



Market Report

Volume 11 - Week 07

February 12 - February 18, 2012

Strawberries



This is going to be a great Valentine's weekend for strawberries! Florida particularly has perfect weather which has provided some historically low prices for this big berry holiday. We saw a split market between the premium Driscoll berries and other labels this week. While **quality and size has been excellent** from most shippers, the full color and consistent shape of the Driscoll fruit may warrant the premium – *you decide!*

Blueberries

As the Chilean season wanes, prices continue to move up every week and we are watching quality more closely. So far, the berries continue to be firm and bright. In the coming weeks, full pints will become more scarce and by early March expect 6 oz. sizes exclusively.



Clementines

This week we will be getting into later varieties, Nours and Clemenvillas. Prices will be higher, going up by as much as seventy-five cents. The fruit will be from Morocco for next week and then back to Spain for the last two weeks of the month.

California Citrus

Blood oranges will be winding down by February 24th. The crop this year was smaller and demand better than last, ending the season a few weeks early. The Minneola tangelo season will extend into late April, maybe early May. Sizing, however, will be slightly different. There will be little to no larger fruit, with most of the fruit running to the 100 counts and smaller. It will be a good year to push bags.

Florida Citrus

Good deals on white grapefruit this week! There will be a fair amount of 27 count and larger white grapefruit. The fruit is very nice and priced to sell. The price on juice oranges will go up this week as we start receiving Valencias. Honey tangerines will start to drop in volume with some houses not packing for two weeks because of a lack of size. Spot markets could go up depending on supply. Honey tangerines will be available through all of March. Temples and Honey bells are done for the year with some inventories on the floor to sell.



Grapes

Production in Northern Chile is winding down and the majority of the harvesting is into the central valleys; this newer crop is where the best fruit can be found. There is plenty of fruit still around from the Northern region, but much of it if it needs to be moved or is even starting to show slight defects. This will start to cloud the market and mixed pricing will be seen. As we move further into the season there will be good supplies on red seedless, as the crop is up just a bit, but white seedless is expected to be on the short side. The Thompson seedless crop is down by about 45%, causing a tight market and stronger prices.



Stone Fruit

Cherries are finished giving way for peaches and nectarines to show promotional volumes through February. Growing conditions are very good in Chile and quality of the fruit has been excellent this year. Pricing has been steady due to decreased volume by Chilean growers and increased demand from other foreign markets. Plums, although there is a good supply now, still has the bulk of the crop, about 75% yet to be harvested. There will be promotional volume through March and supplies into late April or early May.

Cantaloupes

Supplies shipping from Honduras is light with Guatemala in between seasons also light. Because of high prices demand has slowed and some fruit has become available. There will be more 9 counts available and prices will be a little softer, with a few 12 counts and 15 count at firmer prices. The month of February will follow this trend with no break until Guatemala kicks back in with a spring crop in March.



Honeydew

The outlook on honeydews continues to be tight. Supplies are almost nonexistent from Guatemala and very light in Honduras. Prices are high and show little signs of backing down and sizes are mostly the 6 and 8 counts.

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Market Report

Cabbage



Florida growers are making deals on cabbage right now! We'll have great opportunities on 16 count carton cabbage, and weights have been between 55 and 60 lbs. **Please ask about this short-term deal. Quality is great!**

Asparagus

Great item for the Valentine's Day holiday. Asparagus is in very good supply. Prices will remain steady throughout the week. Look for some deals on extra large and small sizes. There are 11lb. boxes available out of both Peru and Mexico.

Snow and Snap Peas

Prices will be a dollar or two lower on both items. Supplies will remain steady. Quality will remain good.

Eggplant

Mexican eggplant growers are having issues with quality at this time. Keeping this in mind, we've moved to sourcing Florida eggplant until these quality issues are resolved. Look for steady supplies, and better quality on Florida eggplants heading into next week.

Squash

Green and yellow squash out of Mexico is in excellent supply right now, and prices are very promotable. Now is a great time to build larger sets of squash, while quality is excellent. Look for this market to remain weak for about two weeks.



Lettuce

Although still at promotable levels, expect wrapped iceberg lettuce to be up in price a bit. There is still good supply, but shippers have cleaned up their excess inventory. Quality is very nice. Romaine, green leaf and red leaf remain steady.



Anise

24ct anise is tight right now, so we will substitute 18ct and 30ct when we shippers can't fulfill our 24ct demand. Pricing on the 18ct and 30ct is very comparable to the 24ct, and quality is just as nice.



Broccoli

Broccoli remains promotable. Shippers seem to be cleaning up on excess inventory, so pricing will probably increase the latter half of next week or early the following week.

Cauliflower

Unpredictably, the cauliflower market has gained strength, so expect pricing to increase this week. Sourcing continues from California, and quality is excellent. The price increase is due to shippers clearing excess inventory. Additionally, supplies were so abundant the past few weeks, resulting in a decrease in harvesting.

