



# Market Report

Volume 9 - Week 7

February 14 - 20, 2010

## California Citrus

The navel orange and lemon markets are both stable this week with some flexibility in price on volume business. Quality on navels are outstanding. Minneola tangelos continue to be in strong supply. Murcott mandarins will begin this week and are expected to arrive by the end of the week. The Murcott mandarins are similar to clementines in that they are easy to peel, seedless and have a deep orange exterior color.

## Florida Citrus

The grapefruit and tangerine markets have not changed and supplies remain good. The juice orange market is stronger with the start of Valencias, which will run on the larger size with a few 125 count oranges available.

## Watermelons

Full size seedless watermelon markets remain tight as supplies are very limited.

## Cantaloupes and Honeydews

The cantaloupe and honeydew markets have tightened up due to the severe snow storms in the Northeast last week. The weather has piers backed up and a shortage of trucks available. Therefore, the shipping shortage from the Northeast has increased demand for shipping from the Florida piers. Already a strong market, this situation has increased prices on cantaloupes and honeydews even higher. Expect to notice some relief in a week or so.

## Grapes

Grape supplies are currently tight. Due to the snow and blizzard conditions last week, very little fruit was unloaded at the piers. Also, since President's Day is Monday, the USDA will not be working until Tuesday. Therefore, we can expect that grapes will not be available until Wednesday. Look for light supplies through mid-week and the spot market to be a few dollars higher.

## Bush Berries

Supplies of raspberries should be available by the middle of February when production out of Oxnard begins. Promotional opportunities will be available from late February through early March if the recent rains subside. Blackberry supplies should rebound from the recent shorts in supply and remain steady throughout the remainder of the month. Blueberry supplies have been limited due to early freezes and cooler temperatures in South America.

## Strawberries

Demand continues to exceed supply. The combination of rain in Mexico and Southern California, limited volume from Florida due to the lack of blooms during the January freeze, and the Valentine's Day pull is going to keep this market very firm. The quality of strawberries from California is fair and shippers are not recommending that any of the fruit be sent further east than the Mississippi River. The fruit is firm, but due to cloudier skies, the fruit is showing excessive white shoulders and lighter colored fruit. Expect to see drastic price drops during the first week of March as both Florida and Southern California will be peaking with volume.

## Tomatoes



Florida round tomatoes have become very limited. Almost all tomatoes leaving Florida show signs of chill damage upon arrival. This means that the tomatoes will have a spongy feel or give more slightly than usual. Currently, the best source for round tomatoes is Mexico. Look for good opportunities this week on two layer vine ripe tomatoes from Mexico. We will have ample supplies of 4x4's and 4x5's available. Roma tomatoes from Mexico continue to be steady. Grape and cherry tomatoes are also a bit tighter this week; however, Florida still has enough volume to cover most demand. We will continue to source grape and cherry tomatoes from Florida through this shortage.

# Market Report

## Leaf Lettuce

Supplies exceed demand at this time. Coachella Valley has been receiving the best quality reports due to the fact that this growing region did not receive as much rain; however, their demand remains flat as well. Expect market prices to remain weak during the next 7-10 days. Although this is a great time to promote leaf lettuces, be aware that there are quality defects due to the heavy rains from earlier this month.

## Iceberg Lettuce

There are currently ample supplies of iceberg lettuce available from the Yuma growing districts since demand is light. Be aware that the heavy rains from earlier in the month have caused some quality defects such as epidermal peel on the outer leaves, the occasional broken mid rib and pink discoloration to the mid rib.

## Celery

Supplies are meeting demand; however, demand has been weak. Pricing has decreased, especially for larger sized celery. There are plenty of supplies of high quality celery in Oxnard and the desert growing regions. Expect this market to remain inactive this week.

## Broccoli

The demand for broccoli is weak and shippers are aggressively searching to make deals this week. Field inspectors have identified some rain spotting on the domes in the past few days from all growing regions. Quality should become better by the end of the week. Mexican and Florida product are available as well.

## Cauliflower

Cauliflower production will be lighter for the next two weeks. Expect this reduction in supply to tighten the market. Currently, the cauliflower is off white to cream in color. Recent field reports show some decay in the jacket leaves. Quality should improve now that the growing areas are drying out from the heavy rains. There is a limited supply of cauliflower from Florida at this time.

## Potatoes

Supplies continue to exceed demand. Plus, February is "Potato Lover's Month" so be sure to take advantage of the promotable opportunities!

