



Dale's Market Update

June 21, 2019

APPLES

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

ASPARAGUS

- Mexico: Quality good, weather inconsistent, yields/volume below budget
- Washington: The season seems to be over this week

AVOCADOS – Imported & Domestic

June supplies of the 'old crop' out of Mexico will continue to diminish through the month. There is a decent short-term supply and planned promotional volumes are available through June. As we move into July and August, the combination of the lower volume 'new crop' Mexican product, the end of the California crop (although there is an increased supply of Peruvian fruit), the overall market is expected to increase and supplies may become limited. As we have seen in the past, when the market increases, and Mexico feels they have leverage in the market, there is the potential for them to hold back and have the market spike unexpectedly.

BERRIES

- Strawberries: Blistering heat last week in California took a toll on the fruit on the plant, the plant itself and the green fruit on the plant. Growers are still trying to evaluate the situation. We will keep you posted on developments as they become available. In a best-case scenario, California should still have enough supply for the 4th of July pull, but potentially at a little bit higher FOB than previously anticipated.
- Raspberries & Blackberries: Rain and heat has delayed this crop in California. It will ramp up in the next few weeks, but the 4th of July pull will make it tricky. South East Blackberries have started, but could also be challenged due to current rain/thunder storms as well as those in the forecast.
- Blueberries: GA/NC are on the tail end and Jersey is at the beginning of its season. Rain/thunderstorms in this growing region though will make it tricky and could affect supply on a day-by-day basis. Heat from last week in California and extreme wet weather from a couple of weeks ago has compromised quality/condition on some fruit in this area. Look for higher FOB's than last year (this same time) as well as potential soft fruit.

BROCCOLI

Moderate supplies, but down from previous week. Seeing some variable quality and reduced yields from recent heat.



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CAULIFLOWER

Heavy flush passed following recent heat-wave. Seeing lighter supplies and some reduced quality in the field (discoloration and off-color). Market stronger against lighter supplies this/next week.

CELERY

Oxnard season finishes with Salinas now going. Fairly limited supplies to start then should see significant improvement in the weeks ahead with possible promotional supplies in August.

CHERRIES

Washington is in full swing with Rainiers, Reds & Skylar Raes! The season will be compressed into 6 great weeks of selling – nothing moves the sales needle like cherries. Ask you sales rep for more details.

CALIFORNIA CITRUS – Domestic

Markets are beginning to tighten with both supplies and fancy fruit declining. The week of June 3 the citrus growing region show temps as hot as 108. This is very hot for early June and comes on the heels of May being the wettest May on record. This will cut the navel crop short with navels being all but finished by the first week of July.

- CA Navels: Markets will move each week as supplies dwindle
- Lemons: Let's set summer promotions, push larger fruit
- Organic Lemons: supply is very tight

CORN

Quality out of California will be outstanding for the 4th of July

CUCUMBERS

Quality has been generally good, but it does vary from farm to farm

COACHELLA, CA GRAPES

Peak volume on all three colors

- Reds: steady look to come off, season seems 8-10 days behind Mexico, still look to go deeper in July
- Greens: quality looks very nice
- Blacks: have started continue to add to orders

GREEN BEANS

Bean supply is EXTREMELY tight and Washington beans start this weekend



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LEAFY LETTUCE (green, red, romaine)

Much lighter supplies next couple weeks as recent heat cut into yields/quality and supplies. Will continue to see some heat-related damage next few weeks as some effect is seen in current and younger fields. Likely see some lighter weights, smaller sizing and lighter color as more outer leaves are removed. Production in Santa Maria and Salinas. Planned reduced summer acreage next several months to offset lighter demand from local deals.

ICEBERG LETTUCE

Much lighter production, stronger market. Recent heat-wave caused some heat-related damage and reduced supplies. Will likely see some lighter weights, smaller sizing and lighter color next few weeks with shorter product shelf-life. Production in Salinas and Santa Maria.

MANGOS – Imported

- Overall volume continues to move upward
- We are entering the peak of the season on Tommy and Kent Mango, with Kents taking over as the main variety as we move towards late June
- This is the best time of the year for promotions with the abundance of Kents! Monster promo opportunities now until mid-August!
- 10s and 12s are peaking

CANTALOUPE & HONEYDEW

Domestic (AZ) Cantaloupes and Honeydew are in full production with good supply on all sizes

ONIONS

- Market steady with good quality
- Whites still tight with above average pricing
- Walla Walla Sweets in the house now!

ORGANIC VEGETABLES – California Lamont & Salinas:

- Iceberg Lettuce - Limited supplies available, Market Steady
- Leaf - Decent supplies, Market Steady
- Broccoli - Extremely tight 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



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- Red Beets - Decent supplies available, Market steady

PINEAPPLES

Suppliers are steady and will be good through June. However, we are entering the summer-time lull in availability. No promo opportunities between the end of June through early September. This is due to yields coming on earlier than expected during the months of May and June to date.

Quality has been solid with nice brix and Markets remain steady.

POTATOES

- Movement steady
- Quality is mostly good in all regions
- Next few weeks looking to get tight due to storage crop winding down and supplies dwindling, prices to go up
- Well and supply is a little tight but better than yellow

STONE FRUIT

- Yellow Peaches: Good supplies, excellent quality and good sweet varieties. Sizing is peaking at 48's/larger. Varieties include Early Magenta Queen, Raspberry Heirloom, and June Flame
- White Peaches: Good supplies with MORE coming throughout June. This is a great time to promote! Fruit is clean, high color and extremely sweet. Sizing is peaking at 48's/larger. Varieties include Jillie White, Ivory Spring – starting Ivory Queen and Pearl Princess this week.
- Yellow Nectarines: Steady supplies with sizing peaking on 48/56's and some larger. Varieties include Crimson Sweet and June Sweet.
- White Nectarines: Good steady supplies – with sizing peaking on 48/56's and larger. We are starting with our “Pearl” varieties and volume will be coming! Varieties include Honey Pearl and Flavor Pearl with Kay Pearl and Crimson Pearl starting by the end of June.

APRICOTS

Excellent supplies with nice large sizing. Fruit is clean with nice orange color with sweet flavor. Size is peaking on 72's and larger good volume on 64's and 56's too. Varieties include Trinidad, Coral and Escort.

PLUMS – RED

Light supplies at the front part of this week, but volume will be coming! Range of all sizes. Varieties include Red Nectar, Cinnamon and Crimson Heart.



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PLUMS – BLACK

Fair/steady supplies – Range of all sizes. Varieties include Black Nectar and Ebony Jewel.

PLUOTS - RED/BLACK & MOTTLED

ALL AVAILABLE NOW!! Sizing is 72ct/larger & packed in a 2-layer tray pack

TOMATOES

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. We will continue to keep you well informed as we receive additional information on this situation.

TOMATO – GREENHOUSE

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