

Dale's Market Update - March 14, 2018

Apples

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

Imported Asparagus

- Mexico's prior cold weather in its 2 growing regions continues to affect production causing volumes to spiral down, warmer weather forecast for the next 10 days should help to increase production. Domestic supplies from CA are being impacted by rainy weather.
- Origin(s): California, Mexico

Avocados – Imported & Domestic

- 47 million pounds were shipped from Mexico last week and production is stable.
- Organics are expected to start tightening soon, with some offsetting from California volume.
- California volume increased last week to close to 7 million pounds.
- Size curves in Mexico and California are tending towards smaller fruit.

Bananas

- Market is seeing some relief. Supplies are better for the most part. Still some growers that have not rebounded fully.
- Overall, demand seems to be steady and quality is improving.
- Organic demand is excellent, and total U.S. sales are growing in the double digits.

Green Beans

Supplies stay steady from both the east and the west, the strong increase in demand for the upcoming Easter holiday however will keep market tone strong.

- Origin(s): Florida, Mexico

Berries

- Cherries - Our 2nd cherry update for 2018.
 - The last week we did not send our an email as there was little going on and the field men were out looking at the trees to see if the previous weeks freezes had an effect.
 - The word back is the cherries did just fine with very little if any damage at all. We know that the Almond trees lost between 20-30% from the freeze as they were all in full bloom.
 - This week is starting our week with a weekend and today's temperatures are in the high 60's. That combined with the rain from 2 weeks ago sets up a

rapid awakening. All of which is normal and good. The rest of this week we have more storms coming in the growing areas and that too should be very good.

- So everything is on track for a late April start still and decent volume and ad's from the middle of May on.
- More information coming as the season progresses.
- Strawberries – this week volume looks good out of CA
 - California weather has some wet weather in the forecast on and off the next few weeks that will disrupt supply depending on the severity of the rains
 - Mexico is done, for all intents and purposes
- Blackberry - volume continues to struggle in supply as the growing region in MX was also hit with a cold snap that slowed the plants from releasing fruit. Still day to day volume available. Origin is Mexico and Guatemalan product.
- Blueberry - volume continues to be steady though this is now the end of the Chilean Season. Some quality issues of soft/shrivel in Chilean product. 6oz pack size looks to be the predominant pack size starting end of this week. Mexican product will be the name of the game and main player end of March and April as Florida will jump in also.
- Raspberry - day to day volume steady. Overall quality and condition has been good. Origin, MX, CA, GT and Baja CA.

Broccoli

- Full growing area transition from desert CA/AZ to coastal CA Salinas. Overall moderate supplies. Packing much more bunch than crowns due to branchy growth/stalks. Moderate production next several weeks.

Cabbage

- Supplies remain light (particularly from Florida) due to increase in demand for St Patrick's Day pulls and less volume available due to earlier weather-related losses.

Carrots

- Bolthouse – Currently harvesting throughout California and Georgia. No quality issues or supply issues are being reported at this time from either region.

Cauliflower

- Following significant growing area transitional production gap, overall supplies improving this and next week as Salinas increases and desert winds down for the season. Market softer as supplies improve. Demand should remain fairly active with Easter movement next two weeks.

Celery

- Very good supplies continue next several weeks although slightly down from previous weeks. Desert production winding down for the winter season. Oxnard and Santa Maria will continue and remain center of production through May. Likely see a decrease in production in April depending of severely of seeders.

California Citrus– Domestic

Rain is in the forecast for most of this week. Rain will slow down harvest and depending how much rain we get may prevent harvest for 3-4 days, we will see this market get snug because of this. Overall markets are steady with deals being had one 8# navels and large bulk navels. Lemons 115ct and larger are a value as well.

- **Navels** – we are seeing great quality. Ad deals / Hot Buys are around 56ct lrg.
- **Mandarins** –Time to set ads! Volume will be strong through April. **Lemons** – Deals to be had on large fancy lemons. See me with opportunities to push large fruit during lent.
- **Blood Oranges** – 2-3 weeks to go
- **Organic Mandarins** – Quality is awesome!

