



Dale's Market Update

March 15, 2019

Apples

Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, Jonagold, and Braeburn available from Washington. Market is steady on most varieties, lower on Red Delicious, higher on Honeycrisp.

Asparagus

Freeze in Mexico has halted production/harvest. Weather forecast is warmer the next couple of days which will help but will take some time to get supply back up to reasonable volumes. Adequate supply is the hands of a few shippers. Shippers are handling back orders - weather and temps will be what everyone is watching. Stay tuned!

Avocados – Imported & Domestic

Current production out Mexico continues to be steady, however supplies, especially smaller fruit, will decline in production over the next three months. This, coupled with the forecast that California is expected to be down over 50% from last year and a late Peru season will put pressure on the Mexican market going into the summer. With a late Easter, the holiday pulls of Easter, Cinco de Mayo, Memorial Day and July 4th will also put added demand on the Mexican market

Berries

Strawberries: continue to be a little snug due to weather issues in FL & CA. MX is on the tail end of its season and keeping its product close by. It should open up in CA at the beginning of April.

Raspberry: volume looks good for the month of March and April

Blackberry: supply continues to look good and should really ramp up in April

Blueberries: Import supply is on the tail end of the season till domestic really ramps up. Florida has started in a light way. Mexico will also start to ramp up next month. The primary pack size will be 6oz end of March.

Broccoli

Moderate to light production. Supply looks to remain erratic next couple months as fields are off-schedule and with lighter yields due to adverse weather conditions. Market will likely swing up and down though the spring with short notice. Adverse weather in the central CA growing area will create some strong production fluctuations this spring (Mar/Apr/May).

Cauliflower

Improved supplies from previous weeks however well below normal. Market down this week but will likely rebound quickly as the desert winds down soon. Transition to Salinas started this week, Yuma finishing over the next couple weeks. Unstable weather (rain, cold, warm) will have an impact on future harvest schedules and production throughout the spring (Mar/Apr/May). As the desert



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season winds down, market will remain very volatile through the spring transition to central/coastal California.

Celery

Very light production continues and likely through May! Market unprecedentedly strong! Extremely high markets are attributed to reduced acreage and lighter yields from adverse weather.

California Citrus – Domestic

We look to have clear skies for the next 7-10 days. This will give the industry the chance to dry out and harvest ahead for once. Export will be the big driver for shippers over the next 3-4 weeks. Big fruit will be moving globally.

- *CA Navels*: Fruit size is running on the small side 88/113, we are seeing large fruit tighten
- *Mandarins*: Fruit quality is high and we are seeing good sales with this item. We are 100% into Tango/Murcott and the fruit is much nicer than the end of the season clementines.
- *Lemons*: Small fruit 140ct and smaller is tight and what is available is getting sucked up by foodservice. We need lead time on small fruit orders. Big lemons 115ct and larger are in decent supply, we are in the season of Lent and we will see lemon pricing raise now through the early summer.
- *Organic Oranges*: supply is returning to normal
- *Organic Lemons*: supply is returning to normal
- *Organic Mandarin*: supply is returning to normal
- *Organic Grapefruit*: good supplies
- *Juice Oranges*: we are seeing good sugar tests and quality

Cucumbers

Quality is still pretty good on most product, number 1 product is harder to come by as pack outs are heavier to selects.

Grapes

We finally got to see some good volumes arrive to the U.S. East coast on red grapes. Plentiful availability and good quality fruit. Greens are still lagging but will start to catch up over the next ten days or so. Green grapes are going to arrive very quickly then go away very quickly. The storage green grapes will start entering the U.S. and be stashed away until after the marketing order. We should see good promotable supplies of red grapes for the month of March. Late crimson will be the dominant variety through April and into May. We have heard Mexico is about ten days late so that will add to the LENGTH OF THE SEASON. Ample supplies of peaches and nectarines are available. We should see good supplies until around March 20 or so. Plums are still light in availability and has held that market a few shekels higher than the other two varieties.



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Green grapes

Up until now this variety has been lagging dramatically in volumes. We should see a two-week burst of volume then progressively decline. Large storage growers are already putting their storage fruit on the water to be put in hibernation until well after the marketing order. The market on green grapes will stay 2 to 4 dollars higher than their counterpart red grapes. There will be fruit to buy, but not in great leaps and bounds. By the back end of week 12, the market on green grapes will start to take a tick higher. By week 13, this market could really sky rocket and go fast. The strongest storage fruit will be the last to be sold. There will be some mid-level storage quality that will be very good but sold in a run up to the top tier green grapes. Don't get caught in the end like we did in the beginning. Be careful in planning your green grape orders.

