

Dale's Market Update

August 13, 2019



August brings us local fruit - always an exciting time for the produce business. Keep in mind that we only have the summer season once a year and if we miss it, it's gone for another nine months. Make plans now to capitalize on what is left of our most exciting time of year. Happy Selling!

APPLES

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

ASPARAGUS

- Mexico has had a decrease in harvest and production as well- weather the main factor. Excessive rain and hail have damaged some fields. This decrease has in turn put more pressure on Peru to cover west coast customers, which in turn drives the Peruvian market up in price. No relief in sight for Mexico or any preparations to recover from the shortage. Demand exceeds supply across all regions right now

AVOCADOS

- California harvest will be wrapped up by the end of August, and inventories will be all shipped by the first week of September. Fruit from California has remained predominantly on the West Coast, but some has trickled east earlier in the season. This has allowed Peruvian arrivals to concentrate on the East coast and Midwest. Peru was better received this season than in years prior.
- Size curve has been heavy to Jumbo sizes, with 36/32/28's making up the bulk of arrivals.
- Mexican Summer Crop aka "Flora Loca" has been heavy to smaller sizes, with 60's and smaller making up the lions share, and very few #2's.
- Currently domestic inventories are elevated, with majority of fruit being either Small Mexican or Large Peruvian.
- Over the next few weeks the industry will work through the lower demand items and transition to one principal crop, the Aventajada bloom from Mexico. Aventajada is an early maturing bloom of the larger "normal" crop that makes up the bulk of the Mexican season. Fruit is more traditional in shape, with more of a teardrop shape in appearance. The release date for this bloom is August 15th, however the early arrivals will still trend heavily to smaller sizes. By September, Mexico will be dominating the market, with very little competition from other sources. There is some concern in the industry for how harvest volumes and field cost will shape out once Mexico is the primary supplier in the market. Chilean fruit may enter the USA during this time, but there is a preference for European markets for most Chilean growers.

Dale's Market Update

August 13, 2019



BANANAS

Market is slow. Back-to-school hasn't made an impact at retail yet.

- Demand is down and growers are cautious on the volumes shipping into North America.
- Quality has been excellent.

BERRIES

Strawberries: Good Volume for the rest of this month but down trending every week moving forward as we finish summer crop and transition to fall crop in California, for conventional and organic. Smaller sizing, light bruising and lower sugar but over all good quality and condition

Raspberries: Conventional and Organic raspberries will continue to increase week over week with peak volume end of August through the beginning of September due to Watsonville continuing and Oxnard new crop pumping out good volume. Quality and condition are good as well as eating quality.

Blackberries: Conventional and Organic blackberries continue to fall short due to warmer weather in the northern California.

Look for this market to remain extremely limited until Santa Maria gets going with volume at the end of Aug/beg of Sept

Some inconsistent sizing and bruising due to hotter than expected weather

Blueberries: Org and Conv Domestic blueberries have now past their peak domestically in all regions (MI, BC & Pacific Northwest). Look for this trend to continue week over week until import season starts in full swing. We are starting to see some very light arrivals of Peruvian blues entering the USA and looking very nice. End of season crop overall still solid but some softer fruit which is leading to bigger pack sizes having some issues with too much weight in the clam shell.

BROCCOLI

Very good supply on bunch, more limited crowns! Seeing more bunch in fields due to some smaller sizing and branches. With current favorable weather, overall quality improving, mostly good quality.

BRUSSEL SPROUTS

Great Supply, good volume on med and jumbo sizes, great time to promote

CARROTS

- Fields remain steady with quality and supply.
- Positioned strong in all categories at the moment.

Dale's Market Update

August 13, 2019



- Ample Inventory out of Prosser, WA. Bring on the volume.

CAULIFLOWER

Flush this past week push market temporarily down. Should see market rebound as production becomes lighter. Usual lighter summer plantings to offset lighter demand from regional growing areas. Moderate supplies next week.

CELERY

Ample supplies next 2 months! Very nice quality and condition. Seeing promotions volume and quality. Seeing stronger demand year over year.

CHERRIES

- Red Cherries- Washington/British Columbia regions are winding down the harvest.
- Supplies will continue to decrease until we finish around 8/24.

CALIFORNIA CITRUS – Domestic

Imports arriving from Chile, South Africa and Peru on clementine's and navels. Clementine variety will be ending in the next couple of weeks and Murcotts will be starting end of August. Lemons from Chile, Argentina, and Mexico are in the country, good time to take advantage of favorable lemon pricing during this month due to supply alleviation. CA crop is slowly decreasing. Overall the quality is nice and the fruit is holding up. It is import season so you will see higher frequency of seeds in the mandarins and green on the lemons. Our inspectors are working hard and we will select lots with minimal greening and seeds. Let us work with you to push sales by planning ads on navels and mandarins.

