



# Market Report

Volume 9 - Week 9

February 28 - March 6, 2010

## Grapes

We cannot convey enough emphasis on just how strong the grape market is. Currently, there is very limited supplies of both red and green grapes. The spot markets on both are \$24-\$26 FOB on large and \$26-\$28 on extra large sizes. These costs are based on availability. Unfortunately, white grapes will not be unloaded from new vessels until the end of the week and even then, very few supplies will be available. There is a possibility of red seedless grapes; however, these supplies are very limited as well.

## Florida Citrus

Grapefruits are peaking on 36 and 40 count with limited amounts of the 23 count or smaller. Growers are currently packing dark red and flame grapefruit. Now is the time to promote Temple oranges, these are currently peaking on 80 and 100 count sizing. Honey tangerines are arriving in packs of 64 through 150 count with promotable quantities available through March. Valencia oranges are peaking on 64 and 80 counts with very few smaller sizes available at this time.

## California Citrus

The market on navel oranges remain the same. Supplies are good and the quality is spectacular. Prices are a little flexible according to volume. Lemons remain steady, but are running towards the larger sizes. Murcott mandarins are available with ample supplies and are a great alternative to clementines. A new load of mandarins arrive next week with promotable opportunities available.

## Clementines

Steady supplies of Moroccan Nour variety of clementines will be available in 5 lb. cartons through the middle of March. Sizes will be on the larger size with ample 15 and 24 counts available. Moroccan Clemengolds are due to arrive by the middle of March. Expect this fruit to be of outstanding quality, but with high pricing.

## Pineapples

Expect supplies of pineapples to tighten and the price to increase this week.

## Bush Berries

Raspberries are now available! Prices will begin to fall as production from Oxnard builds in early March and Central Mexico will continue to offer steady supplies. Blackberry supplies should increase this week and remain steady all month. Blueberries were limited due to early freezes and cooler temperatures in South America; however, supplies are increasing, which will help prices to relax.

## Strawberries

The weather in Southern California, Central Mexico and Florida has improved and production is getting better. There is still the occasional water damage on California product, but color is better and overall quality is good. There are price buys available on Mexican fruit as well as very aggressive ad pricing from Florida. Price points will vary based on where the product is procured. The month of March is an excellent time to promote strawberries. Expect mid-March to be the best time for promotions.

## Melons

Seedless watermelons remain in short supply from Mexico. Expect this trend to continue well into the month of March. Overall quality of these watermelons have been superb. The cantaloupe market continues to be strong. The 12 count and smaller cantaloupes are limited in supply and are getting a premium price. Expect supplies to be short for the next two weeks. The cantaloupes are outstanding in quality and cutting great. Currently, all sizes of honeydews are tight because volume is down with not much improvement expected through March. Look for continued light supplies and higher prices of honeydews for the next few weeks.

## Apples and Pears

The apple market has not changed. With a smaller crop on most varieties, inventories are not readily available so it is necessary to keep ahead of your needs. There is some flex in prices with shippers based on their current supplies. Anjou pears are available and prices are not firm so depending on volume, there is some flexibility in pricing. The first imported pears from Chile and Argentina have arrive. Expect deals on 110 count or smaller sized pears.

# Market Report

## Celery

Demand has increased a bit during the end of February, which caused pricing to slightly increase. Therefore, the great pricing deals have now ended. Supplies from Oxnard are currently meeting the increased demand.

## Iceberg Lettuce

Unfortunately, finding good quality lettuce at this time is very difficult. The Yuma growing season is beginning their Spring transition period; therefore, the product is showing a variety of defects due to the earlier rains and warmer weather that followed. Most of the lettuce has good color and size; however, there are a lot of misshapen, wild looking heads, as well as cracked mid ribs followed by rust. Huron is scheduled to start the week of March 6th and then transition to Salinas the week of March 22nd. Prices are expected to increase during the next week.

## Leaf Lettuce

The abundance of leaf lettuce supply is over. Volume will continue to fall, which will make availability extremely limited since little product is left in the fields. Like iceberg lettuce, quality will be fair at best. Product from the Coachella Valley is the highest quality available because of receiving more favorable weather. Markets will continue to increase over the next 10 days.

## Green Bell Peppers

The green bell pepper market is active due to limited availability and strong demand. The short supply of green bell peppers available on the East Coast, plus the weather issues in Mexico have heightened this market. Prices have increased due to the overall high demand and limited availability. Expect this market to remain strong throughout the month of March.

## Tomatoes

Mexico remains the only source of round tomatoes. Prices have jumped significantly last week on all two-layer vine ripened tomatoes. Look for this market to continually climb next week as supplies continue to be light. Quality has been superb. Roma tomatoes have tightened this week from Nogales as expected. Demand increased significantly, but quality is outstanding. Currently, grape tomatoes are the shortest of all tomato items. Florida growers are only yielding about 10% crop, if they are that successful. This market will remain extremely active and pricy through the month of March. Mexico is not harvesting their crop due to weather issues. Expect cherry tomatoes to be in short supply as well.

