



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.

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.

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 average 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. Weather is ideal for growing. All growing regions are producing at their peak right now with very nice volume.



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): Strong supplies with very good quality.

Spring Mix: Normal supplies with good quality.

Arugula: Supply is normal with good quality.

Mache: Good supplies. Quality is good with moderate pricing.



Eastern & Western Vegetables

Green and Red Bell Peppers: Good availability on green bell peppers. Adequate supplies of red bells in California.

Cucumbers: Steady availability in the East and West. An increase in production is expected in California in early September.

Green Beans: Continued tight supplies and high prices in California; improved availability in the East.

Onions

Onions: Supply and demand are about even at this time. There is an over supply of red onions.



Potatoes

Anticipate slightly lower pricing as more product becomes available (weather permitting) the week of September 9th.

Avocados

Avocados: 60s and smaller continue to have very good availability and lower pricing while larger sized fruit remains undersupplied. The gap between 48s and 60s may continue to increase. 48s and larger will remain at their current price levels if not higher as demand will continue to outpace supply.



Tomatoes

Round/Roma/Cherry/Grape: Prices remain firm with continued light production volume in many regions in the East and West. California and Michigan are the predominant late summer tomato districts.



Berries

Strawberries: During this unprecedented period of late summer strawberry harvest shortages, Driscoll's have been fulfilling orders to the best of their abilities. It has been very challenging for growers with strawberries in very tight supply due to weak plants, humid weather and deteriorating growing conditions. September will be a very difficult month for all strawberry growers. Prices are high and will continue to increase.

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 colors of grapes. Price is very competitive, supply is good, and the volume is extremely promotable.

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

Apples & Pears

Demand and movement remains good. Gold and Gala supplies are diminishing. Reds continue to be plentiful. Fujis are available and Grannies are beginning to wind down. Prices fluctuate with demand on certain sizes/grades/varieties. 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 on summer rubies with reasonable prices. Star Ruby and Rio Red varieties are winding down.

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: Cantaloupe prices have strengthened for all sizes; the trend toward lighter production volume will continue through September. Continued plentiful supplies on large sized honeydews.

Watermelons: Prices have increased caused by strong demand going into Labor Day. Variations in quality have begun to appear in regional growing areas, further stimulating demand for premium quality fruit.

