



## WEATHER UPDATE

**Salinas** - Partly cloudy to sunny for the upcoming week with highs in the 60s and lows in the 50s. **Oxnard** - Sunny for the upcoming week with highs in the 70s and lows in the 60s. **Mexico (Culiacan)**- Partly cloudy with thunderstorms for the next seven days; highs in the 90s and lows in the 70s. **Florida, Southern**– Storms fill the forecast with highs in the 90s and lows in the 70s. **Idaho** - Partly cloudy to sunny next week with highs in the 60s & 70s and lows in the 30s 40s.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.258 up \$0.006 a gal from last week and up **\$0.662** 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 pretty tight in VA, NC, ID, IL, ID, OR, & WA with a consistent slight shortage across the rest of the country.**

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## MARKET ALERT

Lemons  
Oranges  
Corn  
JBO Asparagus

# MARKET OUTLOOK



## Apples



QUALITY  SUPPLY 

**Red delicious**, once the shining example of how an apple should look, most likely will lose its No. 1 spot as the most-produced U.S. apple, to the **gala** variety. Actual production figures will wait until the fall's harvest is over, but at the U.S. Apple Association Annual Crop Outlook and Marketing Conference Aug. 23 in Chicago, pre-season estimates point to the change, ending an era that began more than half a century ago. Other apples rounding out the largest crops, by variety, are **granny smith, fuji and Honeycrisp**, according to a news release.

## Asparagus



**MARKET ALERT**

QUALITY  SUPPLY 

Jumbo asparagus remains tight, with volumes slowly increasing out of Peru. A few factors causing this issue are cooler weather in Peru doesn't help the growth of product and a very depressed market in the US cause a shortage in the market.

## Avocados



QUALITY  SUPPLY 

Demand continues to stay light but that will change over the next few weeks. Markets have back down to promotable levels and many retailers are going to start promoting again over the next few weeks. The border has cleaned up, but there is still a lot of fruit at destination that retailers and wholesalers need to get through. 40ct and larger and #2 fruit is tight. The next crop should start in the next week or two and there should be plenty of fruit available once it does. Markets look to rise again due to lack of harvest from Mexican Independent day upon us.

## Bananas



QUALITY  SUPPLY 

Banana volumes are expected to be sufficient with high quality fruit coming into the market. The conditions should continue to be great as no real issues with production are predicted for the remainder of Q3.

## Berries



QUALITY  SUPPLY 

**Blueberries:** Supplies tightening up. Pricing higher. Overall quality is good. Michigan and British Columbia starting to show some quality issues as season ending. Argentina starts up in a couple of weeks. Expecting pricing to be up through mid-October. **Blackberries:** Supplies tighten up as supplies slow to come across from Guatemala. Berries out of CA are opening up, but typical to late season varieties, seeing some quality issues. Mexico starts back up in October. **Raspberries:** Supplies are steady. Prices are steady to higher. Berries out of CA seeing some quality issues. Mexico starts back up in October.

# MARKET OUTLOOK

## Broccoli



Broccoli production is way down compared to what growers forecasted. Cooler temperatures and shorter days have slowed the growth of broccoli, supplies are limited as a result. Quality still looks very good as weather has been cool

## Brussels Sprouts



Supplies continue to improve, quality is excellent. The market should maintain steady in weeks to come.

## Cauliflower



Cauliflower production is lower this week than anticipated. Cooler temperatures and shorter days have affected the yields from the fields. We are seeing excellent quality at the moment.

## Cantaloupes



Decent cantaloupe supply continues in the Westside region of California. Slightly cooler temperatures has created a shift in sizing to regular 9s with even good supply of 12/15s becoming available in current fields. Cantaloupes from this region will continue through the month of October. Quality has been solid with nice external color. Brix levels remain consistent in the 12-14% range. Believe it or not planting of cantaloupe has already started in Guatemala for harvest in early November.

