



Dale's Market Update 9/12/18

Apples

Gala, Honey Crisp, Rave, & Sweetango are new crop. Fujis and more are just around the corner.

Asparagus

- Peru is beginning to come on with good supply and good quality. Prices are starting to dip in response to this.
- Look for prices to continue to drop and then even out once we get into October
- Northern Baja is coming on as well, prices beginning to level off out west. Good supplies with moderate demand.

Avocados – Imported & Domestic

- The typical see-saw effect of the turn of the Mexican Flora-loca season into the fall season, the last push on imported fruit from Peru and Chile and a general lower demand period has the market in flux. There are some excess supplies of imported fruit causing the market to decline, prompting Mexican production to pull back....to increase pricing. Expect the market to firm up, good supplies are forecasted for end of September and by October, promotional opportunities should be readily available on Mexican fruit. Avocados from Mexico have Football themed POS material available to push Avo's this fall.

Berries

- Straws still remain tight until new crop Santa Maria crop starts week of 9/10, in a light way
In the short term, the loss of production is from the Salinas region... so we will see the industry's CV and OG volume down for the next 7-10 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 still in a light way.

Broccoli

- Moderate production with fair demand. Many regional deals going on spreading the demand all around. Market fairly active on limited supplies. With much adverse weather in many growing areas, regional production may wind down early this year. May see some active markets over the next 4-6 weeks as these areas finish.



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Cauliflower

- Light production through next week with strong pricing. Cooler weather has slowed production. Quality is very nice, good sizing and weight.

Celery

- Heavy production continues through September! Market and quality remain attractive for promotions.

California Citrus- Domestic

- **Lemons** – supplies continue to be tight with no relief in sight until mid October
- **Organic Oranges** – lead time is needed, quality is ok at best
- **Organic Lemons** – product is very tight
- **California Grapefruit** – shipping good supplies

Imported Citrus

- **Mandarins** – fruit quality and supplies are improving, time to set aggressive ads in September and October
- **Minneola** – good quality fruit available for bulk and bags
- **Imported Navels** – fruit is good quality
- **Imported Lemons** – book ahead. Product is tight, but with more arrivals, things are looking up
- **Limes** – supplies strong

Corn

- We will transition into package corn this week

Cucumbers

- Many growing regions have been dealing with rain issues for the past few weeks, which have caused some quality issues intermittently.
- Markets for supers are on the higher side while selects seem to hang around the lower side.
- More production of selects is causing a wider than normal spread between the two.

Grapes

Not much change here:

- 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.
- **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.



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- **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.
- **Sun World fall grapes:** Now is the time that Sun World really shines. We will offer green Autumn Crisp, arguably the finest green grape in the entire season. Soon we will be into Scarlotta red seedless and Adora black seedless These grape varieties will really set you apart from your competition,

Green Bells

- Markets have trended up slightly since late last week, but shouldn't take any major leaps before the yield issue is corrected

Kiwi

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

Leafy Lettuce (green, red, romaine)

- Ample supplies continue next two weeks against light demand. Overall quality is very good, occ internal burn. Production in Salinas and Santa Maria. Home-grown still looks good through September.

Iceberg Lettuce

- Good production next couple weeks! Nice quality and condition. Market should remain attractive through September then see volatility in October and November as Salinas winds down as transition to Huron then Yuma.

Mangos – Imported

- Overall Mango volumes continue to decline. This is seasonal, as we are transitioning growing regions out of Mexico.

MELONS

Cantaloupe & Honeydew

Westside is tightening up with the holiday pulls, but expected to stay strong. Plenty of availability

Watermelons

We will move to carton watermelons this week



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Onions

- Most areas are now into new crop- WA, OR, TX
- Supplies are good and demand is moderate to light

Vidalia Onions

- Season pretty much over, there are a few storage supplies left, but done for the most part
- Most retailers making the switch to Peruvian already.

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-Decent 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

Pears – Domestic

- Bartletts, Bosc, Comice, Seckel, and Red Pears available from Washington

Pineapples

- Supply is still in its seasonal gap
- Quality is good

Potatoes – Western

Idaho Potatoes

Most of the state is currently harvesting the rest of the crop
Higher than normal temps in the summer have yielded larger size potatoes
This has put a strain on smaller consumer sizes and small count cartons
Grading and pack times have been delayed due to sizing issues



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Summer Squashes

- Supply has shortened this last week; mainly stems from previous weather occurrences that caused stresses on plants, while schools starting have increased volume demand.
- Squash is still being harvested in various Northern and Midwestern regions. Markets grew stronger last week from a simple supply and demand stance, although suppliers believe yields should increase within the next week or so.
- Yellow squash is more limited than green
- Supply is currently down in some major growing regions

Stone Fruit

- **Yellow Peaches** – Nice quality Peaches from now until the end of October
- **Yellow Nectarines** – 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.

Tomatoes – Field Grown

- Round, Roma, Grape, remain strong.

Tomatoes – Hot House (Canada)

- Seasonal heat in Canada is causing quality issues and smaller sizes.
- Mexico is still about 2 months from starting with sufficient volume, though small amounts of product is starting to come in to TX.
- Markets are reacting to the Canadian heat, as volume on quality product is declining.
- Promotional opportunities are unavailable until we make the transition from Canada to Mexico, which will occur in November.

NEW Items/Coming Soon

- Fall Ornaments
- Pumpkins
- Bin Squash