Red Grapes

We now have solid supplies of red grapes available for your buying pleasure. They have started to load good volumes in Chile this week and we will see that fruit arrive by week 12. Crimsons will be the dominant variety and so far, the quality looks very good. M/L type fruit will remain light in volumes as we progress to the end. This size will need to be looked at next year as the shortage will continue. With all the new varieties being planted in Peru and Chile, the sizing is taking a turn upwards. That is good for everyone!! Please keep selling through the volumes like we did when there were shortages. Now is the time to put promotions in place as we will see fruit that can actually be put on orders.

Green Beans

Bean market is low with high supply and low demand.

Green Bells

Bells are SUPER TIGHT and may get even tighter as the week progresses. The Mexican supply is very light and shippers are reporting an early end to their season.

Leaf Lettuce (green, red, romaine)

Moderate production as desert winter season winds down over the next few weeks. Quality is currently only fair (epidermal peel). Although growers are removing additional leaves to minimize the defect, expect to see light blistering and epidermal peel on outer leaves. This will appear as brown discoloration by arrival or at store level. Transition to central and coastal California will occur late-March/early April. Quality may be a concern as we get into these next growing areas as well. The continued adverse weather (heavy rain) will likely have an effect on quality in these areas for spring harvest.

Iceberg Lettuce



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Improved supplies this week with few days of warmer weather. Desert winding down over the next 2-4 weeks. Expecting lighter supplies and stronger volatility as the desert winds down and transition to Huron then to Salinas. Previous cold weather continues to show its residual impact on quality which is epidermal peel! Although growers are removing additional leaves to minimize the defect, expect to see light blistering and epidermal peel on outer leaves. This will appear as brown discoloration by arrival or store level. Transition to central and coastal California will occur late-March/early April. Quality may be a concern as we get into these next growing areas as well. The continued adverse weather (heavy rain) will likely have an effect on quality in these areas for spring harvest.

Mangos – Imported

- Mexico has also seen lower volume. Ataulfo quality has not been great with a lot of sap staining. Next week, there will be more fruit to harvest that was not rained on during the flowering, and quality and volume should return to normal.
- Promotions are not recommended on round mangoes loading week 8-12, concentrate on Ataulfo.
- April and May will have abundant round and yellow mangoes for promotion

Melons

Cantaloupe & Honeydew

- Imports (Guatemala/Honduras) are with no quality issues, more availability 9/9/12s. Honeydews from Guatemala/Honduras are improving in supply and early concerns of disease are easing.
- Honeydew 5/6/8 (Mexico)
- Cantaloupe 9/9/12s (Guatemala/Honduras)

Onions

- Mexico starting with onions- Production is a bit slow due to cold temps
- Demand is moderate and prices are high on whites
- Peruvian Sweet onions starting to see a dip in production and supply- Quality issues
- Should be about another month left- Mex Sweets coming on to fill the gap until Vidalia starts mid-late April

Organic Veg – California Lamont/Yuma AZ (Desert)

Cal-O starts there transition this week from Coachella and will have all items available in Lamont March 18th.

Iceberg Lettuce: Limited supplies available, Market Steady

Leaf: Limited supplies (expect pro-rates) Market Higher

Broccoli: Decent supplies available, Market Steady



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Cauliflower: Tight supplies, Market Higher

Celery/Celery Hearts: Extremely tight supplies, Market Higher

Cilantro: Good supplies available, Market Steady

Green Cabbage: Good supplies available /Market Steady

Mix (Chards, Kales, Parsleys): Good supplies- Market steady

Red Beets: Limited supplies available, Market steady

Pears – Domestic: Bosc, Danjou, and Red Pears available from Washington, and Oregon. Argentine and Chilean Bartletts are available for shipping now.

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

Potatoes – Western:

- Miserable weather in the plains- Heavy snowfall in WI and CO and across the Midwest states has slowed sales
- Demand is fair, supply is good and quality is good
- Idaho continues Potato Lovers month promo- supplies and quality have been very good

Squash

Production has slowed and some quality has declined due to some storms with heavy winds. Production should increase by next week barring any weather issues.

Stone Fruit

Peaches and Nectarines are in prime promotional status. The last arrivals of these two items will be around March 16. Good varieties and sizes are the ticket here. Red and Black plums remain light as we are clearing out the Owen T and Black Ambers. Angelinos will start to arrive by next week. The pricing on this variety will start to rise a couple dollars over what is being sold currently. Larry Annes are very good and moving steadily through the pipeline. Keep taking stone fruit and let's finish strong!

Tomatoes

TOMATO – FIELD GROWN

- Cool weather throughout FL growing regions have slowed production. Scattered rains through the weekend have caused further volume reductions.
- Roma Tomatoes are consistent in light supplies with a bulk of the overall volume coming from Mexico as planned for the season.
- Grape & Cherry Tomato yields are mixed between farms with a steady supply overall.

TOMATO – GREENHOUSE

- Beefsteak & Stem quality is excellent out of Mexico.
- Canada is planted, but will not start in a big way until the end of March/early April.