



Dale's Market Update 11/20/18

Apples

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

Asparagus

- Holiday market has been tight
- Delays in vessel/flight arrivals have caused some loading delays
- Mexico is very light on supply, small pockets of supply here and there
- Supply for December will dwindle as we get closer
- Mexico will ramp up again late January

Avocados

- On Wednesday 11/14 after 17 days of no harvest, the Mexican grower strike finally ended. Fruit began arriving at the border this week-end and supplies are slowly working their way back into retail. Most if not all the fruit will be hard green through this week, simply to get the fruit to the stores in time for Thanksgiving. We expect the pre-conditioning process to begin again after the Thanksgiving week-end. Most shippers believe that there will be plenty of fruit available for mid to late December ads at promotable pricing. There should be excellent supplies through January during the play-off season leading into the Super Bowl. Most agree that the strike did nothing to strengthen the market for more than 2 weeks, and with the big crop, believe there will be excellent supplies for the next several months.

Berries

CV / OG Strawberries: Overall very tight in supply for the next 7-10 days

- Cold Weather, Fires in California have led to slim supply of strawberries. Florida should get going with good volume + "retail" ready product in 10 days approx. TX has started also in a light way but will get better every week moving forward

CV & OG Blackberries

- Good Supply and quality on Blackberries from C. Mex and Guatemala and will continue thru 2nd week of December

CV & OG Raspberries

- Good Volume on Raz out of C. Mex for the next few weeks but will start its natural down trend the 1st week of Dec

Blues

- Good Availability. Multiple origins are CMEX & Peru/Argentina. Organic Blues getting better in supply



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Broccoli

- Light supplies as production gaps during the transition from Salinas to Yuma. Cold weather has slowed growth and production creating gap in supplies! Coupled with reduced acreage for the winter, supplies look light through at least December.

Cauliflower

- Extremely short supplies! Cold weather has delayed growth in the fields and nearly halted production during the transition from Salinas to Yuma. With peak demand for the holidays, market has spiked with demand far exceeding supplies. With some reduced acreage, production looks fairly light through December unless some unexpected warm weather hits.

Celery

- Much lighter supplies next 4-6 weeks. Although demand will ease following Thanksgiving, production will be much lighter than normal for December with projected lighter yields and some reduced acreage. Market should remain very active.

California Citrus– Domestic

- **CA Navels** – Season is moving nicely, fruit size is running on the small side 88/113, but we have good volume on 48/56ct and we are booking ads on large navels. December will be a great time to run bag ad and bulk fruit promotions. Internal quality is really good.
- **Organic Oranges** – we have good supplies of organic navels. Fruit quality is strong **Full Circle 4# bags have started.**
- **Organic Lemons** – volume is tight but supplies will pick up week of 11/26
- **Florida and Texas Grapefruit** – Shipping good supplies, promotions are being planned for the holidays.

Cucumbers

West

- Light supplies of cucumber are still available in San Diego from Baja California.
- Supplies from Baja are expected to finish by the end of next week.
- Quality of cucumber out of this district being reported as mostly fair.
- Nogales still shipping good supplies of cukes from Hermosillo and Guaymas, Sonora. Cooler weather in this district has slowed down production, affecting size and quality.
- Volume should continue at a steady pace from the Sonora, Mexico area as we make into December.
- Fair to good quality being reported on cucumber from Sonora



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Grapes

- With these near perfect conditions, we are slowly coming to an end out of California. Looks like the first to transition into imports will be the Greens followed by Blacks and then the Reds. We could start the transition mid –December on the Greens still depending on quality. With what we are seeing out there now, it does not look like it is going to hold much longer than the second week of December. Imports coming in now have been very nice as an alternative to average quality. Now Reds a different story, there is still a bit of the crop remaining on the vine, look like they will still harvest until early December, weather permitting. Since harvest is running later this season, there are fantastic retail opportunities on Reds to really lift Category sales and profits into 2019.
- **Green Seedless:** There are Autumn Crisp out there still. As always, the size will grab your attention and the flavor this season will keep your attention. This grape had plenty of 'hang time on the vine' and tastes great. As we get near the end of November but, we need to keep our eyes on everything as we move into December.
- **Red Seedless:** Scarlottta Red Seedless should run into the new year. Quality is outstanding.
- **Black Seedless:** The Adora tastes great! We will have Black Seedless through Thanksgiving but there is a finite supply. The market is firming up a little bit on these, but keep them on your order pad.

