



# Market Report

Volume 9 - Week 31

August 1- 7, 2010

## Apricots

There are adequate supplies of apricots shipping from the Northwest and a few late varieties starting in California. Prices are steady.

## Cherries

The Washington season is winding down. Rainier cherries will finish by mid-week and red cherries will finish packing by August 15th. Peak sizing will be on the 11 and 11.5 row. Prices will be strong and possibly increase going forward.

## Peaches and Nectarines

Peach supplies are plentiful from California and the East Coast. Prices are aggressive on both yellow and white peaches. Supplies of yellow and white nectarines from California and some yellow nectarines from New Jersey are available boasting superb quality.

## Plums

There is a good volume available of red and black plums with the varieties of Fortune and Friars starting this week. With this volume, some aggressive prices are available. Look for good pricing on big plums by Friday.

## Berries

- **Strawberries:** Overall strawberry supplies have lightened up over the last few days due to the overcast weather in the Salinas and Watsonville growing districts. Prices have increased with most shippers, but cannot climb too high because Driscoll's volume is still decent. Sizing is in the 18 to 20 count range per clamshell and color is bright red. There are some issues with bruising upon arrival, especially here on the East Coast.
- **Raspberries:** Raspberry production has slowed due to cooler weather. Supplies will be limited during the next 2 weeks, so be sure to get your orders in early.
- **Blackberries:** Blackberries are in peak supply with **great promotional opportunities available!**
- **Blueberries:** Good supplies of blueberries are arriving from the Pacific Northwest and are priced aggressively. Michigan still has limited supplies through August and New Jersey has finished.

## Melons

- **Cantaloupes:** The price on cantaloupes is steady with erratic supplies. Growers are facing little gaps, but expect to be in full production by the end of the week. We should see lower prices at that time.
- **Honeydew:** Growers have been in and out of production as they suffer through small gaps. This has kept the market tight, but by the end of the week supplies and volume will be in full swing.
- **Watermelons:** Mid-Atlantic watermelon supplies are good along with great quality. Size is peaking on the 45 count 15 lb. bins with a few 60 count or 11 lb. watermelons. Prices should remain steady for the next 3 weeks; however, expect prices to increase by the last week in August.

## Grapes

The market on red seedless grapes is firm with only a little play on smaller fruit. Color has been great. Growers of white seedless grapes in the Arvin district are finishing with Sugarones; however, Thompsons and Princess varieties will start within 1 week. The Fresno district is expecting the same time frame as Arvin. Supplies will be light on whites and prices will be firm until then.

## Pears

Washington is finished with last year's crops of Anjou pears. California is moving along with new crop Bartlett pears and prices have dropped with better volume. Washington will start new crop Bartlett pears in 4 weeks. Bosc pears have just started in California. Expect supplies to be available for this weekend's sales.

## Apples

The old season is winding down and new crop apples from the Northwest are soon ready. Ginger Gold apples could start as early as next week, with Gala apples available in 3 weeks. Until then, Fuji, Gala and Braeburn varieties are finished with growers pushing to clean up Granny Smith supplies. Until the new crop comes in, there will be plenty of imports. Much is the same for Eastern apples, meaning the new crop is just around the corner.



# Market Report

## Celery

Demand for celery remains flat and freight pricing makes it hard to promote celery even with cheap FOB's. Prices will remain flat as long as Michigan and Canada are able to offer cheaper shipping alternatives. There is a difference of \$6 to \$8 in price when comparing California to Michigan product. Quality is superb from both growing regions.

## Iceberg Lettuce

Lettuce prices have continued to decrease since the end of last week. Supplies are steady and demand is weak. Overall, quality on iceberg lettuce is good. The weights are sufficient and heads are showing good green color with only the occasional misshapen head. Currently, Canadian product is priced equal to or higher than California's lettuce supplies.

## Leaf Lettuce

Leaf lettuce prices remain flat as demand is weak and product is available from California, Michigan, and Canada. Overall, quality is good with occasional windburn on the tips of some of the leaves. There are deals available at shipping point, but these are not expected to last very long at all.

## Green Bell Peppers

Local growers continue to make deals around the country. Quality is excellent with ample amounts of mostly extra large and jumbo sizing available. Very few smaller sizes are available since the new growing areas are currently crown picking.

## Colored Bell Peppers

**Red bell peppers are a great promotion item for the next few weeks.** The red bell pepper market is settling with stable prices and good volume from all California growing areas. Quality is outstanding with all pack sizes available. The higher yields of peppers from California have also helped to ease pricing with the hothouse market.



