



Dale's Market Update: 9/26/18

Apples

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

Asparagus

- Peru is beginning to come on with good supply and good quality
- Northern Baja is coming on as well. 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. 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 avocados this fall.

Berries

- Strawberries are starting to loosen up this week as Santa Maria starts pumping better volume due to nicer weather. Salinas/Watsonville still winding down in volume
- Blackberries remain somewhat limited due to weather issues in Mexico. California is past its peak and on the downward trend. Oregon fruit is available as well as Guatemalan.
- Raspberries are now more readily available due to Central Mexico really taking off. Also, Salinas/Watsonville still have some light volume as well as Baja California
- Blueberries will be very limited for the next few weeks. Domestic is basically done with "good" fruit. Peru and MX have started in a light way. Supply will be very limited until week 42.

Broccoli

- Light to moderate supplies. Demand improved out west with some regional deals seeing lighter supplies and/or lesser quality. Market more active as fall movement increases. With much adverse weather in many growing areas, regional production may wind down earlier this year. May see some active markets over the next 4-6 weeks.



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Cauliflower

- Heavy production through this week then moderate following. Market very weak to get through surplus supplies. Average to very good quality, good sizing and weight.

Celery

- Very good production continues through October! Market up off the floor but remains attractive for promotions. Salinas will continue through most of November. Oxnard will start early/mid-November. Thanksgiving outlook- current projections look good for November.

California Citrus– Domestic

- **CA Valencias** – small fruit is very tight,
- **Lemons** –product is very tight on large fruit, I expect this to get easy over the next 2 weeks with additional arrivals

Imported Citrus

- **Mandarins** – Fruit quality and supplies are improving, time to set aggressive ads in September and October

Corn

- We will use 12/4pk corn

Cucumbers

- Cucumbers are in extremely tight supply

Grapes

- As we look to transition into our import programs towards middle to end of December, depending on quality. This year looks to be a promising season for Peruvian, Chilean, and even some Brazilian specialty varieties. We will see increased volume for this season as well as having promotable volume on the new premiere full flavor varieties that I will outline below.
- **Green Grapes**
 - Sun World Autumn Crisp are huge, crisp, and flavorful
- **Red Grapes**
 - Scarlotta Seedless right around the corner
- **Black Grapes**
 - Currently shipping Midnight Beauties; Adoras to start next week
- **Chile Overview**
 - Weather conditions in Chile are ideal. The first Chilean grapes will arrive in the middle of December. The Chilean patented varieties are increasing exponentially. For example, Kopke is expected to have between 600,000-800,000 cases of new varieties between December 15-February 15. These varieties include sweeties, Timson, Krissy, Timco, and Sweet Celebration. It



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took longer for Chile to catchup with new varieties. There will be many millions of new varieties to come in the future. Chilean promotions can begin in the Christmas holidays and continue into January. Like Peru, the pricing can be more aggressive than previous years.

- First East coast ship scheduled for December 15/17th arrival
- Red and Green Varieties available
- First West coast ship scheduled for December 24/27th arrival
- Red and Green Varieties available
- Premiere Full Flavor Varieties will begin mid-February
- The lineup this season will be consisting of Sweet Celebration, Magenta, Timco, Timpson, Sweet Sapphires, and Cotton Candy Promotions
- March- Green all month, Red, last two weeks Add full flavor varieties
- April- Red
- May- Red

Green Bells

- Volume is starting to go down
- Quality is still good on most product with some issues starting to show up this week as the Northern regions start to wind up their seasons

Leafy Lettuce (green, red, romaine)

- Sufficient but lighter supplies next couple weeks! Seeing some fields slow in production pushing market higher. Overall quality is good, occ mildew and internal burn. Production in Salinas and Santa Maria.

Iceberg Lettuce

- Lighter but moderate production next couple of weeks! Market stronger. Overall good quality, occ mildew and sclerotia in the field reducing yields. Market looks to remain fairly active next couple weeks. Salinas will wind down mid/late October. Transition to Huron mid/late October. Transition to Yuma early/mid-November.

Mangos – Imported

- Market remains strong. Brazil is bringing fruit in and larger sizes are peaking. Ecuador is right around the corner.
- Quality is great
- Promotable volume to start early – mid October



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Melons

Cantaloupe & Honeydew

- Westside is coming to an end in the next 10 days, quality is still looking good but supplies are tightening up. Yuma has already begun harvesting and crank up in the next 5 days. Plenty of availability
- Cantaloupes 9/9J/12 (USA)
- 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

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

Vidalia Onions

- Most retailers making the switch to Peruvian already

Organic Veg – California

- Iceberg Lettuce –Limited supplies available, Market Higher
- Leaf-Extremely tight supplies on Green, Red and Romaine (expect pro-rates) Market Higher
- Broccoli- Good supplies available, Market Steady
- Cauliflower-limited supplies, 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

Pears – Domestic

- Bartletts, Anjous, Bosc, and Red Pears available from Washington

Pineapples

- Market remains steady
- Quality is good, but be careful of overripe fruit
- Cost Rican strike may start to impact availability at loading point in the US, it's still day-to-day
- Promotable volume to start mid - late October



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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

Squash

- Zucchini supplies are very tight
- Yellow squash is tight but not as hard to find as zucchini

Tomatoes

Field Grown Tomato

- Round remain steady, good supply, good quality

Hot House Tomato

- Canada is experiencing hotter weather which is causing fruit to ripen faster, causing harvesters to pick earlier, causing lighter color and smaller sizes
- As we wind-down the Canadian season, this will be the norm
- Mexico will not start for another 2 months or so with sufficient volume