



Dale's Market Update

May 24, 2019

APPLES

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

ASPARAGUS

Supplies in Washington remain stable

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.

BERRIES

Strawberries

- Salinas/Watsonville: experienced more rain in the Watsonville/Salinas area over the weekend. Watsonville over the last several days received 1.5+ inches and Salinas was around .5 inches. There were even reports of hail in certain areas. Our team is being proactive on supply forecasts. The volume has dropped substantially and there will be shortages the next couple weeks. Shippers are going to raise spot market pricing as well in light of the huge reductions of supply. I am guessing the first week of June the industry should get back to seeing some of the volumes we are used too for the time for the year.
- Santa Maria: The Northern regions received the majority of the rain but Santa Maria did get at least .50 inches within the last week. The industry is still getting the largest volume from this region. Expect weaker berries as well from Santa Maria. Keep those displays turning! Organic production will be affected as well.

Raspberries

Oxnard is starting to get into Peak production in this region. The cooler weather and rain may have pushed back the volumes slightly. The majority of supply will be loading in Oxnard.

Blackberries

Oxnard/Santa Maria/Watsonville: Production is very small and will not pick up until middle of June, Like Raz the production in the north has been pushed back a few weeks due to weather.

Blueberries

CA Central Valley of California has been getting rain as well. This is impacting our Blue supply. Our team will be evaluating the damage in the next few days. Peak volumes however are expected by the middle of June. Large Pacific Northwest volumes expected the first week of July.



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BROCCOLI

Light to moderate production with some planting gaps affecting supplies. Production will swing up and down next 2 months as planting schedules were interrupted by rain and wet field conditions.

CAULIFLOWER

Very light supplies but improving this week. Production will continue to swing wildly next 1-2 months as planting schedules were interrupted by rain and wet field conditions. As fields come to maturity, supplies will be much heavier one week and very light another. Although ads will be difficult to set under these circumstances, short-term opportunity buys will likely become available.

CELERY

Light production continues through remainder of Oxnard season (May/June)! Although production will remain below normal, market has eased. Depending on demand, market will adjust downward. The extended shortage situation this year was due to reduced acreage coupled with lighter yields from prolonged adverse winter weather. The transition to Salinas starts in June and will help going forward.

CHERRIES

Demand exceeds supply on red cherries to start the week. Rain storms will dictate where the market goes with storms in the forecast

CALIFORNIA CITRUS

- Markets are beginning to tighten with both supplies and fancy fruit declining
- Pack outs are moving to higher choice ratios and small fruit in general becoming very tight on the fresh market
- We have promotable volume through May and then just weekly business in June
- I expect imports to be available in the first week of July
- Overall import supplies look to be solid on larger fruit 72ct and larger, small fruit tight and will be primarily used for bags programs

Mandarins: should slide right into imports, but will be challenged with size. If you want California fruit it will be 36/40ct from mid-May to June. Imports will be 28/32 with Peruvian fruit being the dominate country of origin.

CA Navels: Peirone is shipping 100% late navel varieties, this is giving us the best arrivals and eating profile. Some mid-season fruit is still around and priced cheaper to get it moved.

Halo Mandarins: will continue for through May with spot business into June, but will be fighting size most 36ct and smaller

Lemons: push larger bulk fruit and bag lemons. Summer lemons will begin beginning of June, with fruit from Argentina and then Chile in July. Overall lemon supply looks stable and I don't see a repeat of the \$50-\$60 markets we have seen in the past.