## Cucumbers

The local deals from New Jersey, Michigan, New York, Virginia, and Pennsylvania have helped to keep prices low. The best quality for Super Select are coming from Michigan and New York, but even so, higher temperatures have caused a flush of selects in the market. If you are willing to take product with some yellow belly, expect prices to be significantly cheaper than a Super Select.

## Summer Squash

Last week's full moon and high temperatures have motivated the growth of zucchini and yellow squash. High volumes of summer squash are currently available. Look for quality defects in the yellow squash due to rains that caused scuffing and surface damage.



## Broccoli

Prices on both crowns and bunch broccoli remain on the floor in California. Now is an excellent time to promote broccoli! There is Eastern broccoli available, but at no significant savings. Eastern product normally has larger buds on the crown and has a higher chance of some yellow due to excessive heat in the growing regions.

## Cauliflower

Cauliflower prices continue to stay flat and quality is good. Deals are being made on both 9 and 12 count product. Look for bikini cut cauliflower from Canada within the next few weeks.

## Tomatoes

- Vine ripe tomatoes from Alabama are incredible! Local vine ripened tomatoes from Lancaster County are available with ample supplies. Expect this market to remain steady.
- Roma tomatoes are available in steady supply from Tennessee and Virginia this week. Expect outstanding quality and sporting a good size for roma tomatoes.
- **Grape tomatoes will remain promotable this week.** Currently, supplies are excellent from many growing regions. We are currently packing our locally grown grape tomatoes from Lancaster County this week.

## Onions

The onion market is softer. Demand has decreased and new regions are on the horizon. Expect lower prices over the next few weeks. There is one exception though—white onions are tight.



## Potatoes

The Idaho potato market can simply be summed up: demand exceeds supply. Prices on bales and counts are steadily increasing. Therefore, expect gaps before new crop starts in mid-August (in earnest at the end of August).



# Organic Market Report



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## Organic Stone Fruit

California white and yellow peaches, as well as nectarines, are available in steady supply. Excellent quality is expected and large sizes will prevail. Promotable pricing available. South Carolina peaches are back with outstanding quality. California red and black plums, as well as pluots, are here with ample volume and promotable pricing. Dapple Dandy pluots arrived July 31st! Apricots have transitioned to Washington so expect stronger markets and fantastic quality. Red cherries remain limited and Washington has finished shipping.

## Organic Tropical



Brown turkey figs are here and sporting superb quality. New Zealand kiwi remain firm, but steady this week. Mexican Tommy and Kent mangos will boast promotional opportunities this week!

## Organic California Grapes

Red, green, black and Champagne grapes are amazing! Promotable pricing available!

## Organic Berries

Domestic blackberries, raspberries, and strawberries will continue to climb as supplies decrease during the next few weeks. New Jersey blueberries will end by next week. West Coast blueberries are limited. Expect clamshells to size down to 6 oz. clamshells next week.

## Organic Citrus

Domestic and South African grapefruit supplies are available with promotable pricing! California lemons continue to be very tight. Look for better supplies in 2 or 3 weeks. Limes are steady from Mexico with promotional pricing is available! California Valencia oranges are steady; however, expect seasonal quality and slight greening.

## Organic Apples

Imported apples continue to be tight from New Zealand and Chile. California supplies are still 2 to 3 weeks away.

## Organic Peppers

Good supplies of green peppers are available from Pennsylvania. Quality is superb. Abundant supplies of red and yellow peppers are available from Holland. There are also limited supplies of jalapenos from California.

## Organic Broccoli



Ample supplies of broccoli are available from Pennsylvania and quality is good. California broccoli is still limited, but quality is great. Crowns are practically nonexistent in California; however, limited supplies of crowns are available in Pennsylvania.

## Organic Tomatoes

Supplies of cherry and grape tomatoes from Pennsylvania are increasing. Quality is outstanding. Round tomatoes are still about 1 week away in Pennsylvania. Good supplies of hothouse tomatoes are available from both Mexico and Canada. Roma tomatoes remain limited in Mexico. Good supplies of heirloom tomatoes are available from Pennsylvania.

## Organic Cauliflower

Good supplies of cauliflower are available from California. Quality is excellent. Expect the cauliflower market to drop in approximately 10 days.

## Organic Spinach

California's spinach supplies have fallen victim to mildew; therefore, very limited supplies are available. Moderate supplies of the semi savoy variety are available from Colorado. At this time, the market remains steady and quality is very good.

## Organic Eggplant

Pennsylvania and New Jersey are offering increasing supplies of eggplant. Japanese eggplant is also available from Pennsylvania. Markets are steady at this time.

