



FRESH NEWS

Iceberg & Leaf Lettuce

Iceberg: Supplies and demand are strong. Quality is nice with medium sizes.

Romaine: Supplies are good, demand is strong and prices have improved. Seeder, mildew and fringe burn are present due to humid and warm weather from last week.

Romaine Hearts: Steady supplies with very good demand, good quality and leafier green heads. Seeder, mildew and fringe burn are present due to humid and warm weather from last week.

Green and Red Leaf: Green Leaf and Red Leaf supplies are steady, market price has improved and quality is good.



Broccoli, Carrots, Cauliflower, Celery

Broccoli: Supplies continue to be tight, but situation appears to be improving. There are occasional quality defects due to weather patterns only reducing the availability of crown material to be packed; however, overall, quality is very consistent.

Carrots: Supply is improving and quality is good.

Cauliflower: Supplies are light with fair to good quality. Medium size curds are off-white in color. Market is steady.

Celery: Good supplies available in Salinas with best prices on 24s. Though demand has slowed, Michigan production is now in full swing along with the Salinas and Santa Maria areas of California. Product has transitioned into the larger sizes.



Mixed Vegetables

Artichokes: Supplies are tight throughout the industry with lack of alternative supply outlets. Supply is lighter on larger sizes. General pricing is steady to slightly higher on any available product, higher on larger sizes. Product is selling out.

Asparagus: Demand exceeds supply, extremely tight.

Bok Choy: Demand is strong.

Cilantro: Supplies are satisfactory with good green color and bunches averaging 9-12 inches in length. Pricing is still high though decreasing gradually as volume increases throughout the country.

Fennel/Anise: Supplies are slightly above demand on 24's. 36's are still limited, quality is good.

Garlic: Prices are beginning to ease for processed garlic from California, with new crop harvesting well underway.

The upcoming California crop will be slightly larger compared to 2012 with excellent quality and a large size profile.

The Chinese garlic crop will be substantially greater (30 percent increase) compared to recent years, which has the potential to cause downward pressure on prices, particularly for medium sizes and smaller.

Green Cabbage: Market is getting stronger. Demand has increased and overall volume has decreased. Quality is good and color is consistent. Sufficient volume can be expected through Labor Day.

Red Cabbage: Abundant supplies throughout California with a deep red color and notable quality.

Green Onions: Medium onion supply continues to dominate the market. There continues to be ample supplies throughout the country including Mexico and Canada.

Kale (Green): Plentiful supplies will remain for the conceivable future. Quality is very nice and prices are moderate.

Napa: Good supplies and quality.



Weekly Produce Market Update

Parsley (Curly): Supplies are very good. Bunches are averaging 8-11 inches in length with dark green color. Prices are decreasing with product from multiple regions across the country including Canada.

Parsley (Italian): Plentiful supplies. Bunches are averaging 10-12 inches in length with dark green color.

Snow and Sugar Snap Peas: Good supplies.

Spinach (Baby): Plentiful supplies. Growers are harvesting ahead of schedule in order to minimize weather caused quality issues.

Spinach (Bunched): Normal supplies with good quality.

Spring Mix: Normal supplies with good quality.

Arugula: Supply is normal with good quality.

Mache: Good supplies.



Eastern & Western Vegetables

Green and Red Bell Peppers: Availability has improved in California, with production on the increase in the inland coastal valleys of Central California. Recent tight availability for red bells has eased, with the new crop harvest now underway in Southern California.

Cucumbers: Upward price pressure has subsided due to a drop in demand, however production remains light to moderate in the East and West.

Green Beans: Light supplies and high prices in North Carolina and California.



Onions

Onions: Market is steady. Availability is good on all colors and sizes.

Potatoes

Demand exceeds supplies for the time being out of every russet area.

Avocados

Avocados: Good demand on 48s-70s. 60s and smaller are approaching a level of oversupply, while 48s and larger are undersupplied. As a result pricing has dropped on small fruit and increased on larger fruit. The gap in pricing will likely continue for through Labor Day weekend and into at least mid-September. Volume is small on Peruvian avocados (through September); California experiences fluctuations in volume based on summer crop sizes and avocados from Peru will fill the gaps.



Tomatoes

Round/Roma/Cherry/Grape: The character of the tomato market remains steady with no break in the current elevated price structure anticipated in the near term. Large sized tomatoes (4x4s, 4x5s) in the West continue to be in better supply compared to medium sizes (5x5s, 5x6s), although availability may be better for a selected variety or size on any given day, including round, Roma, grape and cherry tomatoes. Unless production increases from local growers, prices will remain firm during the remainder of the summer.



Berries

Strawberries: Strawberry harvests have significantly declined with cold damp mornings throughout California. Growers and Production Managers are noting a sizable decrease in harvests. Strawberry size profile is small to medium, causing a reduction in availability of stem strawberries.

Raspberries: Increased supplies have led to slightly lower prices. Raspberry plants have rebounded and more raspberries are the result. August into September harvests look to be steady.

Blackberries: Harvests have tightened, with midsummer harvest decrease. Prices have increased some what.

Blueberries: Pacific North West continues with good harvest volumes. Please be aware of older pack dates, as storage fruit entering the Fall begins. Michigan harvests in blueberries are progressing with somewhat higher volume.



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

Gold and Gala supplies are diminishing. Through August, Reds should be plentiful. Fujis should remain through August and Grannies will start winding down by late August. Demand and movement is very good with 'back to school' pulls on 125 (preferred size) all varieties, lower grades. New crop Bartletts are available.



Citrus

Valencias: Fair supplies of 113s & 138s; available this week with most school systems back in session. Shippers believe that Valencias will continue through mid October, with navels starting a short time later. A slight gap could occur.

Limes (Persian): Limes are in full production with good supplies; the size profile has shifted toward large sizes (110s, 150s). The rain season in Mexico continues to cause volatility in availability and price on a daily basis.

Grapefruit: Good availability with reasonable prices.

Specialty Citrus Items: Chile Clementines are available, along with Mineolas from Peru.

Pineapple: 5s and 6s will be limited for the balances of summer. Although limited, there is better availability of 7s and 8s.



Melons

Cantaloupe and Honeydew: Availability has improved for large sized cantaloupes (9s, 12s) and medium sizes remain tight (15s, 18s). Honeydews are in oversupply.

Watermelons: Better supplies in all growing areas throughout the U.S. Quality in the West is outstanding. Prices are expected to firm with the approach of Labor Day promotions.