## Asparagus

The asparagus market is steady and most shippers have fairly consistent volume available. Good supplies are expected through the end of the week from Mexico. Pricing on the 28 lb. cases have decreased.

## Green Beans

The supply of green beans have tightened up due to recent rains in Mexico. At the current time, both processors and bulk buyers are sourcing from Mexico. Florida is expected to begin harvesting around the first week in March.

## Cucumbers

The cucumber market was active last week due to heavy rains in Mexico. The growing regions in Mexico received more rain again last week and has further delayed harvesting and caused a decrease in product availability. Expect prices to increase due to this shortage. There is a fair volume crossing through Nogales, Arizona and the quality is reported as good. Honduran product shipping through Florida is available, but the quality is listed as fair.

## Sweet Onions

The last of the Peruvian sweet onions are in our inventory. Suppliers will not be shipping any more onions. Mexican sweet onions will be available the following week.

## Green Bell Peppers

Green bell peppers were in short supply and therefore, the market was active. The rain in the Mexican growing regions caused growers to stop harvesting for a few days. Weather did improve for a few days, but then more rain fell late last week. Once again, growers were forced to halt production until the fields were dry enough to begin harvesting again. Expect market prices to increase on bell peppers and the availability in Nogales, Arizona to be limited. This market has been tightening up for a few weeks already because Florida has only 25% of their normal volume for this time year due to the damages of the January freeze. Most buyers are forced to buy Mexican product. Look for this market to stay firm until early Spring when the Southeastern growing region begins their season.





# Organic Market Report



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## Organic Citrus

Grapefruit supplies from California, Texas, and Florida are steady with outstanding quality. California kumquat supplies remain steady with superb quality. Now is a great time to promote lemons! Limes are in short supply due to heavy rains in Mexico. California's navel oranges are tight due to rains affecting the picking and quality. Expect larger sized navels to be very limited in supply. California Cara Cara navels and Satsuma mandarins are expected at the beginning of the week and with excellent quality. Pummelos remain in steady supply with superb quality. Minneola tangelos are the fruit of choice this week, boasting a great flavor. There are promotional opportunities available.



## Organic Berries

Blackberries and raspberries remain in very limited supplies, which will continue for the next few weeks. Blueberries from Chile and New Zealand have firmed up due to lower crop yields; however, flavor and quality remain excellent. Strawberries have tightened slightly due to the expected holiday pull. Expect this market to ease as demand decreases and quality improves.

## Organic Stone Fruit

New Zealand Red Fortune plums and Chilean Black Diamond plums will be in steady supply this week with expected superb quality. Peaches from Argentina are expected to arrive by mid-week with excellent quality.

## Organic Apples

The Northwest apple market continues to tighten as the end of the season approaches. Local York, PA apples are available with steady supplies and outstanding quality. Imported Gala apples are expected to arrive during the first or second week of March.

## Organic Mangoes

Smaller sized mangoes from Peru will be difficult to find; however, promotional opportunities are available on larger sizes. Quality is excellent.

## Organic Peppers

Abundant supplies of red and yellow peppers from Israel and Mexico are available. Mexican green peppers are very limited. Florida is starting green peppers; however, there is only an adequate supply currently. Mexico has limited availability of jalapeno and Anaheim peppers, but has a good supply of sweet mini peppers in clamshells.

## Organic Broccoli & Cauliflower

Broccoli is still a very promotable item. Supplies continue to surpass demand and quality is very good. Broccoli crowns also have an abundant supply. Cauliflower is available in ample supply for the week. Overall quality of cauliflower has improved.

## Organic Greens

Good supplies of high quality greens (such as Green Kale, Lacinada Kale, Collards, and all varieties of Chard) from Florida have arrived. NEW!—Dark green dandelion greens from Florida available this week. Supplies will be good this week; however, expect some tightening due to cooler temperatures.

## Organic Peas

Better supplies of English and Snow peas are available this week from Mexico. Snap peas are still limited.

## Organic Spinach

Spinach is available this week. Quality remains good, but not great. Expect this market to remain strong through February.

## Organic Hard Squash

Supplies of butternut and green acorn squash are available from both Mexico and California. NEW!—Mexican Kabocha.

## Organic Potatoes & Yams

Organic potato supplies are tightening as demand continues to build. Look for deals in the 10x5 lb. russet lines. Expect prices on fingerling potatoes to increase as the crop shrinks. Organic yams will strengthen in order to keep supply in line for the remainder of the season.