



Dale's Market Update: Nov 1st 2018

Apples

Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, Autumn Glory, Jonagold, Opal, Sweetango, and Braeburn available from Washington

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

Avocados – Imported & Domestic

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

CV / OG Strawberries: 99% of strawberries are coming out of California

- Availability on California conventional and organic was limited and looks to continue to downtrend as Salinas/Watsonville wrap up. Santa Maria is steady but Oxnard has not gotten going with any good volume just yet. We are also seeing a normal seasonal supply downtrend on California Organic.
- Mexico has started in a light way. Central Mexico is due to be hit with some heavy rains today which could impact the Strawberries in the upcoming future out of Mexico

CV Blackberries: Most Blackberries are coming out of Mexico. Some still out of California and Guatemala

- We are expecting rain throughout Mexico this week. Although most farms are covered with hoops, rain will create humidity and logistical issues in the fields. Mexico is scheduled to supply about 70% the volume this week. We are still increasing over last week but supplies are still not adequate to meet overall demand.

CV Raspberries

- Yields are down throughout CA due to a faster downtrend on December plantings

OG Raspberries

- Similar factors exist in OG Rasp this week as the above conventional. Overall supplies down trending as seasonally expected.

Blues

- Availability is limited but getting better daily. The limited supply is due to wet weather in the multiple growing regions. Multiple origins are CMEX & Peru/Argentina. Organic Blues are very limited.



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Broccoli

Moderate production with increased demand. Market active. With previous adverse weather in many growing areas, production may be very volatility through November when we transition growing areas from north (Salinas) to south (Yuma) this year.

Cauliflower

Moderate supplies but much lighter than previous weeks! Market more active as demand perks up as we head into the holiday season! Quality is nice, good sizing and weight, although some off-white to occ yellow tint seen in the curds. Salinas ending early/mid-November. Yuma starts mid-November.

Celery

Very good production expected through next month! Demand will dramatically spike from late-October through mid-November for the Thanksgiving holiday pull period which should strengthen the market from current level. Loading delays during this heavy pull period will likely occur as always.

California Citrus— Domestic

The first arrivals of new crop navels are here! We have Calif. Satsumas and expect to load Halos by the weekend.

Cucumbers:

West

- Moderate supplies available in San Diego from Baja California.
- Harvesting in the Baja region slowed with rain that went through the end of last week, driving the market up along with pricing.
- Fruit quality is good.
- More Nogales shippers have started receiving cucumber from the Hermosillo, Sonora growing district.
- Growers from both growing regions are still assessing potential damage from the rain brought from Tropical Storm Sergio.
- **Volume WAS expected to increase over the next coming weeks, but with the upcoming Hurricane Willa expected to make landfall late tomorrow/early Wednesday, this is still up in the air**
- **This could strengthen to a category 5 before it hits, with some areas expecting up to 18" of rain**

Grapes

As we look to transition into our import programs towards middle to end of December, depending on quality. This year looks to be a promising season for Peruvian, Chilean, and even some Brazilian specialty varieties. We will see increased volume for this season as well as having promotable volume on the new premiere full flavor varieties that I will outline below. I will be around at the MAC meeting to answer any questions or put together any programs needed. As I continue to meet with importers at the PMA we will continue to update latest info.



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▪ Calif. Grapes

Quality is outstanding on all varieties of late season grapes. Adora, Autumn Crisp & Scarlotta round out the lineup. Expect good quality and promotional pricing through the holiday season.

▪ General Opinion

Peruvian and Chilean grapes will start arriving in December with FOBs at historically low levels. Expected price ranges are from mid to high 20s with perhaps the best of best at 30-32. South American growers are well aware of the record volumes in California and they will aggressively compete with fresh, imported products. January is expected to range in the low to mid \$20 level. We suggest promotions on imported grapes for the Christmas period and forward. Topco will again have on ground inspectors to ensure our members receive consistent quality all season long.

▪ 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 catchup 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

Promotions

We will be in the position to promote red and green grapes from Christmas through the balance of the import season. There will be attractive prices for value or medium grapes during the months of December and January since we expect a premium for the Large and XL fruit. We have seen the most success in years past with ads planned well in advanced. Below is prospective timeline for promotions

- January- Green and Red, Add full flavor varieties
- February- Red all month, Green, last two weeks Add full flavor varieties
- March- Green all month, Red, last two weeks Add full flavor varieties
- April- Red
- May- Red

Green Beans

- Beans will remain snug throughout the rest of the year. Various weather issues are limiting crop production.
- Texas is cold and wet, Mexico is getting another hurricane, and Georgia is pretty much done.



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- Florida crop will be available, however there will be pressure to fill the holes that have been left by other areas.

Green Bells

West

- CA green bells are finishing up out of the coastal growing areas and volume has dropped
- Some growers are expected to start harvesting in Coachella as soon as the weekend. The quality of peppers remains good. Currently demand exceeds supply.
- Green bells from Mexico are also available to load in McAllen, TX
- CA growers are getting ready to make transition to Coachella Valley by the last week in October, moving into November

Leafy Lettuce (green, red, romaine)

Good production as Salinas winds down the next few weeks and transitions to Yuma! Market fairly steady as supplies exceed current movement/demand.

Iceberg Lettuce

Good production! Supplies remain good as Salinas winds down and transitions to Huron then Yuma. Huron started this week, Yuma starting early/mid-November. Overall just fair quality remaining in Salinas, seeing shorter shelf life (quality looks good at harvest then breaks down in transit 4-6 days). Huron quality slightly better.

Mangos – Imported

- Market easing off, ad opportunities available for October!
- Quality is great.

MELONS

Cantaloupe & Honeydew

- Yuma is flowing with more 9s and 12s available, Jumbo 9s are limited. Quality is looking good and expected to harvest for about 4-5 weeks. Honeydews are short supply with more 6cts available out of Yuma. Product of Mexico crossing are in good supplies with deals available on 5s and 6s.



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Watermelons

Mexican product crossing into McAllen and Nogales are not seeing a supply interruption, quality is looking good and expected to continue until beginning of December.

Mushrooms: Steady, suppliers are good. No major issues to report.

Onions: Stable and unchanged

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-Decent supplies, Market Steady
- Celery/Celery Hrts- Decent supplies, Market Steady
- Cilantro- Good supplies available, Market Steady
- Green Cabbage-Good supplies available /Market Higher
- Mix (Chards, Kales, Parsleys)- Good supplies- Market steady
- Red Beets- Good supplies available, Market steady

Pears – Domestic: Bartletts, Bosc, Comice, Danjou 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!

Tomatoes

Field Grown Tomato

- FL is going, Mexico is as well. The hurricane hitting Mexico this week could impact availability. Markets are high!
- 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
- Mexico will not start for another 2-4 weeks with sufficient volume. Product crossing now is fair to good quality.