Brussels Sprouts

Brussels sprouts are a very good value right now, and quality is superb! Color is bright green with good sizing! **This week is a good time to get to a less expensive retail price point and promote extra volume—talk to your sales representative!**



Onions

Supply is plentiful and a great time to promote all varieties and packaging—**talk to your sales representative to work a great ad!** We are now officially into Mexican sweet onions (Bland Farms). Peru is finished. There is ample supply and pricing is steady. On February 10th, we started carrying 24ct Vidalia knob onions (aka "salad onions"). Vidalia onion season is only two to three months away!

Seed Potatoes

Don't forget to place your seed potato orders by February 15th. Your sales representative has the varieties and pricing—it's a great way to gain incremental sales!

Tomatoes

Two layer vine ripens from Mexico will continue to be in good supply this week. Continue to promote Plain Jane 4x5's all week. We'll also have good supplies on 4x4's this week as well. Roma tomatoes will also be from Mexico this week. We'll have excellent supplies on extra large and jumbo romas, 80/85 count per box. Continue to promote grape and cherry tomatoes this week. **Deal pricing is available on all clamshells!**



Corn

Corn growers are coming into good supplies this week out of southern Florida. Now is a great time to begin to promote all crate corn. Supplies will be heaviest for white and yellow at this time. We'll still continue to carry all varieties of tray corn.

Cucumbers

Supplies out of Mexico are very good at this time on cucumbers, and quality has been great! Good opportunities on smaller Super cucumbers, 85/90 per box. Hothouse grown seedless cucumbers out of Mexico are in excellent supply. Look for huge opportunities to promote 12 count seedless cucumbers. Quality is excellent.



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Organic Market Report

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Organic Citrus

California **grapefruit** supply seeing slight increase this week with firm markets; expect some seasonal scarring. California **Kumquats** are in steady supply. California **lemon** supply is improving with markets coming off slightly and excellent quality.

Lime quality expected to improve as we move into a new crop; expect size to be smaller but increasing green color over the next few weeks. California **blood oranges** are very limited this week with firm pricing.

California **navels** continue promotional opportunities and excellent quality. California **Mineola** market is getting stronger with more limited fruit; continue to promote 5lb gift boxes.

California **Valencia**, **Honey Tangerine** and **Orlando tangelo**. **Pummelos** are in steady supply with a fair market. California **Satsuma** are excellent with promotional opportunities available. Florida has finished up with **Cara Cara**. Hamlin's are finishing up this week but good supplies remain on **Temple oranges**, **Florida Valencia**, **Honey Tangerine** and **Orlando tangelo**.

Organic Apples

Washington **Ambrosia**, **Braeburn**, **Cameo**, **Fuji**, **Gala Gold**, **Granny**, **Jonagold**, **Pink Lady/Cripp**, **Red** and **Winesap** continue to be very limited due to sporadic packing as the season winds down yielding strong markets and excellent quality. Washington **Pacific Rose** have finished up for the season.

Organic Berries

Blackberries out of Mexico remain in very good supply with excellent quality and strong markets. **Blueberry** market out of Chile is starting to firm; expect another couple of weeks of pints and then transition over to all 6oz size. California **strawberry** market is coming off with excellent supplies and quality.

Organic Mangos

We are in full swing with Peruvian mangos with outstanding quality and taste. The Peruvian season looks to last through the month of February and will be met with an earlier than normal start to the Mexican season.

Organic Pineapples

The pineapple market continues to be strong with matched high pricing. However, we are starting to see more supply available which could ease high pricing in the next few weeks.

Organic Hawaiian Papayas

The winter months in Hawaii prove to be challenging in regards to supply. The cooler temperatures in growing regions make the fruit grow much slower. We will see another week in supply gap until our next arrival.

Organic Celery

Slight market adjustment on pricing last week indicates further price reductions within the next week. Harvests are up and the warmer weather is bringing on more product. Quality continues to be very good. Celery heart supply is also good; however, the market went slightly soft at the end of last week.

Organic Broccoli

California continues to be oversupplied and a light demand this week is keeping pricing low. Warmer weather over the past 10 days has also increased supply. Quality is very good to excellent. Broccoli crowns are in good supply as well.

Organic Cucumbers

Organic cucumbers will be in better supply and in good quality this week from Mexico. European cucumbers are also in good supply.

Organic Tomatoes

Round and grape tomatoes out of Mexico and Florida both showing abundant supplies. Roma tomatoes out of Mexico in good supply but more limited out of Florida. Both cherry and rainbow cherry tomatoes out of Florida yielding good supplies as well.

Organic Zucchini

Growers out of Mexico are reporting increasing supplies and shipments resulting in price drops to move volume. Quality has been very good.

Organic Asparagus

Steady supply out of Mexico has been resulting in very good to outstanding quality. Expect market to drop within 10 days as volume from the fields increase.

Organic Onions

Peruvian sweet onions are expected to last a few more weeks with projected good quality. Cal-O white onions will be in supply for another week while Cal-O red onions will be available for another two weeks. Yellow Cal-O onions remain in good supply. Look for a switch to Washington onions for your red and white onion needs.

