

Dale's Market Update

August 21, 2018

Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Jazz, Pinks, Granny Smith, Fuji, available from Washington
- Mexico is winding down, should have a few more weeks, with quality and supply dwindling
- Peru is starting to come on now and will be full on until January. Outlook is good for supply and quality.

Avocados – Imported & Domestic

- Short term, the excessive heat in California that ended their season pre-maturely, the typical slowdown of the summer Mexican crop additionally hindered this week by a tropical storm, that thankfully wasn't the hurricane that was forecasted...and the demand that continues to be extremely high, have all contributed to a very tight supply and significantly increased market.
- The one bright spot has been the increased availability of Peruvian fruit. The quality has been very good, sizing has been excellent, peaking on 40's and the supply is expected to be steady through Labor Day.

Berries

- Strawberries will take a slight dip in the next week as Salinas/Watsonville has passed its peak, but Santa Maria crop will start up again in 7-10 days
- Blackberries – California continues to pump out some nice volume, but regional East coast deals are past peak and coming off every day. Mexico will start in beg/mid-September.
- Raspberries – California has passed its peak, but Central Mexico and Baja California are supplementing volume for the industry
- Blueberries – warm and wet weather have plagued the domestic deal in all regions and fruit quality is not at its best. Large packs have been discontinued and pints will stop a little earlier than historically speaking. Most of the industry will be packing 6oz beg/mid-September.

Broccoli

- Lighter production through next week! Market much higher! Seeing lower yields resulting from recent adverse warm growing conditions. Crowns are especially light due to branchy stalks and smaller crowns. Local deals having few quality issues have temporarily pushed additional demand out west shortening the market.

Cauliflower

- Demand has been light against good supplies resulting in low prices. As the heavy volume moves past this/next week, market will quickly rebound.

Celery

- Very good production continues through August with nice quality, sizing and color. Market steady next couple weeks.

Cherries

- Cherries - Harvest has moved to the highest elevations in the region and Canada. Fruit is in fewer hands for the next week.

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California Citrus– Domestic

- **CA Valencia's** – sheds are not packing daily
- **Lemons** – product is very tight, demand far exceeds supply on CA lemons
- **Organic Oranges** – supply is tight and overall quality is suffering due to extreme heat late June in the Southern California growing region
- **Organic Lemons** – product is very tight

Imported Citrus

- **Mandarins** – We are seeing strong quality and promotable supplies. Over the next few weeks, we will transition from Clementines to Murcotts and the eating quality will really pick up. Back to School is a great time to push mandarins.
- **Minneola** – good quality fruit available for bulk and bags
- **Imported Navels** – fruit is good quality
- **Limes** - we have supplies loading and McAllen TX

Corn

- Supplies continue to be good, weather has been decent, but no real demand. Market is steady and slow. Not a lot of promotions going on.

Cucumbers

- Supplies should stay steady for the next two weeks

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 is that 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 such as 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 - 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.

Leafy Lettuce (green, red, romaine)

- Good production and quality! Demand fairly light with soft markets. Seeing ample supplies continuing through August! Market getting some demand/market lift from the lighter iceberg supplies. Production in Salinas and Santa Maria.

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Iceberg Lettuce

- Moderate supplies, but much lighter than previous weeks. Market jumped from previous weeks to mid/high teens. Some local deals slightly down in supplies this week. Should see some ease in demand by next week. Weights are good, cello ranging mostly 40-44lbs.

Mangos – Imported

- Round Mango volume is at peak of season and will continue through this week.
- Volumes are starting to drop. Prices remain strong.
- We expect sizing on late Keitts to be very large, peaking on 6s & 7s in late August & September.
- Quality remains excellent.
- Brazil will start late this week / early next week! Volume will not increase until mid to late September.
- Expecting a smooth transition from Mexico to Brazil.

Melons

Cantaloupe & Honeydew

- Westside is cranking out all sizes plenty of product. Quality is looking great bringing 14-16.
- Cantaloupes 9/9J/12 (USA)
- Honeydew 5/6/8 (USA)

Watermelons

- Plenty of watermelons available in every location!

Onions

- New crop has started in the Northwest and CA. Market is steady with good supplies and good quality. Mexico has good supply with good demand and good quality

Organic Veg – Lamont/Salinas

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

Pears – Domestic

- New crop Bartlett's, Bosc and Red pears available from California with very light supplies of organic Bartlett's, Green Bartlett's available from Washington this week. Better supplies of Bartlett's will be available next week.

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- Supply should be very good for the next week

Pineapples

- In seasonal supply gap until mid to late September.

Potatoes – Western

Russets:

- New crop has started. Outlook is good, quality and supply looks to be excellent.

Stone Fruit

- Weather: This is typical August weather, we may not like it, but we can handle it. They start harvesting at the crack of dawn and they are done before noon and the high temperatures. Still they are not having big packing days so the sheds are not even working late into the night. The weather has pushed the trees and we are getting very close to the same harvest dates as last year.
- Peaches - Nice quality Peaches from now until the end of October. We are seeing great size and color.
- Yellow Nect: Nice quality nice size with and color.
- White Peach: The Whites look great this year with a nice pink to dark red blush and great size. Next up will be the Snow Princess, and before you know it, we will be in the Autumn Snow and Snow Giant at the end of the month.
- White Nect: Artic Pride: Nice size and color.
- Black Plums: Friar – Nice size and Color.
- Red Plums: We will have Betty Anne this week and next, great size, and a good tasting plum.
- Plumcots: Will be available for the next 2 weeks. We have good size and quality.

Tomatoes

Hot House Stem / Hydro Tomatoes

- Stem & Hydro are suffering from a lot of heat damage in Canada
- It will be at least 1-2 months before we switch to Mexican New Crop