

Dale's Market Update 6/20/18

Iceberg

Comments: Production improving this week, close to average numbers with good demand. Market fairly active but softening this week. Nice quality and good weights. Expecting near average numbers for next week as well. Depending on demand, should see continued downward pressure on this market all week and through next week.

Broccoli

Comments: Improving supplies this week putting downward pressure on the market. Expecting good production next 2 weeks.

Cauliflower

Comments: Very heavy supplies this week and expecting good supplies next week. Market very soft with short-term deals this week to move volume.

Celery

Comments: Heavy supplies continue as transition from Oxnard to Salinas overlaps last week and this week. Salinas in full production this week with heavy supplies coming forward for at least the next several weeks

Romaine

Comments: Heavy supplies against light demand. Market very soft as supplies far exceed demand. Demand out west very light with regional deals going. Even reduced Summer planting out west is not enough to offset the current light demand. Production centered in coastal California (Salinas/Santa Maria).

Green Leaf

Comments: Heavy supplies against light demand. Market very soft as supplies far exceed demand. Demand out west very light with regional deals going. Even reduced Summer planting out west is not enough to offset the current light demand. Production centered in coastal California (Salinas/Santa Maria).

Red Leaf

Comments: Heavy supplies against light demand. Market very soft as supplies far exceed demand. Demand out west very light with regional deals going. Even reduced Summer planting out west is not enough to offset the current light demand. Production centered in coastal California (Salinas/Santa Maria).

Green Onion

Comments: Very good production continues next several weeks. Market very weak. Recent heavy rains and high humidity will likely have an impact on production down the road, maybe late July or August.