- CA Navels – done (continued on next pg.)
- Mandarins – Shipping imports out of Ca and Philly. Inspectors have eyes on the fruit and we are seeing quality improve with the early varieties. Demand exceeds supply.
- Lemons – Let's continue August promotions, push larger bulk fruit and bag lemons. Shipping fruit from CA, Argentina, Chile, and Mexico
- Organic Oranges – We are shipping Valencia's at this time.
- Organic Lemons – supply is very tight; land will be this way through September. Markets are \$90+ and moving higher
- Organic Mandarin – done
- Organic Grapefruit – Good Supplies

CORN

Corn has been spotty in most regions and the market remains steady

Dale's Market Update

August 13, 2019



GRAPES

It's mid-August and harvest is continuing at a brisk pace. With both Maricopa and Delano in full swing, we are seeing very good quality and excellent yields from both areas. Demand remains good with some aggressive pricing out there. We are still seeing daytime highs hovering around the century mark with little change expected this week. Please continue to promote this exceptional California Grown grape crop with confidence.

- Green Seedless: There are several varieties out there now but one thing in common quality is very good. Great size on the berries with good finish and flavor.
- Red Seedless: The Flame Seedless have been very good this season and most will finish picking this week. The big round berries are full color with good 'pop' to the bite and great taste. There are several newer varieties Krissy, Magenta, Alison and Sweet Celebration to fill in before the Scarlets are expected to get underway in about a week. Grape quality is outstanding right now, and great time to promote grapes.
- Black Seedless: The Black grape crop is outstanding with big barrel shaped, well colored, crunchy berries. The fruit has excellent flavor and very sound condition.

GREEN BELL PEPPERS

- Bell pepper supply is getting much better.
- Quality is good.

LEAFY LETTUCE (green, red, romaine)

Very good supplies with improved yields and sizing. Market down and attractive for promotional opportunities. Still may see some regional deals affected by recent hot weather which would increase demand. Production in Santa Maria and Salinas.

ICEBERG LETTUCE

Good production next couple weeks! Quality has improved from previous weeks but still seeing some russeting and red ribs several days post-harvest. Nice quality and average weights, cello 40-44lbs. Production in Salinas and Santa Maria.

MANGO – Imported

- Round Mango volumes are on the rise.
- Market has strengthened on FOB – Texas, but remains stagnated on FOB – Nogales. Likely due to the exit of big volume TX players from the peak of their season and a consolidation of the volume into fewer hands as Michoacán, Jalisco, and Nayarit wind down, leaving

Dale's Market Update

August 13, 2019



mainly Southern and Northern Sinaloa, and thus a few major importers with the most volume.

- Brazil will start with arrivals on 8/16. Season will remain slow until we make that switch to Brazil.
- 8s, 9s & 10s are the peak sizes.

MELONS

- Cantaloupe & Honeydew: We have transitioned to the San Joaquin Valley (CA) where supply and quality are very good
- Watermelon: Hermiston melons are cutting & eating great!

MUSHROOMS

Steady, suppliers are good. No major issues to report.

ONIONS

- Market is steady- demand is moderate, supply is good and quality is good
- Walla Walla Sweet Onions ready to go

ORGANIC VEGETABLES – California Lamont & Salinas

- Iceberg Lettuce –Good supplies available, Market Steady
- Leaf - Decent supplies, Market Steady (continued on next pg.)
- Broccoli-Limited supplies available, Market Higher
- Cauliflower- Decent supplies, Market Higher (possible pro-rates)
- Celery/Celery Hearts-Decent supplies, Market Higher
- Cilantro- Limited supplies available, Market Steady
- Green Cabbage- Decent supplies available /Market Steady
- Mix (Chards, Kales, Parsleys) - Good supplies- Market steady
- Red Beets- Good supplies available, Market steady

PEARS - Domestic

New crop California Green Bartletts, Bosc and red pears are now available from California Storage crop Danjous from Washington should be finished for the season this week. New crop red pears and Bartletts will start this week from Washington.

PINEAPPLE

- We are now in the summer-time lull in availability. No promo opportunities until mid-September.

Dale's Market Update

August 13, 2019



- Suppliers across the board are struggling to cover normal weekly volume – orders are being cut. We expect this to continue through all of August.
- Quality has been solid with nice brix.
- Markets are extremely high due to availability issues. This is the first time in a few years we've experienced prices this high.

STONE FRUIT

We are currently enjoying pleasant summer weather and it looks like we are going to keep this weather pattern going. We will have 4 days over 80 starting Tuesday but then back into the low 70's. We don't see any weather that will affect the harvest this week, but again we think the spring and early summer weather has had lasting effects on current production.

- Yellow Peaches: Fair/Steady supplies now through September
- White Peaches: Excellent supplies now through September – Volume still to come. Sizing peaking on 48's and larger Quality remains excellent and the fruit is high color and very sweet.
- Yellow Nectarines: Much like the Yellow Peaches – There will be fair/steady supplies now through September. Sizing is peaking on 48/56's and some larger.
- White Nectarines: Still excellent volume to come through the rest of the season – now through September. Quality is great and fruit is very clean, sweet and with good color. At this time, sizing is still peaking on 48's and larger. However, as we into our late August/September varieties – size will definitely start to fall off a bit producing more 56's and smaller with minimal 48's/larger. This is just a normal seasonal characteristic of our later varieties.
- Black Plums: Great supplies. Delicious sweet varieties – with most varieties
- Red Plums: Great supplies – with strong availability now through December. Varieties include: Lone Star, Red Phoenix and Red Coconut. September varieties will include: Flavor Treat, Flavor Fall and September Yummy.

TOMATOES

- FIELD GROWN: The round market is mostly steady.
- GREENHOUSE: Canada in full swing. Great quality and pricing on Beefsteak and Stems.