Green Beans

- Bean pricing should start to come down a little next week, not due to oversupply but due to demand and a missed day of sales. It should settle somewhere in the mid-twenties.
- Beans will remain steady through to April.

Green Bell Peppers

West

- Light supplies of greens out of the Coachella Valley being packed this week.
- More choice and medium grade being packed at this time.
- Quality is good.
- Few Nogales shippers have started to receive green bells this week from Guaymas, Sonora and Culiacan.
- Market remains strong and prices are high, as demand exceeds supply.
- Market should remain high through the remainder of the week.
- Green bells from Mexico are also available to load in McAllen, TX

Leafy Lettuce (green, red, romaine)

- Light supplies through the transition from Salinas to Yuma. Market very strong as Salinas winds down quickly and Yuma slow to start.

Iceberg Lettuce

- Slightly below normal production creating strong market! Huron finished last week with production now fully transitioned to the Yuma starting this week. Seeing iced mornings for several days slowing fields and harvest. Market likely to remain strong in December.



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Mangos – Imported

- Market remains steady.
- Ecuadorian and Brazilian Fruit available.
- Sizes leaning towards larger counts

Melons

Cantaloupe & Honeydew

- Cantaloupes from Mexico has mainly 9s and 12s available crossing, with some quality issues (spotting, overripe). Imports (Guatemala) are limited but all sizes available (9s Jumbo 9s and 12s) with no quality issues. Honeydews from Guatemala are tight with processing sizes available (4s and Jumbo 5s), no spotting or signs of decay / underripe.
- Cantaloupes 9/9J/12 (Mexico)
- Honeydew 5/6/8 (Mexico)
- Cantaloupe 9/9J/12s (Guatemala)
- Honeydew 5/6/8 (Guatemala)

Watermelons

- Mexican product crossing into McAllen and Nogales are seeing a supply interruption (lower volume) crossing into the U.S., minor quality issues (hollow heart). Volume will pick up in the next 7-10 days and is expected to continue until beginning of December. Florida is harvesting with no quality issues, with all sizes available bins and cartons.
- Texas (product of Mexico): 45/60ct bins and cartons: Day-to-Day

Onions

Onions Peruvian Sweets

- Supply is good, quality has been good
- Market steady, nothing to report

Conventional Onions

- Reds, Whites and Yellows
- Market is steady, demand is moderate
- Quality has been good, nothing to report

Organic Veg – California

Transition down to the Desert will begin next week for most vendors. So, product will be tight and loading both north and south.

- Iceberg Lettuce –Limited supplies available, Market Higher



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- Leaf-Limited supplies on Green, Red and Romaine (expect pro-rates) Market Higher
- Broccoli- Decent supplies available, Market Steady
- Cauliflower-Limited supplies, Market Steady
- Celery/Celery Hrts- Limited supplies, Market Higher
- 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

Papayas – Imported

- Maradols and Solo Papaya volumes is steady.
- Origin(s): Mexico, Belize, (Maradols -Tai Nung), Brazil (Solos)

Pears – Domestic

- Bartletts, Bosc, Danjou, and Red Pears available from Washington.

Pineapples

- Market remains steady.
- Quality is good. Full range of sizes available. Promotable volume!

Potatoes – Western

Idaho russets

- Holiday pull is pretty much over
- Quality has been good. Outlook for 2019 is looking good
- Prices remain steady out of WI, same as last year, to control supply

Tomatoes

Field Grown Tomato

- Mexico – shortage of supply, due to hurricane damage. With colder weather moving in, that can also slow production.
- This is causing markets to spike.
- Grapes are virtually nonexistent,

Greenhouse

- BC region finishes in 2 weeks, Ontario region has very low production and will finish early December.
- There was a major freeze in Torreón, Mexico last night that will severely impact production on tomatoes and peppers in that area.
- The Greenhouse Tomato supply will be very tight for the next 2-3 weeks, possibly longer.