



Dale's Market Update

April 11, 2019

Apples

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

Asparagus

Mexican market and supply continue to wrap up the season. Market is very erratic. There's still some supply out there and most suppliers are moving to 11# to finish out the rest of the supply. Washington will start up mid-April and California is starting now.

Berries

- **Strawberries:** remain somewhat flat, in regards to supply, due to continuing cold weather in California. Florida and Mexico are on the tail end of its season.
- **Raspberries:** continue to pick up volume week over week with a peak Mid-April. Eating quality very good.
- **Blackberries:** also continue to pick up volume. April will be a good month to promote. Eating quality and condition excellent.
- **Blueberries:** Import season will end next week. Florida and Mexico have started in a light way and will continue to pick up week over week. End of April will be good volume to promote

Broccoli

Good supplies this week then becomes much lighter next couple weeks following! Desert finishing for the season. Production now centered in Salinas, Santa Maria and Huron. Projected supply to remain erratic next couple months as fields are off harvest schedule due to weather and some planting gaps. Market will likely roller coaster though out the spring (Apr/May).

Cauliflower

Good supplies this week then lighter following. Desert about done for the season. Unstable weather (rain, cold, warm) will continue to have an impact on future harvest schedules with swings in production throughout the spring (Apr/May).

Celery

Very light production continues through remainder of Oxnard season (May/June)! Experiencing unprecedented high markets! Strong markets due to reduced acreage coupled with lighter yields from prolonged adverse weather this winter.

California Citrus– Domestic

Export is moving hard which is pushing choice and small fancy fruit as a value. I expect 4 weeks of strong harvesting and then we will see where the size structure will take us. Warm temperatures will push puff and soft fruit.

CA Navels – we are into the peak season and will be for the next 4-5 weeks.

Mandarins – Fruit quality is high and we are seeing good sales with this item. We are 100% into Murcott

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



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April 11, 2019

Organic Mandarin – great opportunity to drive sales, we have had great success with Cutie label

Organic Grapefruit – good Supplies

Juice oranges – we are seeing good sugar tests and quality

Corn

Florida crop starting to come on with very favorable weather - Exchange pricing has been set - Look for good supply, good quality and promotable volumes for Easter and spring time ads

Grapes

Pretty good week for movement as some ads kicked into place. Red grapes, particularly crimsons, are the main focus. Green grape arrivals are almost finished as we near the marketing order for seedless varieties. The shortfall on green grapes continues to be noticed as volumes are shy of previous years. It will be interesting to see what happens on green grapes. With Mexico being 7 to 10 days delayed and the shortage of greens from Chile, how long will the industry be able to stretch the supply? Mexico is delayed, we know that. The crop is going to be large. But we won't see volumes from Mexico until the first week June realistically. There still could be a gap on white seedless unless the early area of Julisco can contribute to filling that pipeline which they should start crossing the third week in April. We will need to promote grapes all of June and into the first week of July. Fourth of July ads on grapes will be could be a good thing this season.

Green Seedless

The green grape market is inching higher. In some cases, by the day. Fruit that has a water berry, or glassy bunches will sell for less. The market for that type of grape is virtually spotty. At the prices we are seeing, fruit needs to be strong and have legs. There is always risk when you talk about green grapes at the end of a very long season. Fruit that is held too long in an effort to get more money can sometimes blow up in your face. We will see a general increase in price every week.

Red Seedless

Crimson arrivals continue to arrive in excellent quality. Members continue to promote this fruit and that is a good thing. Marketers that are well positioned don't have to panic and can keep inventories current. We don't need to have a bunch of inferior quality fruit at the end. Growers in Chile that once thought there were going to be ample supplies of crimsons at the end, are now back peddling and are saying the end may very well be shorter than once thought. Crimsons will stay steady through Easter. We will see what happens after the Easter Holiday. Markets could rise in an effort to stretch the supply pipeline into May to avoid a gap on grapes. The last scheduled vessel arrival is for April 25. In between they cancelled a ship due to lack of supply to fill it. Shipping red seedless grapes 15 days after the marketing order tells me the fruit should be rock solid.

Green Bells

Green bells are in short supply and will remain in short supply for a few weeks.

Supplies have been tight for a month but demand has been so low the market did not respond.

Now supplies have gotten tighter and demand is stronger as the country starts to warm up for spring.

Mexico is winding down for the season about a month early putting more pressure on FL shippers to fill orders.



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Leafy Lettuce (green, red, romaine)

Moderate production as desert winter season winds down. Quality is currently only fair (residual epidermal peel/discoloration). Transition continues this week and through the next few weeks. Quality will remain only fair in Huron and early Salinas. The continued adverse weather (rain, cold, warm) will have an effect on quality in these next areas for the spring harvest.

Iceberg Lettuce

Moderate to good supplies as the desert finishes. Currently in Huron then to Salinas starting in 2-3 weeks. Quality only fair with shorter shelf life. The prolonged adverse weather (rain, cold, warm) having a continued effect on quality this spring.

Mangos

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, expect tight supply first half of April as harvest transitions. Honeydews from Guatemala/Honduras are consistent in supply, though there are some concerns of white fly becoming a factor in the near future.

- Honeydew 5/6/8 (Mexico)
- Cantaloupe 9/9J/12s (Guatemala/Honduras)
- Honeydew 5/6/8 (Guatemala/Honduras)

Watermelons

Mexican product crossing into McAllen & Nogales are seeing light supply as harvest is in transition in Mexico. Slightly higher FOB's will continue through mid-April. Florida is starting with light volume south.

- Texas (product of Mexico): 45/60ct bins and cartons
- Nogales (product of Mexico): 45/60ct bins mostly
- South Florida (Domestic): 45/60ct bins

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 - Texas Sweets coming on to fill the gap until Vidalia starts mid-late April

Organic Veg – California Lamont/Yuma AZ (Desert)

Transition from Desert up to Salinas has started – expect some orders to load both locations for the next week or so

- Iceberg Lettuce – Tight supplies available, Market Higher
- Leaf - Limited supplies (expect pro-rates), Market Higher



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April 11, 2019

- Broccoli - Decent supplies available, Market Steady
- 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!

Stone Fruit

- With Imports all but over, this is how California is shaping up:
We are still anticipating starting the harvest out of Kettleman City right around the end of April (~29th or so). They have had ample amounts of chill hours, no freeze damage and the blooms have been spread out to help with having an overall even crop throughout the season. Again, they are planning on starting with **White Peaches**... with the **Apricots** to follow a day or so after that. The crops are looking very good – with ample amounts of fruit. At this time, we are thinning fairly heavily to also insure that we have good size fruit throughout the season.
- Once **White Peaches/Apricots** start, we will then start to harvest **Yellow Nectarines, Yellow Peaches and Peacharines**. **White Nectarines** look to start around the 15th of May and industry will have consistent supplies through September. **Plums – Reds** to start around May 27th with the **Black Plum** to follow around the first week of June.
- For now – Everything looks to be right on track.

TOMATOES

Tomato – Field Grown

- Despite the small dip in supply, heavy volumes crossing from Mexico continue to bring Eastern FOBs down.
- 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