## Carrots



Overall market is somewhat limited as California is the only growing region currently. Our yields and quality are solid and should remain that way. Colorado and Canada should be starting soon which will increase the overall supply in the market. Once they will start shipping product we will have a better idea of what their crop looks like and what overall market conditions will be.

## Celery



Celery supplies are lower this week than prior weeks out of Salinas Valley and Santa Maria. Quality is excellent market is expected to maintain stable for next week.

## Corn



**MARKET ALERT**



Yellow corn is extremely tight at the moment. Corn is winding down out of California and Michigan's cooler weather has also shorten the corn season out of Michigan. You will find some yellow corn out of Oregon but the Fobs are in the high 20s. Asparagus – Jumbo asparagus remains tight, with volumes slowly increasing out of Peru.

# MARKET OUTLOOK



## Cucumbers



East – A very active market in the east. Michigan is mostly done with very limited supply coming from the region. Local fall crops are on the horizon, but that could be up in the air now with Florence about to make landfall. FOBs are up another \$2-4 with fair to good quality available. West- Markets are still very active in the west. New blocks were expected to begin before the end of September, but reports are that the crops are now delayed about another 7-14 days. Expect high prices until the end of September or beginning of October. Quality is good to excellent.

## Eggplant



East- Supply is a little snug with MI done and GA just beginning. Prices are up \$2-4 with mostly good quality available. Some fruit is showing signs of age, with soft spots being the most common issue. West- Good quality and good supply are both available, mostly from the fresno region. FOBs are steady.

## Grapes



Red Grapes are moving mostly to Scarlet Royal production. Krissy grapes are finished and we will see the end of the Magenta this week. Green Grape harvest is moving into Autumn King with some Princess finishing up in 2-3 weeks. Red Globes are available with good volumes. Summer Royal and Black Seedless are available and will go through September

## Green Beans



East- A weak market in the east has plenty of beans available. FOBs are low and good quality is available. West- FOBs linger about the same they have been the last 4 weeks. Supply is still snug from both growing regions in the west. Quality is fair at best due to heat.

## Herbs



Seeing good quality and supply across the board.

## Honeydews



Honeydew production has been steady but has also seen a slight shift in sizing away from primarily jumbo cartons to mostly 5/6s. We expect this trend will continue over the next 10-14 days. As with the cantaloupe the honeydew supply will continue in the Westside region through most of October. Quality has been sound with clean external quality and consistent brix levels with mostly 11-13% showing on current harvest QC reports.

# MARKET OUTLOOK



## Iceberg



Volume for the week is forecasted to be about normal. Quality is good with weights in the low-forties. In general, quality problems include tip-burn, Sclerotinia, mildew, and insect damage. Yields are expected to drop as we move into the fall season. Prices are steady.

## Kale



Kale supplies remain abundant with little issues. The market is steady. Quality is good with minimal yellowing, little dehydration, and dark green color.

## Leaf



**ROMAINE LETTUCE** Supplies are slightly above normal. Demand has been good. Quality has been good. Occasional issues include 2-4" seeders, light to moderate fringe burn, and extremely light bug presence. Volume for the week is forecasted to be lower than prior weeks. Expect markets to be stronger next week. Quality is good and weights are about average. **ROMAINE HEARTS** Supplies are slightly above normal. Demand for hearts is good. Heart quality is good. There are some occasional seeders. Weights on the 12x3's range between 21-23 lbs while the 48ct is weighing between 30-32lbs. **GREEN LEAF:** Supplies are normal. Quality has been good with occasional seeders and light fringe burn. Demand is good. Crop manager is reporting weights around 22-24lbs. **RED LEAF:** Supplies are normal. Demand is average. Quality is good.

## Tender Leaf



**Arugula:** Quality and supply have improved and product is available. **Cilantro:** Supplies are light due to quality and yield. 10wk averages are in-effect. **Kale Blends:** Quality and supplies are good on kale. **Parsley:** Parsley quality and supply are good. **Spinach:** Quality and supply have improved and product is available. **Spring Mix:** Quality and supply have improved and product is available.

