



# Dale's Market Update 8/29/18

## Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Jazz, Granny Smith, Fuji, are available from Washington. New crop Galas, Honeycrisp, SweeTango, Rave are available.

## Asparagus

### **Mexico**

- Central Mexico (the predominant region through the summer months) is now on the back end of their production period with incoming volume decreasing weekly, finishing up by the second week of September
- Baja, Mexico is maintaining steady production but is expected to increase beginning the 3rd week of September and run well into the fall
- Coastal Sonora will start the second week of September and will also run well into the fall

### **Peru**

- Production is stable between the north and the south combined, however, it's expected this will change considerably with increasing volume starting the second to third week of September with a marked influence on significantly lower FOB's the last week of September to the first week of October.
- Good availability of supply and manageable FOB's will lend itself to excellent promotional opportunities for the month of October.

## 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.
- After the Labor Day pulls, the Mexican crop should have increased to the point where their supplies should be much more steady and we should be out of this short-term supply situation.

## Berries

- **Strawberries** – Salinas production has gone down dramatically. Due to this we will see the industry's CV and OG volume down for the next 7 days. But, the Santa Maria summer crop is quickly building and should replace this Salinas loss in volume with SM straws within 7-10 days.
- **Blackberries** – California is past its peak but Pacific Northwest product is starting. Mexico also will start with decent volume in the next few weeks
- **Raspberries** – California is past its peak but Baja and Central Mexico is supplementing the overall industry
- **Blueberries** – domestic is finishing up, with Michigan going Controlled Atmosphere and Peru starting in a light way this week.



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## Broccoli

- Moderate production with considerable ease in demand. Production has improved in most growing areas including regional areas and Mexico but seeing wide range in quality and yields. Market down from recent highs but should see fairly active market ahead.

## Cauliflower

- Lighter production following the long period of very heavy supplies and overlap in fields. Will see market get off the floor and if enough demand significantly strengthens.

## Celery

- Heavy production continues next several weeks! Market remains very soft with no short-term change. Nice quality, sizing and color.

## California Citrus– Domestic

- **CA Valencia's** – Good supplies but 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
- **Org Grapefruit** – Good Supplies
- **California Grapefruit** – Shipping good supplies, deals to be had on large fruit
- **Juice oranges** – Shipping product out of California and import off the east

## Imported Citrus

**Our program is supported by the eyes of three inspectors to make sure we are avoiding all of the issues that come with imported fruit.**

- **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; bag promotions are great for this time of the year. Fruit sizing coming out of South Africa fits for promotions.
- **Imported Lemons** – Product is tight, Argentina has been a disappointment and that is the main reason the market is as high as it is. Chile diverted lemons to other countries to avoid Argentina. Mexico is coming into the country now as well. This will provide some market relief. I expect some softening in the market by the end of August on smaller lemons.



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## Grapes

- With the end of August at hand, we are finally getting a break from some of this long summer's heat. Skies are blue with daytime temperatures in the mid-nineties. Ideal grape growing weather is prevailing and the transition to our fall varieties is underway. We should be back to full production following last week's harvest slowdown and the last of our early varieties will finish shipping this week. That being said, this also marks the time we encourage all retailers to start thinking about fall promotions. Hobgoblin time is right around the corner. As always, we have the high graphic bags, cartons and display bins, plus posters are available upon request. We will offer Harvest Hobgoblin beginning September 24<sup>th</sup>, for the early birds that want to share in the impulse sales that help drive Halloween themed purchases. We will have Harvest Hobgoblin available through the end of October.
- **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.

## Leafy Lettuce (green, red, romaine)

- Although very ample supplies, production will be slightly lower next two weeks. Depending on demand, market may see some lift. Overall quality is very good, occ internal burn. Production in Salinas and Santa Maria.

## Iceberg Lettuce

- Following recent short gap, production improved pushing market back down. Seeing near normal supplies next two weeks. 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



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## MELONS

### **Cantaloupe & Honeydew**

- Westside is tightening up with the holiday pulls, but expected to stay strong. Plenty of availability  
Cantaloupes 9/9J/12 (USA)  
Athena's 110ct-120t  
Honeydew 5/6/8 (USA)

### **Organics**

- Cantaloupes are plentiful with more jumbo 9s available, bringing 15+. Honeydew's are peaking 5 and 5ct jumbo, there are smaller sizes available. Watermelons both full size and mini's are being harvested on the Westside with no quality issues

## Onions

- Washington is shipping new crop, quality is excellent, supplies good, demand is light
- Oregon is shipping as well, quality is excellent, good supplies and light demand

## Pears – Domestic

- Bartletts, few Bosc, and Red Pears from Washington/Oregon are so available.

## Pineapples

- In seasonal supply gap until mid to late September.
- Larger sizes are in high demand

## Potatoes – Western

- Idaho is currently harvesting new crop and most of the yields have been larger size potatoes, this is leading to a supply issue for bales of 5# and 10# and smaller cartons
- This is forecast to continue for the next 4-6 weeks, this will delay loading and pack times due to grading issues

## Stone Fruit

### **Yellow Peaches**

- Nice quality Peaches from now until the end of October. We are seeing great size and color. Sizing is on the larger side – 48's/larger. Fruit condition is good and very sweet. size.

### **Yellow Nectarines**



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- Supplies good through September. Good sizing – 48's/larger. Varieties include: August Fire, September Bright and Orange Honey. Orange Honey will be our last variety of the season.

## **Plums**

- Supplies are very steady and with good volume. Black Plums – market seems to be getting a bit stronger.... demand is good. Red Plums – we have a HUGE PUSH coming our way through the month of September. Inventory is current – varieties available are very sweet and the quality is excellent!! Black Plums – Black Onyx, Black Jack (last “red flesh” variety of the season) and Black Honey. Angelino's to start around September 1<sup>st</sup>. Red Plums – Red Dynasty and delicious Flavor Falls coming soon!!

## **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

### **Field Grown Tomatoes – Round, Roma, Grape**

- Quality has diminished over the past couple of weeks – due to rain
- Shelf life is suffering due to the rain