



Market Report

Volume 9 - Week 6

February 7 - 13, 2010

California Citrus

Navel supplies are good despite the rains. Quality and color are outstanding. There are some pricing opportunities with volume orders. The lemon market is showing strength and prices are firming up; however, there are still some spot deals available. Quality of blood oranges and Cara Cara navels are amazing!

Florida Citrus

Valencia juice oranges will begin this week. Expect the pricing to be higher. There are ample supplies of Temple oranges and growers are making deals to increase movement. Grapefruit volume remains steady with flexible pricing available on 27 count cases. Supplies of honey tangerines are good and the market remains steady with some flexibility.

Melons

Dulcinea Pure watermelon hearts are featuring good opportunities on the 11 count cases this week. This is an excellent item to promote since the full size seedless market is tight. Expect watermelon 4 and 5 count cartons to remain very active for most the month. Cantaloupe and honeydew markets are higher than normal. The glut from the past two weeks is now cleaned up and the spot deals are no longer available. Cantaloupe and honeydew quality has been excellent.

Tomatoes

Florida is now entering into the shortage period that was anticipated since early January. Most shippers have not been harvesting, therefore, supplies are very limited. Volume will be very sparse going forward, especially on small fruit like 6x6's and 6x7's. Dimare and Gulfsteam from Homestead, Florida will be the two main shippers through the upcoming month with supplies. Mexico will have good supplies on two layers and hothouse tomatoes. Roma tomatoes remain in good supply from Mexico. This weak market should turn around within a week or two, but continue to promote the extra large Roma tomatoes. Grape tomatoes will be in good supply this week, but the market will turn quickly. Most shippers are entering a production gap for a few weeks. This will be a good time to promote pints and quarts. Cherry tomatoes will remain lighter in volume this week out of Florida.

Bush Berries

Raspberries will be available by the middle of February as production out of Oxnard begins. Promotional opportunities are expected from late February through early March. Blackberry supplies should improve this week and remain steady through the end of the month. Blueberry supplies are limited. Although there were increased acreage in Chile, supplies are limited due to early freezes and cooler temperatures in South America. Vessels and air orders continue to be delayed until enough volume is generated. Unfortunately, it is not known if that will occur in this growing season or not.

Strawberries

Currently demand is exceeding supply due to gaps in production as Florida is recovering from January's freeze, Mexico's rain that limited harvest, and clean up from California's recent rains. Even though lid prices were set high and most shippers did not commit to volume, there is still some demand that will increase from mid-week into Wednesday of the following week. Quality from California is becoming better since most of the berries damaged by the rains has been cleaned up. There are still excessive white shoulders and some lighter colored fruit; however, expect these issues to improve during the week. This is based upon Southern California avoiding any further rains. Florida is expecting to flush their fruit during the week of February 22nd. At this time, there is a lot of white fruit on the plants that look to be ready.

Stone Fruit

Cherries have finally ended. Nectarines are tight this week with new arrivals expected shortly. There are good supplies of peaches and plums. Apricots from New Zealand are outstanding, but the prices are high.

Grapes

The market on red and white grapes, which was decreasing, received a boost over the weekend. A vessel was delayed in arriving due to the snow storm that hit the East Coast. This has caused a gap in supply and moved prices up. By mid-week, markets are expected to return to normal with a wide range of prices on various sizing of both white and red grapes.

Market Report

Broccoli

Broccoli demand is down and shippers are looking to make deals this week. There is spotting on the domes that have been reported from all growing regions due to the rain. Quality is expected to improve by the end of the week. Product is currently available for loading out of Salinas, Santa Maria, and Yuma in California. Mexican product is available for loading out of McAllen, Texas.

Cauliflower

Cauliflower production is forecasted to be lighter through the week, which should tighten markets. Quality has been fair due to the excessive rains over the past few weeks. Product has an off-white to cream color with some decay in the jacket leaves. Expect quality to improve now that the weather is more favorable in the growing regions.

Summer Squash

Zucchini prices remain steady, but yellow squash market prices are still extremely high. The rains in Mexico last week were the main contributor to the high prices. Yellow squash is a much more delicate squash and shows the signs of the weather easier. Look for better volume and cheaper prices by the end of the week.

Cucumbers

The cucumber market has been steady this week. Cucumbers crossing through Nogales, Arizona have good volume and quality. The growing regions in Mexico are expecting rain, which would delay harvest. If the weather does become an issue, market prices will increase due to low production. Demand from the East has been steady, but is expected to increase within the next few weeks as vessels arriving from Honduras begins to decrease.

Green Beans

Steady supplies are arriving from Mexico at this time, but prices remain high due to zero production from Florida. Expect the market to remain stronger until late February or early March when production begins again in the Southeast.

