

MARKET OUTLOOK



Apples



SUPPLY
FAIR
QUALITY
GOOD

As we move forward with the new apple crop, volume starts to ease with some varieties. Gala and Honeycrisp already started and will be followed this coming weeks by Granny, Red Delicious and Fuji. Pipelines will soon be filled with new seasonal fruit. Fall will be a good time to promote adding apples into any dish.

Note:

We are expecting to have some insight about predominant sizes and overall crop size around late September.

MARKET ALERT

Asparagus



SUPPLY
GOOD
QUALITY
GOOD

Baja region continues with low production due to weather. Rain is forecasted for the next 10 days. Weather in Southern Peru remains colder than normal, which has continued to slow down production. This cooler weather trend will continue for the next 7-10 days. Markets remain strong with continued low production in Baja and overall stronger demand.

MARKET ALERT

Avocados



SUPPLY
FAIR
QUALITY
GOOD

Demand is still exceeding supply and field pricing continues to rise. Volumes out of Mexico continue to be very light with the size curve causing the biggest concerns. There is no big fruit being harvested – 40s and larger are practically non-existent. 48s and 60s continue to be light and in high demand. 70s and 84s are the majority of the harvest, but with overall volumes being so light the price point is ticking up on small fruit. #2s have dropped to less than 2% of the harvest, with extremely limited availability on 48# 2s and larger. Mexico is projected to harvest 7.5 MIL lb. more than last week. The industry is still below the 55 MIL lb. mark – which is not enough, and demand for fruit in the field is high.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Banana quality and availability are good. No problems with supply.

Berries



SUPPLY
GOOD
QUALITY
GOOD

Blackberries : Prices for Blackberries are trending up this week. Production is coming off the peak out Watsonville CA. Mexico is crossing fruit with good volumes expected in the middle of September through October.

Blueberries : Prices for Blueberries are trending up this week. Supplies are tighter than usual due to loading & unloading delays at the port. Light volume is coming up from Mexico. Some receivers are electing to have product flown in at much higher prices.

Raspberries : Prices for Raspberries is trending down this week. Supplies out of Mexico are picking up. This will help keep some pressure on pricing.

MARKET OUTLOOK

Beans, Green



SUPPLY

FAIR

QUALITY

FAIR

Due to rain we are seeing delays in harvesting and quality issues in the Northeast. Out of the west, we see the supply remaining steady out of Fresno and other local districts. There is also some volume shipping out of Baja. Overall quality is fair.

MARKET ALERT

Broccoli



SUPPLY

GOOD

QUALITY

GOOD

Supplies are going to be light this week. Market pricing has increased, demand has increased this week. Quality is fair, supplies will be limited for a few weeks. (F.O.B pricing for this week \$16.98 - \$17.98)

MARKET ALERT

Brussels Sprouts



SUPPLY

FAIR

QUALITY

FAIR

Supplies continue to be very short this week. Demand continues to be steady, growers are seeing some quality issues. Supplies will continue to be very limited for a few weeks. (F.O.B pricing for this week \$36.75 - \$37.45)

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 steady this week. Demand has increased. Overall quality is good. Supplies are expected to be steady the next few weeks. (F.O.B pricing for this week \$11.05 - \$11.20)

Cantaloupes



SUPPLY

FAIR

QUALITY

GOOD

The cantaloupe market continues at higher levels and on its record pace for the domestic melon season. As we proceed into the early fall California will be experiencing less daylight as well as cooler temperatures which will cause a shift in sizing to more of a 9/12/15s profile and away from jumbo fruit.

MARKET OUTLOOK



Celery



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be good this week. Demand continues to be steady. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$10.00 - \$10.05)

Corn



SUPPLY

GOOD

QUALITY

GOOD

Prices for Corn are stable this week. Cooler weather in the North East is impacting production but at the same time the post holiday volume is down. Look for supplies to tighten up as the crop closes out in the Northeast and transition to the Southeast.

Cucumbers



SUPPLY

GOOD

QUALITY

FAIR

Prices for Cucumbers are trending up this week. The market is tightening up due to recent rains in the East. Some local program are shutting down and that's putting pressure on the market too. Keep a close eye out for challenges with quality.

