



Dale's Market Update

April 25, 2019

Apples

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

Asparagus

Washington starts this week, prices remain high

Avocados – Imported & Domestic

- ✦ The combination of Growers holding back fruit at the beginning of the month to raise market pricing, to the political upheaval on the border creating significant delays of product crossing from Mexico into the US, the Easter Holiday week harvest shut down and finally both Easter and Cinco De Mayo demand has created an extremely volatile situation. As most retailers have cut back or pulled Ads
- ✦ Expect the market to continue to level off in the weeks to come and May.

Berries

Good production in Santa Maria and Oxnard for the next 10 days. Oxnard is on the tail end of its season. Salinas/Watsonville have started in a light way

- ✦ Raspberries
- ✦ Although weather has been good in Mexico there has been very large forecasting misses the last several weeks. Border transfer delays is only making the situation worse with order fills. There was not really a peak this year and it appears production will continue to trend downward.
- ✦ Oxnard is the next region starting and has been receiving Good weather in this region. However the deal has been pushed back a few weeks due to the recent weather. Larger volumes expected in mid-May.
- ✦ Blueberries
- ✦ CA: The first few weeks of May we will start to see that region kick it in.

Broccoli

Following recent flush and very soft markets, production will lighten for the next couple weeks. Supply and markets expected to roller coaster next 2 months as a result of the planting disrupting (heavy rain/wet fields) during late-winter/early-spring.

Cauliflower

Lighter supplies following recent flush with fields overlapping. Previous weather (rain, cold, warm) will continue to have an impact on future harvest schedules with big swings in production throughout the spring. Supply outlook will change weekly as production schedules change.



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Celery

Light production continues through remainder of Oxnard season (May/June)! Although production will remain below normal, overall outlook may improve in May. Depending on demand, we may see some market relief in May. The drawn-out shortage situation this year was due to reduced acreage coupled with lighter yields from prolonged adverse winter weather.

Cherries

Very light supplies of red cherries available week of 4/29

California Citrus – Domestic

We will see our first 90 degree temps this week and with that we will have three days in a row. This will begin the decline of the winter navels and mandarins. I expect to see a significant drop in the pack out ratio between fancy and choice. Mandarins will see softness in larger sizes.

CA Navels There will be a two tiered market until this cleans up. You get what you pay for.

- ✚ Mandarins – We are seeing Halo begin to drop off with volume and quality on the larger fruit. Mostly 32ct left out in the field.
- ✚ Lemons – push larger bulk fruit and bag lemons. We will see supplies tighten with D1 ending over the next few weeks. Summer lemons will begin middle of
- ✚ Organic Oranges – Decent supplies for the next 2-3 weeks
- ✚ Organic Lemons – Supply is tight with fruit in only a few hands, lead time is needed

Corn

First California corn is in the house!

Cucumbers

Supply is very good and quality is good with most shippers

Grapes

Red grapes, particularly crimsons, are the main focus with the most opportunity to promote. Green grape arrivals are almost finished as we are now past the marketing order for seedless varieties. The shortfall on green grapes continues to be noticed as volumes are shy of previous years. 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 to bridge any gaps? The crop is going to be large. But we won't see volumes from Mexico until the first week June. There still could be a gap on white seedless unless but it looks like between the Brazilian, Late Chilean and early Mexico area of Jalisco can contribute to filling that pipeline which they should start crossing the third week in April so there may not be any shortages. 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.



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✚ Green Seedless

✚ The green grape market is moving higher. In some cases, by the day. Fruit that has a water berry, or glassy bunches will sell for less with some light repacking. We will stay clear on any of this no matter what price. 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. We will see a general increase in price every week especially the late Chilean Storage grapes.

✚ 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. 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 could start to move slightly upward to get to Mexico - we will see what happens after the Easter Holiday. 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.

Leafy Lettuce (green, red, romaine)

✚ Moderate production. Desert done. Production in Huron, Santa Maria and Salinas. Quality only fair due to previous adverse weather (rain, cold, warm), resulting in shorter shelf life on product.

✚ Iceberg Lettuce

✚ Moderate to good supplies. Production in Huron, Salinas and Santa Maria. Huron will finish in 2 weeks. Quality only fair with shorter shelf life/early breakdown. The prolonged adverse weather (rain, cold, warm) having an effect on quality.

Mangos – Imported

✚ Mexico – We have not seen mango volumes rise as much as expected in Mexico. Temperatures have been cool, causing fruit to develop more slowly. Fruit is also not sizing up.

✚ Champagne Mango (Ataulfo) are in good supply with excellent quality and flavor. Now is the time to promote through June!



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Melons

- ✚ Cantaloupe & Honeydew
- ✚ Imports (Guatemala/Honduras) are in light supply with no quality issues. Supply is winding down on Cantaloupe and Mini Watermelon. Expect tight supply on cantaloupes through the end of the season. Expected to finished up by the end of week 19 (5/10/19)
- ✚ Watermelons
- ✚ Mexican supply through AZ is increasing steadily. Expect FOB's to drop going into week 18. Supply through TX is steady at slightly higher FOB's than AZ. Expect market to remain steady through week 18

Onions

- ✚ Conventional market is steady right now- No real demand- quality is good
- ✚ Vidalia season begins today- Quality is reported as excellent, supply is good
- ✚ No weather damage due to this past weekend storms

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
- ✚ 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
- ✚ Pineapples - Supply has been tight industry-wide for the past few weeks leading up to the Easter Holiday demand. 7ct were the hardest hit. Expect availability to remain tight for the next week or so.
- ✚ Quality is good, no major issues, but planning is key to ensure availability on your requested sizes

Tomatoes

Roma and Grape markets are low and steady.

Tomato – Greenhouse

- ✚ Canada in full swing
- ✚ Great quality and pricing on Beefsteak and Stems