

Dale's Market Update – April 24, 2018

Apples

- Galas, Honeycrisp, Red Delicious, Gold Delicious, Pinks, Granny Smith, Fuji, and Jonagold, are available from Washington. Bag fruit offers some great price points and many have had success featuring Stemilt Lil Snappers.

Asparagus

- Washington will start their season with light production this week. Prices will remain high.

Avocados – Imported & Domestic

- Production back to normal after Easter Holiday and supplies will be strong for Cinco de Mayo promotions. Supplies will be strong through May with promotable volumes.

Green Beans – Florida

- Supplies will tighten up due to Florida and Mexico now starting to finish for the season and Georgia seasonal start is delayed 2 weeks.

Berries

Strawberries

- **Santa Maria**- Volume is picking up this week. The weather looks to be in our favor with some mild temperatures for next couple weeks. The fruit size and quality is very nice.
- **Santa Maria- Organics** – estimates jumped up over the weekend. 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 is 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. You can expect Salinas to really coming on line late next week.

Blueberries

- **FL/GA**- Cold and Wet weather has delayed volume really coming on until end of next week.
- **Mexico** – Mexico volume is coming off every week moving forward
- **California**- is coming in with light volume but will increase every week moving forward

Raspberries

- **Mexico**- Volume is starting to decrease week after week
- **California** – Volume is light but will continue to exponentially increase starting the first week of May

Blackberries:

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

Broccoli

- Good supplies! Production excellent next 10-14 days as warm weather (above average) advances fields/harvest schedules. Market soft until significant flush passes.

Cabbage

- Supplies will be good with production in play from California.
- Very good supplies next 10-14 days. Warm weather pulls fields forward, increasing size, weights and yields. Market soft until flush passes. Aggressive short-term deals.

Celery

- Very good supplies continue next several weeks! Nice quality. Production centered in Oxnard and Santa Maria through May. Salinas will begin in June.

California Citrus– Domestic

- **Navels** – we continue to come closer to the end of the season, small fruit will be tight and higher priced
- **Lemons** – Deals to be had on large fancy lemons.
- **Texas Grapefruit** – will be finished by 2nd week of May, we are ready with CA grapefruit

Cherries

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

Corn

- Supplies are in good promotable volumes from southern California.

Cucumbers

- Domestic supplies are tight due to cooler weather slowing production and windy conditions affecting quality (causing a lot of misshapes). Honduras is now done for the season. Mexico remains in good supplies and quality is good, supplies are also available from Baja, California.
- Areas into production include the following: Florida, Mexico

Import Grapes

- Overall, the last several weeks the grape movement has been good. The retailers that decide to promote red grapes are finding success and will continue to find success. Those retailers that didn't promote are looking for other items to get a bang for the buck. Crimson seedless and red globes are continuing to arrive after the marketing order. The fruit is a hearty variety that can definitely arrive in good order. There is still a possibility that the crimson deal will end up short and we will see a gap between the end of Chile and the beginning of Mexico. Mexico still looks to be 3 weeks away from any real volumes. The weather has been cool and it will slow down production.
- I am saying that the green grape deal is going to end very shortly with a continued stronger market.
- Mexico is still unlikely to get started with any real volume until May 15 or there about. The weather has been cool which is slowing down production. There had been rumors that green grapes were to start next week but if any, it will be very light. I think we won't see green grapes until May 8 or 10. We could find ourselves in a small gap for some good greens out of Chile may wind up short and put added pressure on Mexico to start before they are able. The Mexican grape crop has been estimated to be around 15.6 million boxes. A far cry from last season's 21.2 million boxes. The transition should start the second week of May!

Leafy Lettuce (green, red, romaine)

- Market very active as overall supplies dip during the transition. Production will improve this/next week as Salinas gets going softening the market.