Eggplant



SUPPLY

GOOD

QUALITY

GOOD

Prices for Eggplant is trending up this week. Supplies tighten up out of the East and West this week. Growers are expecting to see improved supplies over the next couple weeks.

Grapes



SUPPLY

GOOD

QUALITY

GOOD

Grape market remained flat from last week. Supplies are good and quality is good.

MARKET ALERT

Honeydews



SUPPLY

FAIR

QUALITY

FAIR

As has been forecasted the honeydew situation continues to worsen and no relief anticipated for the remainder of the California growing season which will go into early to mid-October. With less honeydews being intentionally planted because of the severe water restrictions in California we are now fully realizing the fallout from this decision making. Flexibility of sizing may be required due to the anticipated shortfall in honeydew production over the next 4-6 weeks at minimum.

MARKET OUTLOOK



MARKET ALERT

SUPPLY

GOOD

Iceberg

QUALITY

GOOD



Supplies will be light this week. Demand has increased, overall quality is only fair. Weights will be on the lighter side until supplies improve. Supplies will be light for a few weeks. (F.O.B pricing for this week \$16.93- \$17.93)

MARKET ALERT

SUPPLY

GOOD

Leaf

QUALITY

GOOD



Romaine: Supplies will be very light this week. Demand has increased, overall quality is only fair at this time. Growers are encountering some quality issues at field level. Expect market increases the next few weeks. (F.O.B pricing for this week \$15.00-\$15.50) Hearts (\$17.86 - \$19.20)

Green & Red Leaf Lettuce: Supplies continue to be very good this week. Demand has improved, overall quality is good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$7.83 - \$8.13)

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

Lemons

SUPPLY

FAIR

& Limes

QUALITY

FAIR



LIMES: Mexican lime crossings continue to escalate as availability increases. Color/shelf life is beginning to improve on small fruit from the new production cycle. Overall quality (on all sizes) will not totally ameliorate until approx. the end of September.

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

SUPPLY

SHORT

Mushrooms

QUALITY

GOOD



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.

MARKET ALERT

SUPPLY

FAIR

Onions

QUALITY

GOOD



Washington: Red onion supplies continue to be tight this week as we shift between lots during harvest. Overall sizing on Yellow onions is small with few Jumbos, mostly medium size to start the season off. **Quality is good.**

ID/OR: Markets are rising. New Crop onions are coming in strong, overall quality is very good but we're still seeing the size profile to be on the small side.

MARKET OUTLOOK

MARKET ALERT

Onions, Green



SUPPLY
SHORT
QUALITY
GOOD

Supplies continue to be extremely limited this week. Demand is good, Quality remains good. Supplies will remain short for the next few weeks. (F.O.B pricing for this week)

Oranges



SUPPLY
FAIR
QUALITY
FAIR

The Valencia market is very active, and inventory will be down as schools ramp up this week across the country. We expect the market to tighten causing a “demand exceeds supply” situation before the end of the week on 113ct and smaller. Markets will continue to trend upward until October. Most growers are limited in labor and harvesting/ packing hours due to the shortages in the labor force and the extreme heat. Causing fruit to stay on the trees longer and sizing-up. With Schools and program business taking all the small sizes available the leave very little for open the market business

Pears



SUPPLY
FAIR
QUALITY
FAIR

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

Peppers, Bell



SUPPLY
FAIR
QUALITY
FAIR

Prices for Green Peppers are trending up this week. Prices for Red and Yellow are trending down. The market is tightening up due to recent rains in the East. Some local program are shutting down and that's putting pressure on the market too.

Peppers, Chili



SUPPLY
GOOD
QUALITY
GOOD

Prices for Chili Peppers are mixed this week. Supplies are tighter out of Baja. Assorted varieties are not all available in the same growing area. Shippers are seeing increased costing as they consolidate product in central loading areas.

Pineapples



SUPPLY
FAIR
QUALITY
GOOD

Pineapple volume continues to increase and we should see this trend for the foreseeable future.