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CORN

Good supply of corn out of California

GRAPES

Mexico Grapes:

- grapes are starting a little behind last year with a big crop
- promotional opportunities all of June on red and Green
- should finish 2nd week of July

Overall Grapes: promote in June Red and Green

Green: just starting in light way

Reds:

- crossing week of 5/13 in a light way
- promotional volume - aggressive pricing June 10th – June 29th

Coachella, CA Grapes:

- Most growers to start 5/22 with their Red ranches
- Mostly market Grapes - season seems 8-10 days behind
- Greens - a light start, most will get going week of 5/20

LEAFY LETTUCE (green, red, romaine)

- Very good production next few weeks
- Production in Santa Maria and Salinas
- Quality only fair to average due to previous adverse weather (rain, cold, warm), resulting in shorter shelf life on product

Iceberg Lettuce

Very good production next two weeks. Production in Salinas and Santa Maria. Quality only fair to average with shorter shelf life/discoloration. The prolonged adverse weather (rain, cold, warm) has had an adverse effect on quality.

MANGOES – Imported

- Mexico – volume surged this week. Peak season is here. Time to promote!
- Prices have fallen significantly across the board and there are very sharp promo opportunities available on 10s, 12s, & 14s.
- Guatemala is winding down as Mexico enters the high season. Rainy weather may speed the end of the season.
- Expect premium pricing on large size Kent's, vs. Tommy & Haden varieties



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MELONS

Cantaloupe & Honeydew

Domestic (AZ): Cantaloupes and Honeydew have started with light volume and higher FOB, but expected to pick up quickly and market prices to respond downward

Watermelons

Mexican supply is steady through Nogales and quality is good.

ONIONS

Vidalias:

- very little to no excitement
- jumbos are tight this year with mediums being the dominant size
- quality is good across the board but we need a break in the weather to drum up sales

ORGANIC VEGETABLE – California Lamont/Yuma AZ (Desert)

Iceberg Lettuce: Decent supplies available, Market Steady

Leaf: Limited supplies, Market Steady

Broccoli: Limited supplies available, Market Higher

Cauliflower: Decent supplies, Market Higher

Celery/Celery Hearts: Extremely tight expect pro-rates 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: Coming into the slower season on Pineapple. Expect availability to tighten up. Not much promotion opportunity. Quality is good, no major issues, but planning is key to ensure availability on your requested sizes.

STONE FRUIT

Our 2019 California Stone Fruit season is under way. By mid-May you can expect ad opportunities on nearly our full lineup as well as Memorial Day!

Yellow Peaches: Starting to pack more in Arvin and Cattleman area and this weekend here in the Valley – with supplies increasing throughout the weekend and into next week. Sizing peaking on 64's through the rest of this week...Size will start to increase to 56/48's in the weeks to come. The fruit is nice out of the Arvin/Cattleman area but the better fruit will be in the valley as most everyone will start this next week.

White Peaches: Supplies are light with increasing numbers as we move into the weekend each. Sizing peaking at 64's...56's/larger to follow in the weeks to come.



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Yellow Nectarines: Just starting for the most part this weekend. Volume will increase considerably within the next (10-14) days.

White Nectarines: Looks to be starting this weekend to the first part of next week. Fruit is plentiful on the trees – just a little too green to harvest at this time. Sizing will start with 64's/smaller – very few 56's/larger in the beginning.

Apricots: Still a slow-go getting started and supplies will be on the lighter side through the weekend. Supplies will start to increase throughout next week and we'll have good volume by the end of next week. Sizing is peaking on 88's and smaller at this time. Second set that will start next week will have larger sizing throughout.

Plums: Estimated start date end of May – first of June.

TOMATOES

ALERT!

Tomato suspension Agreement:

The Department of Commerce has officially terminated the 2013 Suspension Agreement for Fresh tomatoes from Mexico, setting a 17.56% duty on Mexico tomatoes arriving in the United States. According to the Department of Commerce, Customs and Boarder Protection will begin the collection of cash deposits or bonds in the amount of 17.56% of the value of product entering the U.S. unless or until a new deal can be made between the U.S. and Mexico.

Peirone will keep you well informed as we receive additional information on this situation.

Tomato – Field Grown

- Steady flow of Roma offerings which remain unchanged despite the withdrawal from the suspension agreement.
- Grape & Cherry harvest is also steady and will have some upward pressure towards the end of the month, with the central part of the state transition North to Quincy.

Tomato – Greenhouse

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