Celery

Pricing has decreased as supplies have increased and demand is remaining soft. Moisture in the fields after the rains from a few weeks ago along with mild temperatures has made for rapid celery growth. The desert region is now almost to full-scale production.

Green Bell Peppers

The green bell pepper market has been active due to the full affects of Florida's freeze finally being felt by the market. Prices increased, but shippers are keeping FOB's reasonable because they are sensitive to the fact that too high of prices will affect demand. There is fair volume crossing through Nogales, Arizona on mostly larger sized bell peppers. Also, growing regions in Mexico are expecting rain. If the rain is heavy, growers will need to stop harvest until the fields are dry. With these possible production delays, market prices could go up and availability will become even more limited as demand from East Coast buyers has increased.

Leaf Lettuce



Supplies currently exceed demand. The heavy amounts of rain received during the past two weeks have pushed harvests together thus causing shippers to price very aggressive this week. Look to promote the full range of leaf products: Boston, Red Leaf, Green Leaf, Romaine and Romaine Hearts.

Iceberg Lettuce

There are supplies of nice quality iceberg lettuce now available out of the desert growing districts. Demand is light and prices are expected to be extremely aggressive this week. The heads showcase a nice green color and good weights. The naked lettuce pack is not as nice. Most heads are showing epidermal peel on the outer leaves and have occasional broken mid rib.

Potatoes

The potato market continues to far exceed demand due to high yields and few losses, particularly the Idaho potatoes. February is "Potato Lover's Month" so be sure to take advantage of the promotable opportunities!

Onions

Yellow and white onions prices are expected to remain steady for another week or so.

Asparagus

Most shippers have fairly consistent volume at this time as production has transferred to the 28 lb. case. The 11 lb. packs are still available, but will be mostly packed to order. Mexican grown asparagus will be the majority of the volume in the upcoming weeks. The market is expected to remain steady this week, but could see a slight increase in demand next week that will drive the price up slightly.



Organic Market Report



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Organic Citrus

Grapefruit from California, Texas, and Florida are in good supply with an expected steady market. California kumquats are back with steady supplies and superb quality. Outstanding Meyer lemons, standard lemons and navel oranges from California have promotable opportunities available this week. Expect a short gap in Cara Cara navels. Blood oranges should arrive mid-month. Pummelos have excellent quality. Mexican lime market remains steady. Florida's Hamlin and Temple oranges will end this week. Honey Murcott, Minneloa, Orlando, and Royal mandarins will have promotional opportunities available.

Organic Berries

Blackberries and raspberries continue to be a challenge with very limited supplies and strong markets. The Chilean blueberry market is much stronger due to lower than expected supplies. Quality remains great. There are some blueberries expected to arrive from New Zealand.

Organic Plums

Red Fortune plums from New Zealand are due to arrive this week with excellent quality.



Organic Apples

Washington apples will continue their upward trend due to limited supplies and quality is outstanding. Imported Gala apples are expected to arrive during the first or second week of March.

Organic Grapes

Grapes will continue to have steady supplies from South Africa; however, expect a small gap towards the end of the week lasting for approximately two weeks.

Organic Pears

Red Anjou pears will end very soon, which is just in time for the new arrivals of imported Red Anjou at the end of February. Green Anjou and Bosc supplies are dwindling just before the imports are due to arrive as well.

****NEW ITEM**** Organic Belgian Endive

Belgian endive is a new item for the week. Available in a 11 count case, it is currently shipping from California.

Organic Broccoli

Broccoli continues to be harvested in strong numbers with promotional opportunities available. Expect market to move up in another week or so as fields are depleted. Quality has been very good. Broccoli crowns available as well.

Organic Tomatoes

Most tomato products are currently shipping out of Mexico. Roma tomatoes are in abundant supply, so this is a great time to promote. Good supplies of hot house rounds are available with pricing varying by shipper. Cluster tomatoes are limited. Grape and cherry tomatoes are in good supply, although the market remains tight due last month's freeze in Florida.

Organic Cucumbers

Mexico has good supplies of cucumbers available; however, there are very limited supplies from Florida. Mexican cucumbers have been reported as very good to excellent quality.

Organic Asparagus

The United States and Mexico have good supplies of asparagus with superb quality. Expect a slight market drop this week.

Organic Cauliflower

California has abundant supplies of cauliflower. Larger sizes, including 12 count, are over harvested, therefore, great deals are available. Overall, quality is superb.

Organic Scallions

Scallions are a bit tighter this week as the markets dramatically increase. Expect to see sporadic shortages.

Organic Potatoes

The potato market is tightening up. Expect prices to increase on all potato lines as February progresses.