MARKET OUTLOOK

MARKET ALERT

Potatoes



SUPPLY

FAIR

QUALITY

FAIR

These markets remain high and tight. 40s at \$26, 60s at \$22, 90s at \$11. Growers are working through harvest day and night looking for size, but we won't know more for a few weeks until we get deeper into digs. Growers are concerned for size and yield, especially in regards to Burbanks this season. Could be a rocky year, the team will be in ID in 2 weeks to further evaluate. Supply bad quality good

Squash



SUPPLY

GOOD

QUALITY

FAIR

Prices for Green and Yellow Squash are trending down this week. Production out of Carolina's and Georgia are ramping up their fall crop. Growers are expecting prices to remain stable for the next few weeks.

Strawberries



SUPPLY

FAIR

QUALITY

FAIR

Prices for Strawberries is trending down this week. The post holiday demands are down and that's putting some pressure on pricing. Production out of Watsonville and Salinas is working its way down while production out of Santa Maria is increasing. Growers are reporting challenges from Labor Shortages and the Tight Transportation market.

MARKET ALERT

Tomatoes



SUPPLY

FAIR

QUALITY

FAIR

Prices for 20 lb. Rounds, Cherries and Roma's are trending up this week. Prices for Grapes are trending down. Supplies for rounds out of the East are tight this week. California is stable and product out of Mexico is running tight. Roma's are tight out of the East with Mexico and California holding their own. The Grape and Cherry market from all areas is still elevated and running tight.

Watermelons



SUPPLY

GOOD

QUALITY

GOOD

Prices for Watermelons are steady this week. Good supplies out of Colorado, Texas, North Carolina, Missouri, California and Washington State. Truck availability and freight rates are restrictive right now. Growers will switch their crop to pumpkins after the Labor Day Holiday.



MARKET OUTLOOK

Plenty of strawberries left to ship from California

By **TOM KARST** September 8, 2021

Strawberries typically aren't thought of as "fall fruit," but plenty of promotable volume will be available in the months ahead.

Nearly a quarter of total California fresh strawberry shipments in 2020 were shipped from September through December, according to U.S. Department of Agriculture figures.

As of Aug. 8, fresh strawberry shipments from California so far this year totaled 137.7 million crates, down from 145.4 million crates the same time last year but similar to 137.1 million trays two years ago. At the same time a year ago, about 31% of the of 210-million-crate 2020 crop remained to be shipped.

California fresh strawberry volume was running at 5.9 million crates for the week ending Aug. 7.

The hot weather in the West has not really affected strawberry production as much it may have had an effect on other crops, said Jim Grabowski, director of marketing for Well-Pict, Watsonville, Calif. "Other than a short hot spell in May, the weather in our strawberry growing regions had been good," he said. "Right now, the fields in Watsonville are producing a steady crop of good color, size and tasting strawberries that will continue from now through September and into the later parts of October."

That crop will then be supplemented by Well-Pict's summer-planted crop in Oxnard, Grabowski said.

Growers have enjoyed strong quality and steady supply of fruit this year, he said.

"We seemed to have avoided the periods of high volume, over production and low prices this year, and instead have had a nice steady production cycle with prices that both the grower, retailer and consumer could live with," Grabowski said.

Retail sales of fresh strawberries for the 52 weeks ending July 7 were \$3.44 billion, up a whopping 13.1% compared with the previous year, according to statistics from IRI/Fresh Look.

Strawberries represented 4.9% of total produce department sales for the 52-week period, according to data from IRI/Fresh Look published by the California Strawberry Commission. Total berry sales were \$7.68 billion for the 52 weeks ending July 11, up 12.1% from the same period the previous year.

Strong fall volume expected

Projected weekly volume in the fall period of summer-planted strawberries, grown in Santa Maria and Oxnard, is expected to be up about 5% compared with 2020, said Jessica Lara, marketing specialist with the commission. California's total fresh shipments for the 2021 season will fall somewhere between the 202-million-crate crop in 2019 and 210 million crates packed in 2020, she said.

[Plenty of strawberries left to ship from California | 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 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