Cucumbers

- Honduran growers are finishing for the season. Florida will start next week with very limited production; most shippers won't start till the 3rd week of March. Supplies in Mexico stay very light due to slowdown in production from prior cold weather and spring crop begins in another 10 days.
- Areas into production include the following: Honduras, Mexico

Eggplant

- Eggplant supplies from the east stay very light for the next 2 – 3 weeks due to less plantings this time of year and windy weather affecting quality. Out west supplies lightened, we look for supplies though to return back to normal in another week.
- Areas into production include the following: Florida, Mexico

Grapes

- As we head into the mouth of March, strong green grapes are starting to dwindle and the fruit that is strong are being tapped for storage. I think we are definitely starting to see the makings of a two-tiered market. Many weaker lots that include Sugraones are being discounted as to “move quickly” lots. That doesn't mean these grapes are bad, it just means they have no holding power. This fruit has a ten-day shelf max! If Mexico can start early, we will see shippers abandon that strategy and look to be clean by the time Mexico begins in force.
- The last of the flames are cleaning up at discounted levels. Those that are looking for a value grape, this is the variety to buy. They are coming in with good

size, just many lots have to move or else! The Perlon variety is a very nice with good size and are clean and dry. Crimsons are trickling in at a slow pace, however, they are being packed vigorously in Chile. Look for promotable volumes starting in the next 14 days. Chile does a fantastic job with their crimsons. Unlike California, these get full color and have nice length to go with their girth!

Leafy Lettuce (green, red, romaine)

- Previous cold weather in CA/AZ has slowed production and to a certain degree impacted quality (epidermal peel outer leaves/discoloration following). Market fairly strong on lighter supplies. Desert will wind down and finish over the next few weeks. Transition to Huron this week and Salinas in early April.

Iceberg Lettuce

- Previous cold weather in CA/AZ has slowed production and to certain degree impacted quality (epidermal peel outer leaves/discoloration following). Although the cold weather slightly diminished quality, slowing field growth helped from experiencing a larger transitional gap. Yuma winding down over the next few weeks. Huron starting in a light way this/next week. Salinas starts early/mid-April.

Mangos – Imported

- Mexican fruit is plentiful and readily available in all sizes.
- Honey Mangoes are available from Mexico.
- Mexican harvesting on round mangoes has begun, but product is too immature.

Melons

Cantaloupe & Honeydew

- Supplies on import cantaloupes and honeydews are good with no quality issues. All sizes available 9/9J/12s, there are deals out there.
- Cantaloupe 9/9J/12 (Guatemala)
- Honeydew (Mexico).

Organic Veg – Lamont/Salinas

- Transition from Coachella to Lamont will finish week of 3/19

Peppers

- Florida is experiencing a gap in supplies of big bells. Reason for this is that winter crop is ahead in production and spring crop is still a couple of weeks from getting started. Mexico's supplies are down slightly due to cold weather slowing

production. Warm weather Mexico is now receiving will help supplies to return back to normal in another week.

- Hot House colored bell supplies from Mexico remain light in supply. Areas into production include the following: Florida, Mexico

Pineapples

- Easter approaching, all ads are set. Quality is excellent!
- Will see shortages after Easter.
- Origin(s): Costa Rica / Honduras

Potatoes – Western

Russet

- We expect to see very consistent supplies over the next few weeks. Most areas are ahead of “year ago” shipments leading to some concerns about russet supplies lasting into June & July. This has the potential to cause the market to jump up considerably in the following weeks. We suspect we will see the market tone for the rest of the season within the next few weeks.

Squash

- Squash supplies (both east and west) will be light in volume for both zucchini and yellow. Weather is impacting supplies in both the east (windy, cloudy) and the west (prior cold temps).
- Area(s) into production: Florida, Mexico

Tomatoes

Stem & Hydro

- Quality is good out of Mexico, but they are starting to taper off. Availability issues expected towards the end of March until Canada starts up. Markets will respond accordingly.
- Canada will start late March in a very small way with the bulk of the volume coming on in early April.

Round, Roma, Grape, Cherry

- **General Update**
 - Florida is experiencing a bit of a slowdown as a result of bloom drop 6 weeks ago.
- **Rounds**
 - XL Rounds are selling at a premium with smaller fruit coming from Mexico this week.

- **Roma**
 - Romas are available out of Florida, but Mexico continues with the majority of product crossing.
- **Grape**
 - Grapes have also increased this week.
 - Overall market is higher this week, but with crews getting back into fields
 - Pending a detrimental weather event, supply is expected to remain steady through Spring