**MARKET ALERT**



## Lemons & Limes



**Lemons** – Extreme market remains in tact but it has eased up a little bit. Decent numbers are pulling from the desert will small amount from Oxnard along with MX and Chilean product has helped. Still far from where we need to be on supply but were starting to see the light. **Limes**– We are seeing the markets dropping a little , as we came into September the supply has increased , quality is good.



# MARKET OUTLOOK



## Onions



QUALITY SUPPLY

Onion market is steady from last week. Reds and whites are on the higher end while yellows remain steady around \$6. Our team is in Oregon next week so look for a full update soon! Seeing good quality.

**MARKET ALERT**

## Oranges



QUALITY SUPPLY

This market is still extremely active, demand exceeds supply. Valencias are warming up especially on the small fruit that isn't readily available. With offshore fruit tightening up a little we are also seeing more action on the mid to larger sizes. This situation looks to remain the same for the coming weeks. California's 2018-19 navel crop is forecast 11% bigger than last season, rebounding from a short crop a year ago. While the bigger production forecast is welcome, one industry leader expressed concern about California's declining navel orange acres.

## Pears



QUALITY SUPPLY

D'anjou pears are peaking on 90's and larger. Moderate supplies on 100/110's has the market steady. 120s and smaller are light with a firm market. Bosc pears have a steady market with supplies winding down for the season. Red pears are tight but should last till May. Quality is good on all pears.

## Peppers, Bell



QUALITY SUPPLY

**Green Bell Pepper East** – Supply is starting to tighten with FOBs moving up about \$2 across. Quality continues to be a bit of a challenge due to vicious rain and heat cycles. **West**- Supply is starting to tighten with FOBs moving up about \$4, and pressure to continue to go up another \$2-4 by the end of this week. Quality is mostly good. **Red Bell Pepper West**- Good availability with steady pricing for next week. Quality is good to excellent.

## Peppers, Jalapenos



QUALITY SUPPLY

**East**- Light, but steady supply continues from the east. Scattered local programs are available, but with Florence on the horizon, we could see this change quickly. FOBs are steady with good to excellent quality available. **West**- Supply is back to normal with pricing about steady. Great quality is available.

## Pineapples



QUALITY SUPPLY

Volumes will remain light through September. Sizing has, and will continue to improve on larger sizes. We do expect good volumes for October and the remainder of the year.

# MARKET OUTLOOK



## Potatoes



The market is lower this week. After the kill of new harvest the potatoes bulked up and that's what we are seeing now a good supply of big spuds, but the smoke from the fires halted growth so it looks to be temporary. Seeing good quality. Our team is in Idaho next week, look for a full update! North American potato production is expected to fall 12.4 million cwt short of the 2017 crop.



## Squash



East- With Michigan mostly done and the eastern Carolinas having only light supplies, markets are a little active, moving up \$2-4. GA is just beginning but is not producing enough supply to cover demand. Quality is fair to good. West- Santa Maria is winding down and Nogales still has about 2 weeks before their start date. FOBs continue to move upward another \$2. Quality is fair at best.



## Strawberries



Pricing is trending higher. The heat in N. CA growing regions is causing the fruit to mature very quickly, hence smaller sizes, 18-22ct range. Stems are still extremely difficult to find right now. Typical of this time of year. August – October the strawberry plant production declines resulting in the smaller sizes and quality issues. Aside from some reports of soft/bruising, the Berries are looking good out of Salinas Watsonville. As Salinas winds down, the Portola variety will be loading out of Santa Maria. Sizes ranging out of Santa Maria 18-24 ct. The lack of labor continues to be a difficult struggle. Fall crops being planted for in Santa Maria and in Mexico regions.



