

Dale's Market Update 5/7/2018

Apples

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

Asparagus

- Washington's volume will continue to improve with the help of good growing weather. Mexico continues to see production from Ciudad Obregon, warm temps though are causing heavy seeding and spreading in the tips. Domestic supplies from CA remain good in volume and Michigan will start their season with light production the end of the week of 5/6. Supplies in Peru will stay steady through this forecast window.
- Fob markets steady
- Origin(s): California, Mexico, Michigan, Peru, Washington

Avocados – Imported & Domestic

- Coming off a significant push for Cinco de Mayo, the market has softened a bit adjusting to the slower demand. Expect good supplies and a stable market through Memorial Day. California production is coming into its peak as Mexican production begins its typical slow decline for the summer. June availability should still be very good with somewhat elevated pricing. Peruvian imports will continue to slowing increase over the next two months.

Berries

Strawberries

- **Santa Maria**- Volume is picking up. The weather looks to be in our favor with some mild temperatures. The fruit size and quality are very nice.
- **Santa Maria- Organics**. Plenty of beautiful new crop organics straws moving forward.
- **Oxnard**- has peaked for the season and volume is on the back side of the curve. The berry color and quality are still very nice.
- **Salinas/Watsonville**- is starting to scratch the surface with mixer volume coming in daily. Despite the rain showers in the northern district the fruit quality is good and cooler weather is letting the berry size up nicely.

Blueberries

- **Mexico** – Mexico volume is coming off every week moving forward
- **California**- is coming in with light volume but increasing

Raspberries

- **Mexico**- Volume is decreasing
- **California** – Volume is increasing starting this month

Blackberries:

- **Mexico**- Volume is still very light but has gotten better than prior weeks. Look for volume to remain snug until end of May.

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Broccoli

- Currently moderate supplies but production heading lighter as upcoming fields slow. Market likely to jump as supplies decrease this/next week. Quality below normal, marginal to average. Seeing flowering buds, yellowing, branchy stalks due to adverse growing conditions. Improvement in quality in 2-3 weeks.

Cabbage

- Supplies are good with production still in play from multiple growing regions.
- Market prices stay unchanged holding at levels agreeable for doing promotions!
- Area(s) into production include the following: Florida, Georgia, Texas

Cauliflower

- Midst of a supply gap as fields slowed with cooler weather and yields sharply declined due to some quality issues! Market very tight with strong markets as demand exceeds supply through at least this week. Depending on weather, expecting production begin improving either this week or next week.

Celery

- Good supplies continue next couple weeks! Nice quality. Heading toward the last 3-5 weeks of Oxnard season. Salinas production will get started early/mid-June.

California Citrus

- **Navels** – we continue to come closer to the end of the season, small fruit will be tight and higher priced. We have you covered with advance notice and planning.
- **Mandarins** –Halo has about 3 weeks left, fruit will be mostly 32/36ct
- **Lemons** – Deals to be had on large fancy lemons.

Cherries

- Very limited supplies from California at high FOBs will be available this week. Crop is very short so promotions will be limited.

Corn

Supplies are in promotable volumes from both the east and the west (California's Imperial Valley)

- Market prices from the east and the west stay steady remaining at levels agreeable for setting up ads
- Area(s) into production: California, Florida

Cucumbers

- Supplies from the east (Florida) are good, cuke quality has improved and is good now with new field production coming from central Florida. Georgia will start their season the end of this week with light production. Good supplies and quality continue from Baja, Nogales will see steady supplies but quality is now mostly fair to good.
- Market prices will be steady from both the east and the west.
- Areas into production include the following: Florida, Georgia, Mexico

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Grapes

- **Import:** Red grapes continue to be in abundance and cutting deals on all sizes. Could be a great opportunity for Memorial Day Ads. So far, the fruit has been healthy and solid. Let's continue to promote red grapes and keep the orders flowing. They will start to see early flames from Mexico start to cross the border this week. The real volumes won't cross until May 14th or so. With that in mind, let's keep selling Crimsons and Timco.
- **Mexico Grape Update:** Things are warming up in Mexico – and this will help slowly bring on the grapes' sugars. As of Friday, YTD pack-outs in both Mexico and Coachella were the smallest since 2013. We have to wait for Mother Nature to do her thing. And the forecast is looking better for heat in Mexico the next 10 days. Still will be snug first part of the week but will loosen towards the end of the week. SLOWLY is the key word here, *but week of 5/29 and mid / end June will be great for pulling product for promotions*
- **Coachella Grape Update:** Slow beginning. Fluctuating temperatures keep changing the harvesting start stop scenario in Coachella. Starting light week and hoping for early next week things to start ramping up, and then best volume the week of May 29th and June. Looking more like the "old" days when we wouldn't begin till mid/late May!

Leafy Lettuce (green, red, romaine)

Fairly light supplies with slow growth and production. Market active on Red and Green but very weak on Romaine (lack of demand due to outbreak issue). Production will improve this/next week as field projections looks better.

