



## Dale's Market Update: WESTERN VEGGIES 12/4/18

Yuma photos from today showing how the cold weather is bringing morning ice. This will be seen all week which will be slowing growth and production. Product shortages will continue through December due to weather, reduced winter acreage and lighter yields. Please scroll onward for further information.







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**Iceberg nkd 24's** \$47.50-51.50 fob

**Iceberg cello 24's** \$48.50-52.50 fob

**Iceberg cello 30's** \$44.50-49.50 fob

Market extremely short!! Short supply side will continue in December with daily/weekly allocations. Coupled with unusually high demand, market at record level. Processor demand driving the market.

**Broccoli 14s ice** \$22.50-26.50 fob

**Broccoli crowns ice** \$30.50-35.50 fob

**Broccoli 14s cello wrap** \$24.50-26.50 fob

**Broccoli crowns indiv cello wrap 38 ct** \$30.50-35.50 fob

Extremely light supplies! Supplies down significantly due to delayed fields and light yields especially limited crowns due to smaller sizing. Production is projected below normal through December.

**Cauliflower 9's** \$32.50-37.50 fob

**Cauliflower 12's** \$33.50-38.50 fob

**Cauliflower 16's** \$30.50-35.50 fob

Extremely light supplies! Production gap continues as cold weather hampers growth and production. Holiday demand will kick back next week keeping the market very active.

**Celery naked 24's** \$25.50-27.50 fob

**Celery naked 30's** \$25.50-27.50 fob

**Celery naked 36's** \$25.50-27.50 fob

**Celery sleeve 24's** \$27.00-29.00 fob

**Celery sleeve 30's** \$27.00-29.00 fob

**Celery sleeve 36's** \$27.00-29.00 fob

**Celery hearts 18's** \$26.50-28.50 fob

Industry supply gap in December! Demand very strong against lighter supply spiking the market! Shortages will be seen in December with weekly allocations.



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**Romaine nkd** \$25.50-27.50 fob

**Romaine slv** \$27.00-29.00 fob

Very good demand as everyone works to fill the pipeline and hope for returning demand.

**Green leaf nkd** \$48.50-50.50 fob

**Green leaf slv** \$50.00-52.00 fob

Extremely light supplies due to delayed fields, light yields and reduced acreage.

**Red leaf nkd** \$48.50-50.50 fob

**Red leaf slv** \$50.00-52.00 fob

Extremely light supplies due to delayed fields, light yields and reduced acreage.

**Green Onions 48 iced** small \$11.50-13.50 fob

**Green Onions 48 iced** medium \$13.50-15.50 fob

**Green Onions 2/24 tag iceless** \$14.50-16.50 fob

Good supplies currently crossing this week. Market soft with short-term deals.