



Dale's Market Update 10/16/18

Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Granny Smith, Fuji, available from Washington. Gala, Honeycrisp

Asparagus

- Peru continues to increase harvest production and gear up for holiday promotions
- Market is steady with good quality on both air and boat shipments out of Peru.
- Mexico/Baja in the north has seen a lot of rain from tropical storm Rosa which has hampered supplies and harvest production

Avocados

- As has been the case in recent weeks the industry continues to carry plenty of inventory from multiple origins (Peru, Chile, Mexico and the last of the California crop). The market is mostly stable even with good inventory combined with a lower demand period which will last through Thanksgiving. Peru and California will almost completely exit the market in the next 7-10 days leaving Mexico as the dominant origin with continued smaller arrivals from Chile.

Berries

- Strawberries are starting to loosen up this week as Santa Maria starts pumping better volume due to nicer weather. Salinas/Watsonville still winding down in volume
- Blackberries remain somewhat limited due to weather issues in Mexico. California is past its peak and on the downward trend. Oregon fruit is available as well as Guatemalan.
- Raspberries are now more readily available due to Central Mexico really taking off. Also, Salinas/Watsonville still have some light volume as well as Baja California
- Blueberries will be very limited for the next few weeks. Domestic is basically done with "good" fruit. Peru and MX have started in a light way. Supply will be very limited until week 42.

Broccoli

- Moderate production but ample for current demand. Many regional deals winding down shifting demand back west. With much adverse weather in many growing areas, production may be very volatility in November as we transition growing areas this year.

Cauliflower

- Good supplies early this week then decreases as the heavy flush passes. Quality is very nice, good sizing and weight, although some color off-white to occ yellow tint seen in the curds. Market will likely be much stronger next two weeks.

Celery

- Very good production continues! Market and quality remain attractive for promotions. Thanksgiving looking good for supply and quality!



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Cucumbers

- Cucumber supplies are still available out of Baja, CA
- Few shippers have started receiving minimal volume of cucumber in Nogales. Volume should increase in the upcoming weeks.

Grapes

Chile Overview

Weather conditions in Chile are ideal. The first Chilean grapes will arrive in the middle of December. The Chilean patented varieties are increasing exponentially. For example, Kopke is expected to have between 600,000-800,000 cases of new varieties between December 15-February 15. These varieties include sweeties, Timson, Krissy, Timco, and Sweet Celebration. It took longer for Chile to catch up with new varieties. There will be many millions of new varieties to come in the future. Chilean promotions can begin in the Christmas holidays and continue into January. Like Peru, the pricing can be more aggressive than the past years.

- First East coast ship scheduled for December 15/17th arrival
- Red and Green Varieties available
- First West coast ship scheduled for December 24/27th arrival
- Red and Green Varieties available
- Premiere Full Flavor Varieties will begin mid-February
- The lineup this season will be consisting of Sweet Celebration, Magenta, Timco, Timpson, Sweet Sapphires, and Cotton Candy Promotions

Green Bells

- Volume is starting to go down
- Quality is still good on most product with some issues starting to show up

Leafy Lettuce (green, red, romaine)

- Moderate to light supply. Market stronger and very active. Seeing lighter yields as some quality issues reducing yields. Production in Salinas and Santa Maria. Salinas will begin to wind down this month and transition to Huron late Oct., then to Yuma by early/mid Nov.

Iceberg Lettuce

- Moderate production as Salinas winds down this month possibly up to a week ahead of schedule. Overall good quality with some yields reduced by mildew and scarlatina in the fields. Market should remain very active through October as we transition to Huron (mid/late Oct) then to Yuma (early/mid Nov). May see possible spike during the transition.

Mangos – Imported

- Market easing off, ad opportunities available for October! Brazil is bringing fruit in; larger sizes are peaking. Ecuador is right around the corner
- Quality is great
- Promotable volume to start early – mid October



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Watermelons

Mexico crossing into Texas and Nogales are limited with smaller sizes available (60s and 5ct cartons) Florida is estimated to begin harvesting the beginning of next week with bigger sizes available

Onions

Conventional Onions

- All areas are going strong, demand is moderate and market is stable

Peruvian Sweet Onions

- Season is underway and supplies and quality are good
- Market is steady
- Look for good promotions for Thanksgiving

Organic Veg – California

Iceberg Lettuce –Tight supplies available, Market Higher

- Leaf-Limited supplies on Green, Red and Romaine (expect pro-rates) Market Higher
- Broccoli- Decent supplies available, Market Steady
- Cauliflower-Good supplies, Market Steady
- Celery/Celery Hrts- Decent supplies, Market Steady
- Cilantro- Good supplies available, Market Steady
- Green Cabbage-Limited supplies available /Market Higher
- Mix (Chards, Kales, Parsleys)- Good supplies- Market steady
- Red Beets- Good supplies available, Market steady

Pears – Domestic: Bartletts, Bosc, and Red Pears available from Washington

Pineapples

- Market remains steady
- Quality is good, but be careful of overripe fruit
- Cost Rican strike still impacting vessels, occasional delays
- Promotable volume to start mid - late October

Potatoes – Western

- Yields in the fields are way down and growers are predicting another short crop this year - 2 years in a row
- ID has worked through a lot of the grading issues they had a few weeks ago and are getting into other fields which are yielding more consumer size potatoes
- Quality is excellent so far
- CO is harvesting, quality is excellent and the market is good and steady

Squash

West

- Good supply of zucchini and yellow squash coming out of Santa Maria growing area
- Quality remains good. Volume currently meets demand and pricing is slowly dropping
- Squash available out of Nogales and McAllen



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Tomatoes

Field Grown Tomato

- Hurricane Florence spared TN from damage, but VA received an abundance of rain, affecting grape tomato crops
- Much lighter supplies on Roma, due to increased demand
- Round remain steady, good supply, good quality

Hot House Tomato

- Canada is experiencing hotter weather which is causing fruit to ripen faster, causing harvesters to pick earlier, causing lighter color and smaller sizes
- As we wind-down the Canadian season, this will be the norm
- Mexico will not start for another 2 months or so with sufficient volume