



Dale's Market Update 12/5/18

Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, Jonagold, and Braeburn available from Washington. Demand exceeds supply on Granny Smiths.

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 – 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

- CV raspberries- Overall production has decreased, peak is over and we will start to see an increase in price. Day to Day volume
- OG raspberries - Overall production is consistent to what we did last week.
- CV/OG blackberries – Overall supply is steady compared to last week.
- CV/OG blues- Overall production is expected to increase slightly this week compared to last week.



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- CV/OG straws- Overall production has decreased due to recent weather conditions affecting all of our production areas. We anticipate additional downside to the supply forecast with chances of consistent rain in Oxnard this week.
- Cooler central Mexico temperatures have pushed supply into future days and weeks. Fruit is slower to mature/ ripen.
- Florida has forecasted rain this week

Broccoli

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

Cauliflower

- Very light production continues! Although supplies have improved, projected weather turns colder again which may slow production further. Activity will increase significantly for the next few weeks for the holidays which will drive demand higher.

Celery

- Extremely light supplies for December! Reduced acreage, lighter yields and some quality issues have significantly reduced projected yields/supplies! Market will be extremely tight with order allocations.

California Citrus- Domestic

We have a complete citrus program ready to serve to you.

- CA Navels – Season is moving nicely, fruit size is running on the small side 88/113, but we have good volume on 48/56ct 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 heading into December
- Organic Mandarin – season has started with good supplies and strong demand. Plan ads for this item is a great feature to have in your organic ad plans.
- Org Grapefruit – Good Supplies
- Texas Grapefruit – Shipping good supplies, promotions are being planned for the holidays.



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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.
- Nogales still shipping good supplies of cucumbers from Hermosillo and Guaymas, Sonora. Cooler weather in this district has slowed down production,
- 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

Grapes

- California is slowly coming to an end. Still 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. 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.
- **Green Seedless:** Domestic greens are still available and quality looks to be consistent but this is the time where we will keep our eyes and inspectors continuously looking at your orders. Mid December still looks like the right time to transition to imports.
- **Red Seedless:** This Red Seedless will be with us for a few more weeks. Up next are Scarlotta, with all of the expected quality attributes, just later harvest dates assuring supplies to January.
- **Black Seedless:** The market is firming up on these, but keep them on your order pad.

Green Beans

- Beans will remain steady through to April.

Green Bells

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.



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- 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.
- The market is higher along with pricing.
- More choice grade currently being packed in 11/9-bushel box as all #1 grade bell being packed in an 11lb box.
- Demand currently exceeds supply. The quality of pepper remains good.

Leafy Lettuce (green, red, romaine)

- Light supplies against very strong demand! Red and Green Leaf seeing unprecedented markets as recent shift in demand put additional pressure on the market. With the restart of Romaine, hopefully see some pressure relief on the other lettuces.

Iceberg Lettuce

- Very light supplies against unprecedented demand! With the recent Romaine issue, demand for iceberg has skyrocketed. Reduced acreage, lighter yields and cold weather have created light supply conditions through December. Projected cold weather with morning ice in the fields will limit harvest hours and production. Supply shortage expected through December. Hopefully, with the return of Romaine, see some demand relief on Iceberg.

Mangos – Imported

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

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



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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
- 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

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

- Quality has been good. Outlook for 2019 is looking good

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.
- Round tomatoes in all size ranges.
- Roma's are extremely tight.
- Grapes are virtually nonexistent.



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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 severally 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.