



## Dale's Market Update: August 1, 2018

### Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, Jonagold, are available from Washington

### Asparagus

- Mexico is beginning to wind down. A lot of deals out there right now- Have a few more weeks to go then we will be fully into Peru.
- Outlook for Peru looks good, good volume, good quality.

### Avocados – Imported & Domestic

- The summer growing season is on, with the typical decline of volumes from both Mexico and California. The market will continue to tighten up through August. There is a good supply of Peruvian fruit arriving in the East Coast, providing some relief from the lower volumes of MX and CA. Promotional volumes will be tricky through Labor Day and it will be important to plan out as far as possible to insure supplies.

### Berries

- **Raspberries**– Good Volume
- We are still seeing great numbers on conventional and organic razz with proprietary varieties out of California, Central Mexico and Baja California.
- There will be great volume through August.
  
- **Blueberries** – Good Volume
- Lots of good volume coming out of British Colombia, Washington and Oregon. Some disruption out of Michigan and Jersey due to weather
- Good quality and condition. Fruit is eating well.
  
- **Blackberries** – Ok volume
- North Carolina is basically done. New Jersey is having supply disruption due to weather. California is also not hitting its projected numbers due to harvesting practices. Oregon/Washington will begin in Mid-August.
  
- **Strawberries** – Good volume
- Are starting to wind down in Santa Maria area with some growers gapping a few weeks. Watsonville/ Salinas weather is still in the low seventies with quality cleaning up on bruising. Demand is light.

### Broccoli

- Fields continue to come forward with the recent hot weather bring ample supplies through at least mid-August! May see some field corrections following (slightly lighter supplies in late Aug or early Sept). Market very weak now with heavy supplies then should see a change after the heavy flush passes.



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### **Cauliflower**

- Heavy supplies continue with hot weather pulling forward fields! Market very soft as current supply exceeds demand. Very nice quality and sizing. Market will have a slight rebound after this flush pass.

### **Celery**

- Very good production through at least August! Upcoming fields are currently on-schedule with good yields and quality.

### **Cherries**

- Harvest has moved to the highest elevations in the region and Canada. Prices are climbing as fruit is in fewer hands for the next 3 weeks.

### **California Citrus– Domestic**

We have a complete summer citrus program ready to serve to you.

- **Lemons** – Please book ahead, product is very tight
- **Organic Oranges** – Tight
- **Organic Lemons** – product is very tight

### **Imported Citrus**

- **Imported Navels** – fruit is good quality

### **Corn**

- Most retailers are into their “Local” deals right now
- Quality is good, demand is moderate.

### **Cucumbers**

- Cucumber demand is moderate to good and market is steady

### **Garlic**

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

### **Grapes**

- As we close out July, the Central California grape deal is ramping up and volume is supporting robust demand. Though the new record for consecutive days over 100 degrees has been broken (23 and counting), the fruit has performed well. The mild spring weather gave the crop very good solids and sugar to resist heat stress. That being said, the overall condition is very good with excellent flavor on all varieties. We are seeing more ads breaking around the country and we are encouraging season long promotions on this incredible crop.

### **Kiwi**

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



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### **Leafy Lettuce (green, red, romaine)**

- Very good production and quality! Fairly light demand and soft markets. See ample supplies continuing through August! Production in Salinas and Santa Maria.

### **Iceberg Lettuce**

- Very good production expected through August! Barring any heat-wave, quality should remain very good. Weights are good, cello ranging mostly 40-44lbs.

### **Mangos – Imported**

- Supplies are steady, plenty of availability, quality is good.

### **Melons**

- **Cantaloupe & Honeydew**  
Westside is cranking out all sizes plenty of product. The heat wave so far is not really affecting production, highs of the mid-100s. Quality is looking great brixing 14-16.  
Cantaloupes 9/9J/12 (USA)  
Athena's 110ct-120t  
Honeydew 5/6/8 (USA)
- Steady, suppliers are good. No major issues to report

### **Onions**

- California in full swing, demand moderate, quality good
- Washington starting up, not 100% yet, prices still being set

### **Organic Veg – Lamont/Salinas**

- Iceberg Lettuce –Limited supplies available, Market Steady
- Leaf- Good supplies on Green, Red and Romaine- Market Steady
- Broccoli- Decent supplies available, Market Steady
- Cauliflower-Tight supplies, still fighting aphid pressure, Market Higher
- Celery/Celery Hrts- Good supplies, Market Steady
- Cilantro- Good supplies available.
- Green Cabbage-Limited supplies available /Market Higher
- Mix (Chards, Kales, Parsleys)- Good supplies- Market steady
- Red Beets- Good supplies available, Market steady

### **Pears – Domestic**

- New crop Bartlett, Bosc, and red pears available from California **Peppers**

### **Pineapples**

- Supplies are steady but in the seasonal lull. Not many promotional opportunities again until Oct



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### **Potatoes – Western**

- WI new crop is 2-3 weeks away
- ID new crop is slowly starting, supplies are limited
- WA is filling in until ID gets into better supplies
- CO/NE is into new crop and first shipments have started, quality is good, demand is moderate
- Reds, yellows and whites starting in WI/ID and quality is excellent

### **Tomatoes**

- Healthy supply of tomatoes, exceeding demand nationwide.
- Quality has been excellent but heavy rain over the past week may bring challenges in the next fruit that is picked.
- Roma are also available and steady

### **Tomatoes – Greenhouse**

- Stem and Hydro are steady, suppliers are good. No major issues to report.