



Market Report

Volume 9 - Week 8

February 21 - 27, 2010

California Citrus

Navel supplies are good with firm pricing and little flex available on volume business. Quality is superb. Lemons remain steady with a few spot deals; however, as Coachella winds up next week prices could firm up. Minneola tangerines are available in Central California with good volume and great quality. Supplies of blood oranges, Cara Cara navels and pummelos are good.

Florida Citrus

Grapefruits are peaking on 36 count and smaller with deals on 40 and 48 count and only a few of the 27 count and larger sizes. Most growers are packing dark red and flame grapefruit. Temple oranges are available with little demand so deals are available. Honey tangerines are arriving in packs of 64 through 150 count, but very few 180 count cases and will be available through March. Most juice oranges are mid-sweet. Valencia oranges are peaking on 100 and 80 counts with very few 125 count available.

Watermelons

Personal watermelons are short this week and should remain for another two weeks as supplies from Mexico are very sporadic. Most shippers will see some 6 and 8 count cases, but not in good volume. Prices are up significantly on personal watermelons. The shortage on full size seedless watermelons has certainly put pressure on the personal melon market.

Tropical

A better supply of pineapples are available with good spot deals on certain sizes. The avocado market is steady with fruit from Chile, Mexico and the Dominican Republic. Mangoes have light supplies from Peru and the market remains strong.

Chilean Apples and Pears

Bartlett pears from Chile are available, but in limited volume. Expect an increase in supplies by mid-March. Chilean Gala apples are expected around March 6th. Volumes will be comparable to previous years; however, strong demand worldwide may affect the volume of Gala apples that reach the United States.

Strawberries

Demand remains strong. The cold weather in Florida has kept harvest to a minimum and East Coast buyers are still looking to the West to fill orders. Supplies out of California are limited due to earlier rains. The weather is becoming more favorable in both growing regions so expect an increase in supply this week. The fruit is firm and beginning to have richer color. Rain is forecasted again for the end of the week. This has been a very rough berry season for Florida. Year to date yields are off by more than 50% and could reach 60% soon. Expect a big flush of strawberries coming in March, which would be a good time to promote aggressively.

Bush Berries

Supplies of raspberries will be available when production in Oxnard builds up. Mexico continues to offer steady supplies as well. Promotional opportunities will be available early March. Blackberries should start to build and remain steady until March. Blueberry supplies have been limited due to weather conditions in South America; however, supplies are increasing and promotional availability is expected by the end of the month.



Tomatoes

Florida round tomatoes are simply not available. All round tomatoes need to be sourced from Mexico. 4x4 and 4x5 two layer round tomatoes have jumped quite a bit this past week as demand surged. Most shippers are receiving much less volume than expected. Look for this shortage to continue; however, overall quality is superb. Roma tomatoes will begin to tighten this week from Nogales, Arizona. Demand is up as two layer vine ripened tomatoes are tight and buyers are looking to roma tomatoes as the alternative. Overall, quality is outstanding. Florida's grape tomatoes are extremely short for the next two weeks. The affects of the January freeze are finally now being felt. Expect prices to climb significantly and Mexico will be the primary supplier. We will try to stay with Florida tomatoes as much as possible. Cherry tomatoes will remain tight. Look for better supplies on Mexican cherry tomatoes for the next two weeks.

Market Report

Broccoli

Broccoli demand is soft and shippers are eager to make deals this week. Field inspectors have identified some rain spotting on the broccoli domes, which is evident in all growing regions. Quality is expected to rebound as the wet weather dries up. Product is currently available from Salinas, Santa Maria and Yuma, as well as product available from Mexico.

Cauliflower

Production is forecasted to be lighter during the next two weeks, which will firm up the market. Currently, the product is a creamy white color, but there are reports of some decay in the jacket leaves. Expect quality to improve as the fields continue to dry from the heavy rains.

Green Beans

The rain in Mexico have caused severe russetting to the green bean crops, which has forced shippers to send product directly to the terminal markets or processors. Florida is still recovering from the January freeze and is expecting to start with limited production at the beginning of March. Although Florida will begin soon, do not expect the market to decrease since Mexico will be finished in mid-March due to white fly problems that will occur if their season is extended.

Onions

Sweet onions are very tight and prices have increased due to Peruvian supplies ending and supplies from Mexico not yet arriving. The rain in Mexico have made harvesting difficult. Expect prices to remain high for the next few weeks until yields from Mexico have rebounded. The white onion market is extremely tight. Nevada is the only region with sufficient supplies and prices are upwards of \$50 per case. Expect prices to remain high until more Mexican supplies have arrived. The jumbo yellow onion market is gaining strength because the Northwestern states are shipping to Japan, Idaho/Oregon supplies are tight and Mexico does not have any supplies. New York has good supplies; however, prices are very high, even with lower freight rates. Expect this market to ease slightly when Texas supplies start, which will occur in the next two weeks.

