. Good supplies out of many areas of the country. There's a lot of local deals are up and running right now that's keeping supplies at good levels. Growers are reporting good quality.

## Grapes



### SUPPLY

GOOD

### QUALITY

GOOD

The Mexican Grape season has ended and California Grapes are now currently available thru December. The Grape market will continue to decrease as production volume ramps up. The quality and supply are good.

**MARKET ALERT**

## Honeydews



### SUPPLY

FAIR

### QUALITY

FAIR

Honeydew production continues to remain very low at all growing regions with no end in sight for the immediate future. Sizing is mostly in the 5/5js range with a few 6/8s.

# MARKET OUTLOOK



## Iceberg



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies continue to be good this week. Demand is steady this week, overall quality has improved. Weights will be better this week. Supplies should be steady for a few weeks. Markets are expected to increase next week. (F.O.B pricing for this week \$13.20 - \$14.20)

## Leaf



### SUPPLY

GOOD

### QUALITY

GOOD

**Romaine:** Supplies are steady this week. Demand has decreased this week, overall quality has improved. Supplies should remain steady, markets are expected to increase next week. (F.O.B pricing for this week \$11.25 - \$12.75) Hearts (\$14.85 - \$15.70)

**Green & Red Leaf Lettuce:** Supplies continue to be good this week. Demand continues to be light, quality is good at this time. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$7.10 - \$8.05)

**Tender Leaf:** Supplies continue to be excellent this week. Demand is steady on tenderleaf, quality is very good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$4.65 - \$4.75)

## Lemons

## & Limes



### SUPPLY

GOOD

### QUALITY

GOOD

**LIMES:** The lime market is tighten up as cost push upward in Mexico. The availability of US #1 limes continues to decline, affecting overall supply versus demand. Larger limes are projected to become scarce as new harvests begins. Until the new harvest enters the market smaller limes are running a couple of dollars higher then the larger limes.

**LEMONS:** California lemon crop is mainly choice fruit, with very little fancy. Quality is getting compromised as temperatures have reached three digits over the past few weeks. Chilean lemons are in good supply mainly on 140s and 165s. Large lemons more to be tighter a few more days.

## MARKET ALERT

## Mushrooms



### SUPPLY

FAIR

### QUALITY

GOOD

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 stable. Will head back to Oregon in a few weeks.

# MARKET OUTLOOK

## Onions, Green



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies continue to be very good this week. Demand is steady on Green Onions. Quality remains good, supplies should remain steady for a few weeks. (F.O.B pricing for this week \$10.20 - \$10.45)

## Oranges



### SUPPLY

FAIR

### QUALITY

FAIR

With high temperatures fruit is sizing up. Small sizes will be extremely limited for the rest of the season. Some Navels quality issues due to heat and some shippers expecting to have them available through July. There are limited 88s and smaller, sizes are peaking on 56s/48s. California Valencias are in full season. Fruit is firm and eating well but expect crop to be smaller this season.

## Pears



### SUPPLY

FAIR

### QUALITY

FAIR

Pears are reaching the end of the season out of WA. Some varieties available out of CA but small sizes very limited.

## Peppers, Bell



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Green and Yellow Peppers are trending down this week. Red Peppers prices are stable. Production is coming out of many regional programs. Michigan is up and running but is dependent on the weather cooperating. Heat is a factor on production and quality around the nation.

## Peppers, Chili



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Chili Peppers are stable this week. Production and quality is being impacted by heat in many of the growing regions in the East. Most production for the West is coming out of Baja. Growers are reporting good supplies and quality.

## Pineapples



### SUPPLY

FAIR

### QUALITY

GOOD

Pineapple volume continues to be lower than anticipated due to the flowering process. There are no shortages expected and the quality is still good.

# MARKET OUTLOOK

## MARKET ALERT

### Potatoes

#### SUPPLY

FAIR



#### QUALITY

FAIR

We are at the tail end of last years crop. Some shippers are in a gap for a couple of weeks causing a strain on supply and FOBs are up another dollar into the low \$20s.

