



# FRESH NEWS

## Iceberg & Leaf Lettuce

**Iceberg:** Ample lettuce supplies from Salinas Valley. Demand is moderate. Industry volume will remain strong for the next few weeks. Quality and condition are very good with medium plus head size.

**Romaine:** Good supplies. Quality remains strong except for some mildew and irregular head sizing due to warmer weather. Demand has dropped somewhat with eastern regional growing areas producing better quality.

**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:** Steady supplies on red leaf but tighter on green leaf though supplies will increase next week. Quality remains very good.



## Broccoli, Carrots, Cauliflower, Celery

**Broccoli:** Supplies are on the lighter side this week. Warmer weather that is forecasted will result in additional product for the weekend. Market remains consistent with moderate demand. Quality is nice with good green color, small to medium bead size and good texture.

**Carrots:** Supply is getting better and quality is good.

**Cauliflower:** Plentiful supplies. Quality is very good with medium to large white curds and good green jacket.

**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:** Tight supplies continue throughout the industry though slowly increasing each week. Numbers are slightly better on the 12 and 18 categories. General pricing is somewhat higher on any available product.

**Asparagus:** Demand exceeds supply, most shippers supply is depleted.

**Bok Choy:** Steady supplies.

**Cilantro:** Supplies are above average with good green color and bunches averaging 9-11 inches in length. Pricing is favorable with very good availability throughout the industry.

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

**Garlic:** Prices have eased for processed garlic from California, with new crop harvesting well underway. Prices remain firm for commodity packed California garlic.

**Green Cabbage:** Light supplies throughout the country. Prices are advancing and demand exceeds the current supply. Quality is very good.

**Red Cabbage:** Due to a nationwide shortage of green cabbage, red cabbage demand has increased. Adequate volume and very good quality will continue with prices rising into the weekend.

**Green Onions:** There continues to be ample supplies throughout the country including Mexico and Canada. Overall quality and appearance remains very nice with medium sizes dominating. Supply continues to outweigh demand.

**Kale (Green):** Plentiful supplies will remain for the conceivable future. Quality is very nice with bunches averaging 14-16 inches in length and curly texture. Prices are moderate.

**Napa:** Good supplies and quality.



# Weekly Produce Market Update

**Parsley (Curly):** Supplies are very good. Bunches are averaging 9-11 inches in length with good green color. Pricing is favorable with very good availability throughout the industry.



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

**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):** Warm and humid weather has slowed down spinach production. Market remains steady overall with good quality; dark green bunches, 9-11 inches in length and 20-21 lbs.

**Spring Mix:** Normal supply 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:** Prices have begun to firm for green bell peppers as a sharp drop in production is anticipated. Heavy rain and extended periods of hot weather have resulted in stress to the plants. Increasing demand for green bells in California is expected to fuel an upward move in prices. Prices for red bells have begun to ease from recent highs.



**Cucumbers:** Steady availability in the East and West; prices remain firm.

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

**Eggplant:** Plentiful availability in Florida, good supplies Coachella.

## Onions

**Onions:** Supply and demand are about even at this time. Rain in Idaho has kept some growers from being able to harvest this week.



## Potatoes

Due to the Labor Day holiday on Monday, it will be a short week for shipping. Anticipate slightly lower pricing on small size consumer bags and cartons as the profile is peaking around 90ct and smaller. Larger sizes remain tight.



## Avocados

**Avocados:** 48s are becoming extremely limited. Northern fruit peak sizing is on 60s & 70s. This size curve will likely continue through this month. Small fruit on the other hand has reached very attractive pricing. Larger fruit is slowly becoming more available, but overall, availability on Flora Loca is very limited. Sizing remains heavy to 40s & 48s and overall quality good.



## Tomatoes

**Round/Roma/Cherry/Grape:** Prices remain firm with continued light production volume in many regions in the East and West. Romas currently offer the best value. 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:** Raspberry harvests have shortened somewhat. Quality remains very good, but plants are releasing less flowering fruit in the fall. Prices are up slightly.

**Blackberries:** Prices have increased somewhat. New crop blackberries will become available in late August in Santa Maria.

**Blueberries:** Pacific Northwest harvests have declined. Please be aware that pack dates will be somewhat older, as most blueberries will be from storage fruit. Prices have increased somewhat.

## Grapes & Soft Fruit

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

**Peaches, and Nectarines:** Sizes are increasing and product is becoming less available, so it is not as promotable.

**Plums:** Supply should increase and become more plentiful supply in the weeks ahead.



## Apples & Pears

Demand and movement remains good. Reds continue to be plentiful. Limited supplies of old crop Fujis and Grannies are available. New crop Galas, Ginger Golds and Honeycrisp are now available. Eastern apple shippers are predicting a bumper crop with larger sizes. New crop Bartletts, D'anjous and Starkisoms 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 price and availability 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. Good availability of 7s and 8s.



## Melons

**Cantaloupe and Honeydew:** Cantaloupe prices remain firm, with tight availability on large sizes. The trend toward lighter production volume will continue through September; continued plentiful supplies for honeydews.

**Watermelons:** Steady production coming from numerous regions including Michigan, North Carolina, California, Indiana, Illinois, Texas and Oklahoma. Prices are generally firm.

