



FRESH NEWS

Iceberg & Leaf Lettuce

Iceberg: Steady supplies with an average amount of 30s.

Romaine: Steady supplies with very good demand.

Romaine Hearts: Steady supplies with very steady demand.

Green and Red Leaf: Light supplies.



Broccoli, Carrots, Cauliflower, Celery

Broccoli: Good supplies with good West Coast demand. Eastern production is still progressing as Western product fills in the gaps.

Carrots: Good availability and demand.

Cauliflower: Continued light supplies with steady prices, however higher than previous years due to planting.

Celery: Good supplies, quality and demand in both Oxnard and Salinas.



Mixed Vegetables

Artichokes: Strong supplies with wider range of sizes available.

Asparagus: Asparagus has transitioned from California to Mexico to Washington State.

Bok Choy: Steady supplies.

Cilantro: Average supplies.

Fennel/Anise: Good supplies and quality.

Garlic: Prices remain at the highs for late season California storage crop garlic. New crop Chinese garlic is now available, and importers anticipate increasing volume going forward. New crop garlic from California will be available in early August. It is expected that prices for California garlic will then ease.

Green Cabbage: Lighter supplies. Market is steady and improved since previous years.

Red Cabbage: Very good supplies.

Green Onions: Good supplies.

Kale (Green): Very good supplies and demand.

Napa: Good supplies and quality.



Weekly Produce Market Update

Parsley (Curly): Lighter supplies this week. However, supplies should improve next week. Overall quality and appearance continues to be very nice. Bunches are averaging 8-10 inches.

Parsley (Italian): Supplies have improved since last week and have not been affected by the cooler weather. Appearance continues to be very good with 9-11 inch bunches.

Snow and Sugar Snap Peas: Good supplies.

Spinach (Baby): Good availability and quality.

Spinach (Bunched): Good supplies with excellent quality.

Spring Mix: Good supplies and quality.

Arugula: Good availability with no quality issues to report.

Mache: Adequate supplies.



Berries

Strawberries: Moving into our July peak, demand has remained strong the past couple of weeks. Harvests in Watsonville and Salinas are increasing into the peak. Fruit size has contributed to challenges harvesting stem strawberries.

Raspberries: Currently moving through the peak of our summer production. Demand remains high and quality is excellent.

Blackberries: Northern California blackberry harvests have improved somewhat. Prices have begun to drop.

Blueberries: Pacific North west production has started with good volumes. Large pack sizes are available. North Carolina and New Jersey blueberry crops continue with good volumes. Large pack sizes and direct ship is available in both locations.



Eastern & Western Vegetables

Green and Red Bell Peppers: Steady supplies from Coachella, Oxnard and Bakersfield.

Cucumbers: Plentiful supplies in the West with a wide range in quality.

Green Beans: Adequate supplies.

Eggplant: Plentiful availability in Florida, good supplies Coachella.



Onions

Onions: Some overlap from several areas has caused a slight over supply. Decent buys can be made for large orders on reds and yellows.



Potatoes

Supplies are very tight.

Avocados

Avocados: Market is strong with no oversupply. Volume and pricing for the next 3 to 6 weeks are expected to be stable. As Memorial Day approaches, supply and consumer demand are becoming very strong. Mexican avocado sizing continues to be heavy to 48s and larger. Pricing is stable on all sizing on Mexican avocados and it is expected to remain that way thru Memorial Day Weekend pull. Sizing continues to be a challenge. 48s and larger remain under supplied in California. On the other hand, 60s and smaller are very promotable and supplies are abundant.



Tomatoes

Round/Roma: Plentiful availability in numerous districts in the East and West.

Cherry/Grape: Strong demand. Prices remain firm.



Grapes & Soft Fruit

Grapes: Plentiful availability for all grape varieties in Coachella and Nogales.

Peaches, Plums, and Nectarines: Supplies are abundant and promotable out of the San Joaquin Valley; aggressive pricing.

Apples & Pears

Pack times have been reduced creating shortages on all varieties. Prices have advanced on various sizes and grades. All prices are subject to availability. Expect this trend to continue until the end of the season. Romes, Pink Lady's, Honey Crisp and Cameos are winding down. Galas and Granny's are the two varieties on the manifests, along with Packhams and Bosc pears. There are some Galas in Miami. the market will remain firm through the end of the season.



Citrus

Valencias: Full production with good supplies available. There is an overabundance of 138s both grades with school out for summer; best deals.

Limes (Persian): Limes are in full production with good supplies with sizes mostly 200s-175s. Good supply of Key Limes.

Grapefruit: Texas Rio Stars are finished. Rio Reds are available; flavor, color and quality are excellent with good sizes available. Star Rubies are ready with a full range of sizes, excellent quality and color.

Specialty Citrus Items: Chile clementines are very limited this week but will continue to increase in volume through August.

Pineapple: 5s and 6s will be limited for the balances of summer. Good availability of 7s and 8s.



Melons

Cantaloupe and Honeydew: Heavy production volume in the desert districts of California, Arizona and Mexico.

Watermelons: Prices remain firm, with strong demand for average production volume in Northern Mexico and the desert districts of Southern California.