## Asparagus

Currently, the asparagus market is weak. Good supplies are available and the market is at the break even level for growers, so do not expect prices to fall much further. The 28 lb. pricing is expected to remain at current levels through next week. Mexican grown asparagus will continue to load in Yuma through March. Limited amounts of domestic volume are expected from the Lodi/Stockton area by the end of next week. Volume will be very light and production will be slow for the first two weeks.

## Green Beans

Florida shippers are starting green bean production again for the first time since the January freeze. Most growers expect to begin shipping by March 10th, which will be just in time to prevent gaps due to Mexico ending their season. Expect very limited volume overall and prices to remain higher.



## Broccoli

The broccoli market has strengthened. Quality and yields are both suffering due to the warm weather in the Yuma region last week and the rain in the Santa Maria growing region. Harvest volume has been lighter last week, which created stronger pricing. Broccoli crown material are the most affected because of branchy domes, thus limiting what can be cut. Overall the quality of broccoli is fair at best. The Salinas Valley has started to harvest product at a low volume and shippers are willing to make deals due to light truck traffic.

## Cauliflower

Cauliflower production is lighter this week and has tightened the markets. Product has an off white to cream color. There has been some decay in the jacket leaves recently caused by the wet weather earlier this month. Quality should improve now that the growing areas are drying out. The Salinas Valley will begin their harvest this week.



## Cucumbers

The cucumber market is extremely active. There has been low volume crossing into the U.S. from Mexico last week due to weather issues. As you can expect, prices has increased due to the lack of supplies. Look for prices to remain higher even when more supplies are readily available. Volume should improve shortly due to warmer weather and growers are moving into new fields.



# Organic Market Report



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## Organic Plantains

Supplies of plantains remain extremely limited due to quality issues caused by unfavorable weather in the growing regions. Expect quality and availability to strengthen within the next three weeks.

## Organic Citrus

California's navels, pummelos, blood oranges, kumquats and lemons remain steady with outstanding quality. Meyer lemons are expected back by mid-week. Expect lime availability to be limited to none for next week. Golden Nugget tangerines are here with fantastic promotional opportunities available! Now is the time to promote Honey Murcott, Royal Mandarins and Minneola tangelos! Florida's Valencia oranges are available with superb quality. Grapefruit from Florida and California are available and continue to boast superb quality.

## Organic Apples

The Washington Braeburn apple market is firm due to dwindling supplies. Cameo apples will end in a few days; however, Golden Delicious, Granny Smith, Pink Lady, Red Delicious, Gala and Fuji varieties remain in steady supply. Expect the first arrival of imported Gala apples by the third week in March.

## Organic Tropical Fruits

2010 continue to be a challenge for pineapples with high prices and very low yields. Expect the pineapple market to remain firm with little to no promotable pricing in the near future. Mexican avocados will remain steady this week with superior quality. New Zealand kiwi berries are expected to arrive by the end of the week. Mangoes will remain steady this week with strong markets due to the Peruvian season ending within the next 2 weeks. Expect a 2 to 3 week gap before Mexico's mango production increases by mid to late March.

## Organic Berries

Mexican blackberries will be steady this week. The blueberry market continues to dip, so expect to see soft markets for the next week or two until supplies are exhausted. Raspberries and strawberries will begin to relax as supplies continue to increase.

## Organic Broccoli

The broccoli market is moving up this week. Supplies are tight from Arizona and California; however, quality is superb. Broccoli crowns are tight as well. Therefore, expect increased prices on both during the week.

## Organic Cauliflower

Abundant supplies and outstanding quality makes our organic cauliflower a great item to promote. Orange cauliflower has limited availability.



## Organic Tomatoes

Supplies are becoming tight on both round tomatoes and grape tomatoes. Currently, there is not enough supplies of grape tomatoes to fill customer needs. Expect tomatoes to be firm over the next few weeks, especially due to no production in Florida at this time.

## Organic Onions

Yellow and red onions are both becoming more limited in supply. Red onions from Washington are finished and only a few select California shippers have availability. Yellow onions still have supplies available from Washington and California, but supplies have decreased.

## Organic Green Peppers

There are limited supplies of green peppers from both Mexico and Florida. Expect Florida to have increased supplies available within two weeks.

## Organic Potatoes and Yams

The organic potato market is beginning to firm up as demand continues to build and supplies start to dwindle. Look for deals in the 10 x 5 lb. Russet potato lines. Count russets in all lines are ending with the balance of the season being in the 90 count size. Quality has not yet been an issue. Also, expect great deals in the Yukon 10/5 lb. Wong label to jump start in March. Cal-O is just finishing the season and will begin to gap in various lines until new crops is available in late April or early May. Organic #1 garnet yams continues to have limited supplies and increased prices. Jewel yams are available as an alternative to the garnets.