



# Market Report



May 10, 2012

Sunday, May 13

## MARKET ALERT!

Asparagus, Grapes (green), Iceberg Lettuce, Lemons (140, 165, 200), Melons

## Overview

Availability has tightened for late-week shipments of iceberg lettuce. Rainfall during April resulted in quality issues that have caused an increase in demand for lighter production volume. Weather conditions have turned favorable in May; quality will improve and yields will increase. Strawberry availability will improve following Mother's Day. New crop Flame seedless and Perlette are available in Nogales, with Coachella soon to follow.

## Transportation

We are fast approaching the spring-summer shipping season with increasing volume for grapes and melons from Mexico and tree fruit from California; firming demand and causing upward pressure in freight rates that will continue through summer. Trucks are currently available; however a tight-supply situation has the potential to occur at any time.

## Weather Update

Warmer temps are expected this weekend for Southern California; lows in the 50s and highs in the mid 60s to low 70s. Salinas also is experiencing warmer temps with lows in the 50s, mid to upper 70s along the coast with mid-80s to low 90s inland. Temps should be above normal on Friday and throughout the weekend.

Commodity	Price	Quality
Iceberg	Moderate to higher	Fair to good
Romaine, Romaine Hearts	Moderate to lower	Good
Green and Red Leaf	Moderate	Good
Broccoli	Low to moderate	Good
Cauliflower	Moderate to higher	Excellent
Celery	Moderate	Good
Carrots	Moderate	Excellent
Artichokes	Moderate	Good
Asparagus	Extreme	Good
Green Onions	Moderate	Good
Parsley (curly)	Moderate	Very good
Parsley (Italian)	Moderate	Very good
Spinach (bunched)	Moderate to lower	Good
Kale (Green)	Moderate	Good

## Avocados

California volume is increasing and surpassing Mexican output. The fruit is ripening and performing very well. Look for deals on the 60s, 70s and 84s. Still a few greenskins left. Chilean fruit is available in Santa Paula with excellent quality and freshness; available through May. Volume is slowing down and border is being cleaned up after Cinco de Mayo. Shipments expected through June, but volume will decline each week.



Commodity	Price	Quality
Cilantro	Low	Very good
Green and Red Cabbage, Bok Choy	Moderate	Good
Napa	High	Fair
Snow Peas	Moderate	Good
Garlic	Moderate to extreme	Good
Spring Mix	-	Good
Spinach (Baby)	Moderate	Good
Arugula, Mache, Radicchio	-	Good
Frisee	-	Good
Blackberries	Moderate	Fair to good
Raspberries	Moderate	Good
Blueberries and Strawberries	Moderate	Very good
Oranges, Lemons	Moderate to higher	Good
Limes	Low	Excellent
Grapefruit, Pineapple	Moderate	Good
Cantaloupes	Moderate to higher	Good
Honeydews	Moderate	Excellent
Red and Golden Delicious Apples	Moderate to high	Good
Grapes-Green Seedless	Extreme	Good
Grapes-Red Seedless	Moderate	Good
Kiwi (Cal, Chile)	Low	Good
Peaches, Nectarines, Plums	Moderate	Good
Avocados-Mexican	Moderate	Good
Avocados-California	Moderate to high	Excellent
Zucchini, Yellow Squash	Low to moderate	Good
Cucumbers, Green Bells	Moderate	Good
Red Bell Peppers	Moderate to high	Good
Green Beans	High	Good
Eggplant	Moderate	Good
Round, Roma, Grape and Cherry Tomato	Low to moderate	Good
Idaho Russets	Low to moderate	Good
Yellow Onions	Moderate	Good
Red Onions	High to extreme	Good
White Onions	High	Good

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## Mixed Vegetables

**Artichokes:** As typical with new crops of artichokes for this time of year, early sizing will run mostly large and extra-large. Availability is excellent on the 12 and 18 categories, just in time for Memorial Day promotions. Call for price and availability. All sizes of Green Globe are available with good quality other than being slightly frosted.

