

Dale's Market Update 4/17/18

Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, and Jonagold, are available from Washington

Asparagus

- Weather has warmed up in Mexico's growing regions causing growers to start closing fields. Mexico will finish for the season in the next 1 – 2 weeks. Domestic supplies from CA are good and supplies in Peru are on the increase thanks to ideal weather in Peru's 2 growing regions.
- Origin(s): California, Peru, Mexico

Avocados – Imported & Domestic

- Cinco de Mayo promotional volumes and pricing will be very conducive for big promotions.

Berries

- Raspberries- Volumes continue to drop off fast in Central Mexico plants as the plants are gapping. The other issue is that California has slim to none on production coming out of Oxnard which has put the industry in a tough situation for the remainder of the week.
- OG raspberries- light projected numbers, we don't expect to have good production till the first week of May. Central Mexico continues to be our main production area.
- CV/OG Blackberries- Starting the week in a tight position due to continuing light harvest. Central Mexico production will stay steady/light over the next couple of weeks.
- CV Straws- Strong production over the weekend in Oxnard, starting the week in a good position. Northern California should start ramping up over the next couple of weeks.
- OG Straws- Baja California is starting to down trend, this is where we would see Northern California pick up the slack but recent rain has backed up production. We should start seeing an uptrend in production as soon as next week. But this week will be extremely tight.
- CV blues- Florida is starting to come in with good production, GA will be starting to come in with slight volumes over the next weeks and quickly ramping up. Please provide ample time for large packs.
- OG blues- Good production out of California remains, Good production over the next weeks.

Broccoli

- Very good production next two weeks! Many growing areas in full production including Salinas, Santa Maria, Mendota and Mexico. Mostly good quality, occasional pin rot found in heads due to heavy rains.

Cauliflower

- Very good flush next two weeks! Ample supplies following rain and warmer weather. Market down next couple weeks until current flush passes.

Celery

- Very good supplies continue next two weeks. Production centered in Oxnard and Santa Maria. May see a decrease in production in late April/May depending of severity of seeders

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California Citrus– Domestic

- Navels – we are seeing great quality. Ad deals / Hot Buys are around 56ct lrg

Corn

- Supplies are now into good promotable volumes from Florida, southern California will start their season this week in light production. Mexico is now done for the season.
- Area(s) into production: California, Florida, Mexico

Cucumbers

- Supplies of domestic cukes are on the increase from the east with multiple regions into production now and warmer weather spurring on growth. Honduran season will finish this week. Mexico is into good supplies of their springtime crop and quality is good, supplies are also available from Baja, California.
- Areas into production include the following: Florida, Honduras, Mexico

Grapes

Greens

- For the second week in a row, we have seen green grapes continue to develop into a two-tiered market. The frustration level on both ends is getting high with most players at their wits end. The green grape situation will only get more frustrating as we edge closer to the end - mid-level quality Thompsons are arriving with issues and most shippers are trying to repack the lots that are worth the time and effort. Don't get me wrong, there are still some very nice lots available. You just have to dig to find. Those that are willing to find the right fruit will be rewarded with increased sales on those same lots. Those that don't have the green grapes are finding it difficult to move the other colors that are more prevalent in supply. The other concern for importers, is how long can we drag the green grapes? With Mexico still a relatively unknown, how long can we support the trade with good green grapes? As in most years, will we have enough good supplies to make for a smooth transition into Mexico?

Reds

- Crimsons right now are very good. Arrivals have been very consistent. The fruit has full color, good sugar and green stems. Sizing is on par, however, we may see a shortage on XL and bigger as we get closer to the end. Will the rain they had in Chile affect the volumes they send after the marketing order? Oh yea, the marketing order. That date is this coming Tuesday. That means whatever is in the breakwater by April 10, will make it under the normal rules of protocol. The fruit that is in the breakwater after April 10 will be subject to US #1 upon arrival. That is not a risk the Chileans want to make on green grapes. Crimson, if they continue to look as good as they have, should not be an issue. That means, we need to keep promoting crimsons until we get to the week of April 23. We will see the market take an uptick. We may see the market move higher by April 20. It will depend on how many arrivals are schedule to come after that ominous April 10 deadline.

Leafy Lettuce (green, red, romaine)

- Transition from desert to Huron/Salinas. Ample supplies next several weeks. Some adverse weather has caused slightly diminished quality (tip burn, discoloration).

Iceberg Lettuce

- Ample supply with Huron in full production next two weeks. Quality only fair (bruising, discoloration, decay) due to previous adverse weather (rain, freeze, heat). Salinas will start by mid-April.

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Mangos – Imported

- Mexican fruit slowed down a bit due to late arrivals of Peruvian Kents.
- Guatemalan fruit is starting to hit Florida.
- Expect volumes to peak and stay strong the month of April on Tommies and Honey Mangoes.

MELONS

Cantaloupe & Honeydew

- Imports are steady with more Jumbo 9cts and 9cts available, limited 12s and 15s. Honeydews are smaller sizes right, more 5cts available

Watermelons

- Mexican (Loading in Nogales, AZ / McAllen, TX) has beautiful product crossing, plenty of supplies daily. Florida is ramping up with more 36s and 45cts available. Imports are very limited.

Onions

- **Onions** – Market is down, good opportunities available out of Northwest with good availability and very nice quality on most lots. Texas should start new crop this week and is still bringing in product from Mexico and some from the northwest for repacking.

Organic Veg – Lamont/Salinas

- Iceberg Lettuce –Limited supplies available, Market Higher
- Leaf- Limited supplies on Green, Red and Romaine- Market Steady
- Broccoli- Good supplies available, Market Higher
- Cauliflower-Limited supplies, Market Higher
- Celery/Celery Hrts- Limited supplies, Market Steady
- Cilantro- Good supplies available.
- Green Cabbage-Decent supplies available /Market Higher
- Mix (Chards, Kales, Parsleys)- Good supplies- Market steady
- Red Beets- Limited supplies available, Market steady

Pears – Domestic

- Danjous, Bosc, and Red Pears from Oregon, and Washington are available with smaller than ideal sizing and volume this year

Potatoes – Western

- Russet Potatoes – Market slightly higher - carton pricing higher as Idaho moves heavier into smaller size profiles on Burbanks and not making as many boxes, putting upward pressure on carton/jumbo sizes out of other areas. Storage is dwindling down, prices inching up as we get closer to summer. Poly bag (sizing) more available in ID. Colorado supplies a little more abundant, bullish on price, but supplies won't last as long so they are getting price now.

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Squash

- Squash supplies (from both the east and the west) are in good, promotable volumes and quality is very good.
- Area(s) into production: Florida, Mexico

Tomatoes

Stem & Hydro

- Markets are steady, but with the transition from Mexico to Canada, quality and sizing is not the best. Some availability issues with Hydro.
- Canada will start shipping next week!

Round, Roma, Grape, Cherry

- **General Update**
 - o Spring harvests are adjusting tomato FOBs downward across the board. Strong supplies to start the season coupled with low demand are helping to keep markets low. Florida prices have dipped below the mandated minimums of their Mexico grown counterparts.
- **Rounds**
 - o Rounds are still trending very large in size as harvest pick through the first fruit on the plants.
- **Roma**
 - o Roma supplies have rebounded