Celery

Pricing on celery has steadied and there are good supplies available in Oxnard, as well as the desert growing regions. Demand over the past week has been decent and most of the deals have ended. The market could become slightly stronger during the next few days.

Iceberg Lettuce

Currently, there are good supplies of iceberg lettuce available from the Yuma growing districts. Demand is light and deals are available this week. Most heads are showing epidermal peel on the outer leaves and the occasional broken mid rib along with some discoloration.

Leaf Lettuce

Supplies currently exceed demand. Coachella Valley has been receiving the best quality reports since they did not receive as much rain as other regions. The market prices should remain flat during the next week unless demand jumps dramatically. Shippers are thoroughly inspecting product before shipping due to heavy rib discoloration caused by the plant taking on so much water from the rains earlier in the month. Temperatures in the desert have been in the 80's the past few days, which will force shippers to harvest before major quality issues arise. This overflow of supply we are seeing now will be followed by extremely limited volume when there is little product left in the fields. There will most likely be a gap in product in approximately 2 weeks.

Asparagus

The asparagus market is struggling to remain at current levels as supplies have become readily available. The 28 lb. pricing has decreased dramatically and ample supplies are expected through the week. The 11 lb. cartons will continue to be available, but they will mostly be packed to order. The market could ease even more due to lighter demand through the beginning of the week.



Cucumbers

The cucumber market is active due to lessening amounts of cucumbers crossing through Nogales, Arizona. Some growers in Mexico have gaps in their fields due to heavy rains. Prices are expected to increase this week, but should become steady or decrease by the first week in March when growers will start production in new fields.

Green Bell Peppers

The green bell pepper market is active due to the lack of availability and strong demand. The Mexican growing regions received rain over the last two weeks, which has slowed production and caused some growers to gap. There is also an increased demand from the buyers on the East Coast because of the limited supplies in Florida. Expect prices to increase daily. This market is expected to remain active for the remainder of the season due to an overall decrease in production and general increase in demand. This is the beginning of the shortages expected from the Florida freeze in January.



Organic Market Report



Volume 9 - Week 8

February 21 - 27, 2010

Organic Pineapples

The pineapple market continues to have tight supplies and pricing to match. Expect this market to continue for at least the next few weeks.

Organic Apples

Washington's Pink Lady/Cripps, Braeburn, Granny Smith and Gold Delicious apples are in steady supply. Cameo apples will finish this week. Red Delicious, Fuji and Gala apples continue to rise as supplies dwindle. Imported apples are expected during the first or second week of March.

Organic Citrus

Grapefruits from California and Florida will remain in a steady supply with promotional opportunities available. California kumquats have amazing color and flavor. Meyer and standard lemons have some of the best quality we have seen in awhile. Now is a great time to promote lemons! Mexico's lime market is rising fast as heavy rains have curtailed production and affected quality. NEW California blood oranges have arrived with promotional opportunities available. Italy's blood oranges will begin in two weeks with the Moro and Morocco varieties available. Navels remain an excellent item to promote. Cara Cara navels are outstanding and have a steady market. California pummelos continue to have ample supplies and excellent quality. NEW California golden nugget tangerines will arrive mid-week and superb quality is expected. Promotional opportunities are still available for California Honey Murcott, Royal Mandarin and Minneola tangelos. Florida's citrus crops are winding down with only grapefruit and Valencia oranges left for this season.

Organic Berries

Expect strawberries back this week with a steady market and superb fruit. Blackberries and raspberries remain in very limited supplies from Mexico due to continued weather issues.

Organic Grapes

South African green grapes are waiting USDA approval and are expected to arrive by the start of the week.

Organic Celery

Good supplies of celery are available this week from both California and Mexico. Celery hearts are in abundant supply with promotional opportunities available. Quality has been superb on all celery.



Organic Cucumbers

Expect tighter supplies of cucumbers from Mexico this week. Again, no significant product is available in Florida, so expect the market to remain firm for the next few weeks. There are limited supplies of hot house cucumbers at this time as well.

Organic Lettuce

Florida and California have abundant supplies of lettuce. This is a great time to promote! Butter and red butter lettuce from California is available as well. Superb quality on romaine, red leaf and green leaf lettuce from Florida.

Organic Green Peppers

Florida and Mexico have limited supplies of green peppers. However, Florida's supplies should increase during the next 7-10 days.

Organic Zucchini

Mexico will have a slight increase in supply of zucchini this week. Quality is excellent. Expect the market to stay tight for the next few weeks before Florida's production is in full swing.

Organic Root Vegetables

Loose red beets are available in limited supplies from California and the market will remain fairly high. Expect limited supplies of Chiogga beets and gold beets. California has ample supplies of celery root, parsnips, sunchokes, rutabagas, Daikon and watermelon radish. Wisconsin has good supplies of scarlet turnips. Black radishes have finished and is in a time gap in California. Burdock root is available from Wisconsin and California. Soup mix packs from Wisconsin are finished, but a few cases remain in inventory. East Coast grown 25 count loose turnips should finish in two weeks.