Iceberg Lettuce

- Moderate to good supplies. Huron winding down for the season ending this week. Salinas in full production starting this week. Quality only fair to average due to previous adverse weather including periodic rains. Few defects seeing— russet, pink ribs, and discoloration following bruising. Expect much improvement in quality in two weeks.

Mangos – Imported

- Mexican fruit slowed is picking up
- Volumes should be strong for Cinco de Mayo.
- Mid to late May expect it to be tight on both yellows and rounds.

Melons

- California should begin harvesting cantaloupes, dewes, & varieties next week

Watermelons

- Mexican (Loading in Nogales, AZ / McAllen, TX) has beautiful product crossing, plenty of supplies daily
- Great times for grilling ads featuring mushrooms!

Onions

- Market is holding fairly steady with good opportunities available out of Northwest on some packs/sizes. Continue to see good availability and very nice quality on most lots out of the northwest and Nevada.

Organic Veg – Lamont/Salinas

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

Peppers

- Hot House - Canada's production of all colors is starting to show an increase in volume now.
- Areas into production include the following: Canada, Florida, Mexico

Pineapples

- Demand has been tight lately but promotional volume will be picking up for May and June.
- Quality is good, great eating, don't anticipate any issues. Ads booked for Cinco de Mayo.
- Sizing: 5, 6, 7 & 8's and Crownless
- Origin(s): Costa Rica / Honduras

Squash

- Squash supplies decreased from both the east (due to cooler weather) and the west (due to growers abandoning fields account of depressed markets) and will stay light in supply now through this forecast window.
- Market prices will be steady to higher from both the east and the west.
- Area(s) into production: Florida, Mexico

Stone Fruit

- As you are aware, we should be all done with any imports. Here is the update on what's going on out here in California. We have a target date of the week of 5/17 to start which still looks good and on track. We had a warm weekend which it looks like the fruit had a great response to the weather and pushing the early fruit up a couple of days. We should think about bring in some fruit 5/12 -5/14 that weekend loading still a little early to see how everything tastes but will keep you updated.
- Weather: This last weekend felt like the start of summer here in California. Yesterday was 90 and we will have 90 today, Tuesday and Wednesday. Then we will see a slight dip into 80 for 2 days and then a cool down for Saturday and Sunday 75. This could bring the fruit on a little faster, but I think it will only affect this week's harvest.
 - **Yellow Peaches:** Looks like there will be some shippers starting some yellow peaches out of Arvin May 2nd or 3rd. It will be light volume and smaller fruit and as always on the greener side. Look for light volume for the first week and really for most of May. Some shippers will start out of Cattleman the first week of May and most will start the 5/6 -5/8 on some early peaches but still in a light way. Everyone is still about 7-10 days later than last year, on the early varieties and some say might be even more on some of the later varieties. This should give us plenty of size this year. Some we will continue to watch.
 - **Yellow Nectarines:** It looks like there will be some Honey May nectarines Thursday out of Arvin. Every year these guys like to be the out to market but it's just not a good piece of fruit. Mostly size will be 60/64 and not bigger. This is not fruit that you want to start bringing in. The first real moving variety will be Zee Fire and that will be the 2nd week of May.
 - **White Peach:** Some White Peaches will be starting this Wednesday loading out of Arvin. Again, same as the Nectarines peak sizing will be 60/64 and very few 54/56. Still recommendation is to wait until better size and taste.
 - **White Nectarine:** There will be some white nectarines starting late next week in a light way and some up in Reedley the 2nd week of May. The white nectarine did not handle the freeze well so look for them to be tight till late May.
 - **Apricot:** There are some shippers starting with some apricots to load by the weekend with the weather this last weekend pushing them off a little early. I still would wait mid next week to see how everything comes off. Sizing and flavor still a little off.

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 6 weeks we'll see markets stabilize.

Round, Roma, Grape, Cherry

- **General Update**
 - Eastern tomatoes remain abundant and priced aggressively to keep product moving. Favorable weather over Florida growing regions continue to foster growth in the field and forecasts for the rest of April.
- **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.