



## Dale's Market Update 12/18/18

### Apples

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

### Asparagus

- Mexico is now slated to start the end of January which means a lot of suppliers will not have product until then. West Coast product will be non-existent.
- There will be very small pockets of Mexican product popping up here and there throughout the first few weeks of January.
- Quality out of Peru has been good and will sustain the market till Mexico starts.
- Peru will cut production and supply once Mexico starts.

### Avocados – Imported & Domestic

- Avocado Update: As predicted, the impact of the 18-day strike did little to adjust the market in December. Harvest is in full production, although there has been some rain in the growing regions hampering some harvest and this week-end is a Mexican holiday so there will be minimal fruit being picked. There should be enough built up inventory over the past week to manage through without any issues; it will simply keep the market firm.
- The pending Christmas and New Years' Holidays, both landing on Tuesday is a concern. Harvesting will be intermittent and most likely there will be a very short supply the first week in January. I strongly suggest placing order as soon as possible through the first week in January. Shippers will build up inventories prior and manage through the holiday weeks.
- The crop is very good, quality has been excellent and supplies through January should be ample. Given the situation and unpredictability of the November strike, there is always a concern of when this will happen next. At this point, December and January ads should be good to go.

### Berries

- Strawberries: on and off wet weather in all growing regions has created an extreme supply situation. Light at the end of the tunnel is that good volume should come in January
- Conventional and organic raspberries: Overall production has decreased, peak is over
- CV/OG blackberries: Overall supply is steady, but due to wet/cold weather in Mexico we are seeing some quality issues
- CV/OG blues: Overall production continues to increase week over week. End of December will be pint prevalent pack size as Chilean vessel arrivals increase into the United States



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### Broccoli

- Very light supplies as cold weather slows production, sizing and yields! Market very strong through the holidays. Reduced yields and acreage keeps market very active and tight.

### Cauliflower

- Limited production with strong demand through the holidays! After a brief flush in supplies brought rapidly forward by rain, production moderates against good demand, keeping the market very active through the holidays.

### Celery

- Extremely light supply continues through January! Reduced acreage, lighter yields and some quality issues have significantly reduced yields/supplies! Market will continue extremely tight.

### 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. Look to run bags. December will be a great time to run bag ad and bulk fruit promotions. Internal quality is really good.
- **Lemons:** Please book ahead, large lemons are tight 140-200ct is readily available, bag lemons are in strong demand
- **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 heading into December
- **Organic Mandarins:** season has started with good supplies and strong demand. Plan ads for this item - great feature to have in your organic ad plans.
- **Org Grapefruit:** Good Supplies
- **Florida and Texas Grapefruit:** Shipping good supplies, promotions are being planned for the holidays.
- **Juice oranges:** we are seeing good sugar tests and quality

### Grapes

#### **Import Grapes**

- As more and more fruit start to arrive from South America, Peru and Chile, I will begin to share what we think of the markets, condition and quality of fruit and any trends that may be developing each week.



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### **Green Grapes**

- Here is where the biggest interest lies. The early arrivals to date have been excellent in condition and quality. The sizing of these newer varieties and even the early Sugraones have been in the XL to jumbo size frame. This was on fruit from Brazil and the early Sweet Globe variety from Peru. California was in full swing and interest for imports was nil. That market has quickly risen as the early fruit has cleared the market and better varieties have started to arrive. Also, some indicators in California has led some customer to opt into imports sooner than first thought. Don't be surprised to see that market venture into the low 30's as we enter Christmas week.

### **Red Seedless**

- This variety is still hard to judge. There are plenty of red grapes in California that would seem to indicate most retailers can load red grapes from California until early January. However, will the switch to green grapes also dictate a move into red seedless? Early arrivals of red grapes are currently lean, but we will start to see the first Chilean vessel by December 19 and more and more Peruvian fruit will also increase in quantity.

### **Green Beans**

- Supply should remain steady over the next few weeks.

### **Green Bells**

- Bell peppers are still in tight supply, choice and smaller size pepper supply has actually gotten tighter.
- High markets over the past month have slowed demand at retail, but cooler weather in the South has slowed production.
- Supply is limited to a few shippers and some shippers did not plant for the early season and will start after the first of the year.
- Quality is still good, sizing is trending to larger size fruit, a change from the earlier part of the season

### **Leafy Lettuce (green, red, romaine)**

- Red Leaf and Green Leaf seeing moderate production with unprecedented markets due to shift in demand from Romaine. Expecting Red and Green market to begin to ease. Romaine production is good with light demand keeping market fairly soft. Heavy push on Romaine to improve demand.



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### Iceberg Lettuce

- Improving supplies this week puts heavy downward pressure on the market! As demands wanes, market will fall considerably from its unprecedented level. Market will continue to be very volatile as markets and demand adjust to new levels. Some cold weather is still projected through January which could significantly affect yields and markets.

### Mangos – Imported

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

### MELONS

#### **Cantaloupe & Honeydew**

- 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 / underride.
- Honeydew 5/6/8 (Mexico)

### Onions

- Markets are steady, Supplies are good and quality is good.
- Moderate demand

### Organic Veg – California

- Iceberg Lettuce: limited supplies available, Market Higher
- Leaf: limited supplies on Green, Red leaf (expect pro-rates) but Romaine will have decent supplies, Market Higher
- Broccoli: limited supplies available, Market Higher
- Cauliflower: limited supplies, Market Higher
- Celery/Celery Hearts: extremely tight supplies, possible gap until first week of January, 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



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### Pears – Domestic

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

### Potatoes – Western

- ID - Supplies are still ample to finish out the storage year. Quality will be suspect from the potatoes that were harvested and had been affected by frost conditions. The one concern in ID are the potatoes that were still growing and not killed off in August. There was extreme heat and lack of rain. This could affect the quality on the storage crop.

### Squash

- Squash supplies are tight, with cooler temps and squash plants in a downward cycle.
- Squash production is coming from central and south FL, quality is pretty good with most shippers, only a few issues are showing up.
- Squash plants run in cycles and on top of low production due to temps we are in a downward cycle keeping production at a bare minimum

### Tomatoes

#### **Field Grown Tomato**

- Mexico: shortage of supply, due to hurricane damage. Colder weather moving in which can also slow production.
- This is causing markets to spike.
- Round tomatoes in all size ranges.
- Romas are extremely tight
- Grapes are virtually nonexistent, 20lb bulk

#### **Greenhouse**

- BC region finishes in 2 weeks, Ontario region has very low production and will finish early December.
- There was a major freeze in Torreon, 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.