**Asparagus:** Continued tight availability in California, with light production volume in Eastern Washington due to cold weather. Prices have advanced even higher this week. We anticipate a break in the market coming soon.



**Bok Choy:** Good supplies in Central California.

**Broccoli:** Sufficient supplies for the week. Quality remains consistent with medium bead size and uniform dome shape and pack. Still some light purple casting on some varieties, but for the most, a nice green color throughout.

**Carrots:** Steady availability on all sizes. Harvest transition northward to Bakersfield will occur in early June.

**Cauliflower:** Fair supplies available this week. Quality is excellent but size and weights are smaller than the last few weeks. Industry is experiencing trend of re-

duced yields which should bring the market up.

**Celery:** Good supplies in Oxnard. The seeder problem has slowed down some with most shippers walking around fields with heavy seeder, leaving less available celery to harvest; also contributing to smaller sizing and lighter weights. Overall, color and quality are good and weights are in the 55-56 lb range. Seeders are now around 2 inches compared to 5 inches.

**Cilantro:** Increase in supplies with warmer weather; averaging 9-11 inches in length and good green color. Promotable volume is still available.

**Garlic:** Active market conditions will continue through May when new crop garlic from China will arrive. Demand remains strong for California garlic with imports from Argentina now available.

**Green and Red Cabbage:** Steady availability for growers in Texas, Georgia and California.

**Green Onions:** Good volume is expected for the next few weeks. Poor pricing is due to a large amount of volume coming from Mexican growing regions. There may be a slight drop in quality due to the seasonal insect pressure that usually occurs this time of year. This may reduce the total volume coming from Mexico in the near future, but for the time being crossings will remain steady.

**Kale (green):** Supplies increasing daily due to optimal growth conditions. Bunches are averaging 10-14 inches in length with dark green color and very nice texture. Promotable volume is still available.

**Napa:** Availability has improved. Seeders present.

**Parsley (curly):** Plentiful supplies; averaging 9-11 inches and showing dark green color. Promotable volume is still available.

**Parsley (Italian):** Slightly better supplies this week; averaging 9-11 inches and showing dark green color. Promotable volume is now available.

**Snow peas:** Good availability from Baja California, Central California and Guatemala.

**Spinach (baby):** Good availability. Quality and sizing are improving.

**Spinach (bunched):** Some bunches may have light mildew on some leaves and slight mechanical in banded area. Due to the mildew (affecting Salinas Valley and Santa Maria areas), production is slowing with some fields not being harvested. Weights are 20-22 lbs and 9-11 inches. Expect to see lighter supplies in the next few weeks.

**Spring Mix:** Plentiful supply.

**Arugula:** Adequate supplies, quality improving.

**Frisee:** Adequate supplies, quality improving.

**Mache:** Adequate supplies, quality improving.

**Radicchio:** Good supplies.

## California Lettuce

**Iceberg Lettuce:** Good supplies this week with a slight increase in smaller size lettuce now available. The reduced 24 count yield is being seen industry wide. - continued on page 3.

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**Romaine:** Demand is good. Overall, quality remains good with some very light and occasional tip burn and light broken ribs. Mildew is prevalent industry wide; however crews are managing to pack quality boxes by trimming off the outside leaves. Weights are 34-36 lbs.

**Romaine Hearts:** Average supplies. Product is growing well from recent nice weather but with light fringe burn on tips of the heads. Mildew is prevalent industry wide; however crews are trimming off to produce clean romaine hearts, facilitating an overall increase in supplies. Weights approximately 18 lbs.

**Green and Red Leaf:** Supplies are better on green and red this week; 22-24 lbs per case. Light supplies for the next several weeks.

## Berries

**Strawberries:** California harvests have increased in Santa Maria, Watsonville and Salinas. Oxnard harvests will slow somewhat. Quality is very good in all districts. Strawberry sizing has been small this spring and that has caused stem strawberry harvests to be very low.

**Raspberries:** Raspberry harvests have improved overall. Production in California will be the focus as Mexico raspberries are on the decline. Next new harvests begin in Northern California in mid-May.