## Tomatoes



East Rounds – With only a few weeks left in the late summer crop, Alabama & Tennessee are still harvesting light, but steady supplies. Fall crop South Carolina has begun with Florida still about 4 weeks out. With Hurricane Florence on the horizon, we could see a rapid shake up in the east. These crops generally grow along river banks. Growers are extremely concerned about the high rainfall causing river flooding, which will have a major impact on the last few weeks of their planting cycle. **Romas**- Light supplies still come from mostly the TN region. With Hurricane Florence on the horizon, we could see a rapid shake up in the east. These crops generally grow along river banks as well. **Grapes**- FOBs are down about \$2. Quality is still a little shaky but overall good. **Cherries**- Experiencing lackluster demand as well, cherries will move into next week unchanged. Quality is mostly good, but occasionally will show signs of rain and heat stress concerns. West/Mexico Rounds- Most growers are starting to clean up their inventories, putting pressure on the split market. Quality has been excellent for California tomatoes, however, there are still many soft tomatoes in each box. **Romas**- Despite having about 7-10 days with good volume, it has tightened back up. Demand has strengthened and CA fruit is poor quality. With that being said, there is a major split pricing market between CA & Baja. **Grapes**- We look forward to downward movement next week with FOBs dropping about \$4-6. Quality is still fair, but improving. **Cherries**- Supplies remain snug, yet steady. FOBs will remain unchanged as we move into next week. Quality is mostly good.



## Watermelons



As we wind on down this road from our previous great heights we're seeing volume continue to trend downwards compared to previous weeks, while still being up slightly compared to previous years. FOB prices, meanwhile, are holding steady at a strong level, which is most likely a reflection of the coming hurricane that is likely to call an abrupt end to the season for many on the East Coast.





## Hurricane Florence expected to bring historic flooding, disruptions

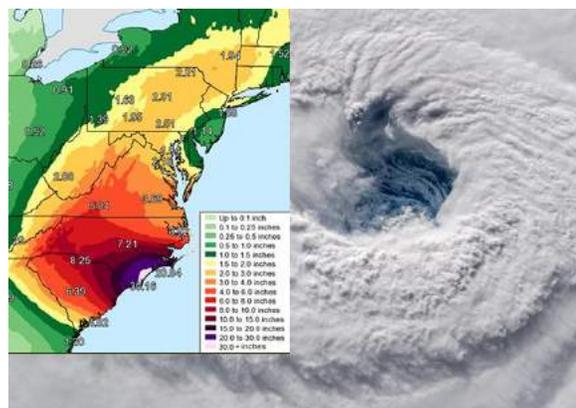
“Life-threatening, catastrophic flash flooding and prolonged significant river flooding are likely over portions of the Carolinas and the southern/central Appalachians into the middle of next week, according to the National Weather Service.

With trucks getting off the road and sweet potato shippers closing their sheds in preparation of heavy rains and wind, slow moving Hurricane Florence was lashing the coast of North Carolina on Sept. 13. While a portion of the crop had been harvested, he said the majority of sweet potatoes are still in the field. There is the potential for prices to rise because of crop damage, but he said it is too early to speculate about that. There is no way to predict exactly what growers will experience with rains caused by Hurricane Florence, said George Wooten, owner of Wayne E. Bailey Produce Co., Chadbourne. “We are a few days from really knowing... there is a saying that you don’t know how you look till you get your picture took,” he said Sept. 11.”

## North Carolina growers speed harvest in advance of Florence

“North Carolina sweet potato growers are scrambling to harvest as much of their crop as possible before Hurricane Florence makes landfall. The National Weather Service is forecasting more than 20 inches of rain in some areas over the next week.

The North Carolina Sweet Potato Commission issued a statement the afternoon of Sept. 12 that said: “North Carolina Sweet Potato farmers across the state are continuing to work tirelessly to harvest their crops before Hurricane Florence makes her projected landfall along the North Carolina coast later this week. Farmers have been working day and night to harvest as much of their crops as they can, along with preparing their facilities and personal property in the potential path of the storm. It is important to get as many potatoes out of the ground as possible as warm air and soil temperatures can speed up rot.” “Following the storm, the North Carolina Sweet Potato Commission will work closely with all of our farmers to assess damages.” The U.S. Department of Agriculture issued a news release Sept. 12 that said the agency was ready to lend assistance when needed.”



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,



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