### Squash

#### SUPPLY

FAIR



#### QUALITY

FAIR

Prices for Eggplant are stable this week. Good supplies out of many areas of the country. There's a lot of local deals are up and running right now that's keeping supplies at good levels. Growers are reporting good quality.

### Strawberries

#### SUPPLY

FAIR



#### QUALITY

FAIR

Prices for Strawberries are trending slightly up this week. The excess heat in California moved production up in many areas as the fruit has matured faster than normal. This has left current supplies tighter than forecasted. Growers out of Santa Maria are reporting challenges with quality.

## MARKET ALERT

### Tomatoes

#### SUPPLY

Bad



#### QUALITY

FAIR

Prices for all Tomatoes except Grape Tomatoes are trending up this week. Grape tomato prices are working slightly down this week. Growers are reporting some challenges with quality due to past weather events. Expect supplies and quality to pick up in the weeks to come. More growing areas will be coming on line. This should help put some pressure on prices.

### Watermelons

#### SUPPLY

GOOD



#### QUALITY

GOOD

Prices for Seedless and Seeded Watermelons are trending down this week. Supplies are available all over the country. There's a lot of local programs in the mix. Growers are reporting overall good quality. Transportation is a major factor at this time. Securing transportation is a challenge and costs are still elevated.

## Extreme Shallot Shortage

There is an ongoing extreme Shallot shortage with rationing and outages, due to lower planted acreage as a result of Covid-19. We will keep on top of this issue and send updates as they become available.

## Five Facts About the Ag Labor Shortage

(Farm Journal)

By [JENNY SHAFFSTALL](#) July 27, 2021

Farm labor continues to be an issue, as trends like a generational shift translated into different job expectations and more global competition. Consider these five issues affecting your ability to find qualified workers:

### 1. Labor shortages are hitting ag hard

Concerns about labor shortages in the U.S. continue to grow in 2021. The June Ag Barometer from Purdue University found nearly two-thirds (66%) of respondents said they either had “some” or “a lot of difficulty” hiring adequate labor, compared to 30% in 2020. Farm Journal reported on the shortage, showing restaurants and food retail, lumber and rural non-farm employment are also affected.

### 2. But farm labor was a struggle before COVID-19

Two years ago, Farm Journal’s 2019 Ag Labor Study found both employers and employees were struggling. From the employer perspective, trends like a generational shift translated into different job expectations and more global competition, and the skills required were evolving due to automation and technology updates. From the employee perspective, no paid time off or health insurance was the norm. Even so, the study also found that dairy producers in particular were paying more than they ever had before.

### 3. Farm workers have many options

According to Farm Journal’s 2021 Ag Labor Survey, 59% of row crop and ag retailer respondents say looking for a job is either easier or the same as before. For respondents who said finding a job was easier, the top reasons were more jobs and less competition. For those who said their ability to find a job was about the same, they reported no real changes to the job market compared to previous years. For those who have struggled, the biggest reason was employers who had higher requirements.

### 4. Meanwhile, farmers and ag retailers are feeling the same pinch

The 2021 Farm Journal Labor Survey found most farm employers (87%) and ag retailers (91%) are finding it harder to fill positions. Many believed unemployment benefits were enough to keep applicants away. Others felt that it’s now harder to compete with other industries offering better pay, hours and benefits, especially if those jobs aren’t in rural areas. Some farmers are now considering hiring H-2A workers for the first time, while retailers continue to struggle to find qualified candidates.

### 5. It’s not just fewer available workers. New would-be employers are looking to compete

According to the 2021 Farm Journal Labor Survey, 44% of farmers who don’t currently employ workers are looking to hire in the next three years. They are entering the hiring market at a time when farmer videos go viral on TikTok as they point out crops on the verge of going to waste and face hardships to get H-2A workers across the border. Wages are on the rise, and Purdue University’s Jayson Lusk says lower-level employees are quitting to make just as much not working. Meanwhile, commodity prices are volatile but remain high. The one silver lining is that some economists expect inflation to ease off historic highs later this year.

[Five Facts About the Ag Labor Shortage | The Packer](#)

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!