Iceberg Lettuce

- Light supplies as Salinas fell into minor production gap! With iceberg getting additional lift (due to romaine issue), market became exceptionally strong. Quality only fair to average due to previous adverse weather. Still seeing some quality issues such as russet, pink ribs, and discoloration following bruising. Expect improvement in quality 1-2 weeks.

Mangos – Imported

- Guatemalan fruit is ending its season.
- Mexico is experiencing some quality issues so expect lower volumes arriving.
- Michoacan is in full peak with Tommies but winding down with Hadens and Honey mangoes.
- Kents are arriving now, quality is good.
- Expect 9 and 10 cts. To be peak sizes in the coming weeks. June 18th – July 29th will be the peak of the Mexican mango season.

Melons

Cantaloupe

- Imports are still available. Mostly Cantaloupe Jumbo 9cts, 9cts and some 12ct Honeydews are available, but in larger sizes (mostly 4ct and 5ct). Expect imports to end by 5/18. The Domestic deal has started out of Brawley, CA. That deal will ramp up by 5/20.

Watermelons

- Mexican (Loading in Nogales, AZ / McAllen, TX) supplies are available. Florida is slow to come on due to recent cool weather, but should be flowing by 5/10. 36s, 45s, 60cts and 35ct seeded bins available.

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Organic Veg – Lamont/Salinas

- **Organic Bi-Color Corn 12/3 tray starting week of May 14th -
- Iceberg Lettuce –Limited supplies available, Market Higher
- Leaf- Good supplies on Green, Red and Romaine- Market Steady
- Broccoli- Decent supplies available, Market Steady
- Cauliflower-Limited supplies, Market Higher
- Celery/Celery Hrts- Extremely Tight supplies thru month of May, Market Higher
- Cilantro- Good supplies available.
- Green Cabbage-Decent supplies available /Market Higher
- Mix (Chards, Kales, Parsleys)- Good supplies- Market steady
- Red Beets- Good supplies available, Market steady

Pineapples

- Promotional volume will be picking up for May and June.
- Quality is good, great eating, don't anticipate any issues. Looking for ads for July 4th.

Stone Fruit

Weather: Started out on the cool side last weekend and most of this past week. However, today it's hitting highs of 90 degrees. The cooler weather has kept the crops from coloring up.... sizing....and overall lower yields in general. All of these factors – PLUS THE DEMAND of the Memorial Ad pulls – Shippers are extremely OVERSOLD on both Yellow and White Peaches. They are taking things day by day and doing the best they can to fulfill all of any commitments. Quality on all commodities has been very good, clean and strong.

Here is our outlook based off of their last grower's estimates/report from this past Tuesday:

Yellow Peaches

- They are finished with one of our larger volume varieties out of Kettleman and the Valley floor fruit is just starting to trickle in – thus causing us to have VERY LIGHT supplies. The next large volume variety – Early Magenta to start around the end of May. Shippers will be light with our availability for the next (10) days. Sizes are still peaking on 56's but will start to increase in the weeks to come.

White Peaches

- Same scenario as the Yellow Peaches. They are looking to start this weekend/Kettleman with a few new varieties – but not very large volume. Supplies will be VERY LIGHT until our next large volume variety starts – Jillie White – around June 5th. Sizes are peaking on size 56's/64's.... with a few larger.

Yellow Nectarines

- Most Shippers have some supplies now and throughout next week. Supplies will continue to be a steady stream of availability – with sizes peaking on 56's/64's – few larger.

White Nectarines

- Good supplies now.... with SUPPLIES INCREASING for the next 2-3 weeks. GOOD TIME TO PROMOTE!! Size is still peaking on 64/56/72's.

Apricots

- Supplies are steady at this time.... but will start to fall off as we get through the end of June. Overall /industry crop is about 30% lower than last year. Sizes are still ranging from 72 to 64's and larger.

Flat White Peaches

- Starting with the May Saturns. Next variety – Galaxy Whites – Estimated start date will be week of June 5th.

Velvets

- Next variety starting – Blue Velvets – approx. June 1st. Black Velvets – largest volume – Starting around mid-June.....?

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- **Black Plums**
 - Black Nectars have started for the season. Large volume variety. Quality is good – color is a dark mahogany red.... but will color up very nicely to a deep dark black color. Sizes peaking on 50/40's.... with a few larger/smaller.
- **Red Plums**
 - There are a few starting now but very tart to eat – but the strongest “retail” varieties. Cinnamon Reds to start in about (7-10) days. This will be a stronger variety to ship to your stores
- **Black/Red Pluots**
 - About a week away.... Blacks first.... then Reds to follow about (7) days later

Tomatoes

Stem & Hydro

- Canadian & US farms are picking very strong. We're seeing a bit of an oversupply in the market.
- Mexico is winding down, in the next 4-5 weeks we'll see markets stabilize.

Round, Roma, Grape, Cherry

- **General Update**
 - Eastern tomatoes remain abundant and priced aggressively to keep product moving
- **Rounds**
 - Rounds are still trending large in size. XL gas greens continue to be the best value on the size spectrum.
- **Roma**
 - Roma are widely available and being offered below Mexico's minimum to entice buyers