**Blackberries:** Blackberries are still being harvested in Central Mexico and Baja, California. Blackberry volume will be moderate until California crop emerges in May.

**Blueberries:** New blueberry harvests are now occurring in North Carolina, as Florida blueberry harvests slow down. Blueberry fruit quality is very good. Next harvest transition is to New Jersey.

## Eastern & Western Vegetables

**Green Bell Peppers:** Good supplies of green bell peppers in Florida and increasing production in Coachella; Mexico (Nogales) winding down. Tight availability for late-season red and yellow bells in Nogales; harvesting begins next week in Coachella.

**Cucumbers:** Moderate demand for adequate production in Florida, Georgia, Mexico and California.

**Green Beans:** Adequate supplies in Florida, new crop beans now available in Coachella.

**Eggplant:** Steady availability in Florida and California (Coachella).

### Squash:

**Zucchini:** Plentiful supplies in Florida and Georgia, also Nogales and Southern California.



**Yellow:** Same situation as with zucchini.

**Acorn:** Good availability at reasonable prices in Nogales.

**Butternut:** Moderate availability, higher prices compared to Acorn.

**Spaghetti:** Moderate availability, higher prices compared to Acorn.

## Potatoes (Idaho) and Onions

**Potatoes:** Demand remains light. There is a slight dip on the F.O.B.s which will vary from shed to shed depending on each shed's unique situation. Good availability on all sizes. Trucks are plentiful.

**Onions:** Same as potatoes; storage crop deal is softer as sheds are looking to finish up. If weather warms up in the Northwest there may be a race to clean up. New crop demand is steady and supplies are beginning to increase. We feel there will NOT be any increase in the F.O.Bs on any color in the foreseeable future; too many onions from too many growing areas.

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## California-Arizona Citrus

**Oranges:** As school season nears the end, there will be much less pressure on 113s/138s with more availability, especially Valencia. Cara Car's remain in good supply with continued good demand.

**Lemons:** Lemons are also becoming a bit tighter due to rain. Available sizes are 63s thru 235s.

**Limes (Persian):** 175s smaller are in good supply.

**Grapefruit:** Supplies are nearing the end from Florida and Texas and all supplies will now come from California. Movement remains very strong for Sunkist California Star Ruby Grapefruit with demand sizes Sunkist 27-48s and choice 36-40s for bags.



**Specialty Citrus Items:** Demand remains very good for Minneolas. Supplies are expected to be limited early this week. Murcotts and Pummelos are finished.

**Pineapple:** Good availability, primarily Cost Rica.

## Melons

**Cantaloupes:** Next week is the last week for off shore melons. Mexican melons are available at this time. California Desert lopes are available this week. Athena variety is available in Florida.

**Honeydews:** California Desert dews are available next week.

## Washington Apples

Strong demand exists for all varieties of Washington apples, with good packout (yield) and steady prices. Size profile is more toward medium, although larger sizes are available at premium prices. Varieties include Red & Golden Delicious, Granny Smith, Gala, Fuji and Braeburn. Strong demand from the fresh market has, for the second year, caused a shortage for the apple processors. Bosc pears from Washington are in plentiful supply, causing a reduction in volume on imports from Chile. D'Anjou's are also available.

## Tomatoes

**Round:** Prices have firmed slightly as growers in Mexico have slowed production due to depressed market conditions. Quality is holding well for the hothouse-grown product; temperatures in Mexico are becoming too warm for field-grown tomatoes. Large sizes (4x4, 4x5) command a price premium.

**Roma:** Good supplies.

**Cherry:** Good supplies.

**Grape:** Good supplies.

## Grapes & Soft Fruit

**Grapes:** Next week is the last week for off shore red grapes. Mexican and desert will be available next week. Mexican and desert white grapes are available at HIGH prices.

**Kiwi:** Good supplies. New crop kiwi from Chile is now available. A large Chilean crop is expected this year.



**Peaches and Nectarines:** Apricots also available. Georgia and South Carolina peaches are available this week.

**Plums:** Limited supplies.