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 Apples	Quality is good, pricing is higher	 Celery	Quality is good, pricing is steady	 Lettuce Leaf	Quality is fair, pricing is higher
 Asparagus	Quality is good, pricing is steady	 Citrus (Lemons)	Quality is good, pricing is steady	 Lettuce tender leaf	Quality is good, pricing is steady
 Avocado	Quality is fair, pricing is higher	 Citrus (Limes)	Quality is fair, pricing is higher	 Melon (cantaloupe)	Quality is good, pricing is steady
 Bell Peppers	Quality is good, pricing is steady	 Citrus (Oranges)	Quality is good, pricing is steady	 Melon (honeydew)	Quality is good, pricing is steady
 Berries (blackberries)	Quality is good, pricing is higher	 Cucumbers	Quality is good, pricing is steady	 Melon (watermelon)	Quality is good, pricing is steady
 Berries (blueberries)	Quality is fair, pricing is lower	 Eggplant	Quality is good, pricing is steady	 Onions	Quality is good, pricing is lower
 Berries (raspberries)	Quality is good, pricing is higher	 Garlic	Quality is good, pricing is steady	 Pears	Quality is good, pricing is higher
 Berries (strawberries)	Quality is good, pricing is steady	 Grapes (Green)	Quality is fair, pricing is higher	 Pineapples	Quality is good, pricing is steady
 Broccoli	Quality is good, pricing is lower	 Grapes (Red)	Quality is good, pricing is lower	 Potatoes	Quality is fair, pricing higher
 Brussels Sprouts	Quality is good, pricing is steady	 Green Onions	Quality is good, pricing is steady	 Squash	Quality is good, pricing is lower
 Carrots	Quality is good, pricing is steady	 Kale	Quality is good, pricing is steady	 Stone Fruit	Quality is good, pricing is higher
 Cauliflower	Quality is good, pricing is higher	 Lettuce Iceberg	Quality is good, pricing is higher	 Tomatoes	Quality is good, pricing is steady

# Produce News

July 31, 2020



## Market Alerts

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**Apples** – Small size fruit remains limited as the USDA Box program and retail are still running hard. Remaining red stocks are limited. New crop coming mid August.

**Asparagus** – Market continues to stay steady with product coming from Peru and Mexico.

**Avocados** – Market trending higher; demand remains strong. Growers in Uruapan, Mexico pacing the harvest demanding higher field prices. Gradual increases going into the weekend.

**Bell Peppers** – Market is seeing some relief on red bells, and hopefully will have some relief on yellow bells soon. Green bell market is coming off slowly!

**Berries (Blackberries)** – Blackberries are in very light supplies until Mexican production picks up in mid August. Most shippers are seeing a demand exceeds supply situation.

**Berries (Blueberries)** – Multiple growing and better yields are serving to lower the market range look for the market to stay flat through this week.

**Berries (Raspberries)** – Similar to the blackberries, raspberries are in very short supply look for this trend to continue through next week.

## Continued

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**Berries (Strawberries)** – Good demand is still in place for limited amounts of fruit. Look for this trend to stay in place until the second week of August when new crop Santa Maria fruit is expected to begin to produce in volume.

**Broccoli** – Plenty of product to meet demand in the Salinas Valley and Santa Maria.

**Brussels Sprouts** – Market staying steady with moderate supplies.

**Carrots** – Carrot production is steady with California, Mexico and Canada all going simultaneously. Market remains steady on **Cello's** and slightly lower on the **Jumbo's**.

**Cauliflower** – Plenty of product to meet demand in Salinas and Santa Maria.

**Celery** – Overall, strong quality with most shippers. This market is steady. The heavier availability is in the large sizing. There will be moderate to good availability for the entire week.

**Cherries** – Supplies are winding down on domestic.

**Citrus (Lemons)** – Markets are active and firm on fancy grade. Choice market is still looking steady. More supplies available out of Oxnard/ Ventura.

## Continued

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**Citrus (Limes)** – Markets are active and firming up and expect prices to continue to climb weekly for the remainder of the month. Place orders with lead time.

**Citrus (Oranges)** – Valencia's supplies are steady and markets are strong. 138's are getting snug, put orders in advance for better coverage.

**Cucumbers** – Good quality continues on the cucumbers and market is steady. With nationally local production ramping up, market may soften.

**Eggplant** – Good quality, but more production in the works so market will soften in next few weeks.

**Garlic** – Supplies picking up with new California crop now being processed.

**Grapes (Green)** – Market remains strong due to less acreage and strong retail ads. Quality (sugars) is improving weekly.

**Grapes (Red)** – Good availability on reds this week. Market is steady and demand is good. Good quality fruit with high sugar levels and excellent color.

**Green Onions** – Plenty of supplies with all packs available.

**Kale** – Steady supplies is keeping this at the lower end of the market.

# Produce News

July 31, 2020



## Market Alerts

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**Lettuce (Iceberg)** – This market is active. Better pricing has been seen in Santa Maria. Supplies will be light in Salinas for the week. Weights are averaging 39-42 pounds on wrap.

**Lettuce Leaf – Romaine** and **romaine hearts** continues to be in a demand exceeds supply situation. Other leaf items are getting more active. Fringe and tip burn has been reported from multiple shippers.

**Lettuce Tender Leaf** – Steady supplies at expected throughout the week.

**Melons (Cantalope)** – Steady market and with good demand. Quality is excellent! Opportunity buys this week will be on 9's & 12's.

**Melons (Honeydew)** – Steady market with good demand. Excellent quality and shelf life. Opportunity buys this week will be on larger sized fruit (J5/5's).

**Melons (Watermelon)** – Steady market and good demand. Good availability on cartons and bins. Mini seedless remain limited.

**Onions** – New Mexico and California are winding down. Washington has started in a light way with yellows, reds are a week away. Idaho/Oregon will begin on 8/5. USDA box demand is keeping the mediums elevated.

## Market Alerts

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**Pears** – Supplies of Washington pears have been depleted. New Crop WA **Bartletts** will be available August 22nd. New Crop **Bartlett Pears** have started California.

**Pineapples – Crown** fruit volume is down with markets firming up. **Crownless** fruit will be snug for a couple weeks. Quality is looking fair. Organics supplies are improving.

**Potatoes** – Limited supplies of supplies of 40 CT - 70 CT on the market. USDA box demand has tightened up availability on non-a sized russets. New crop Washington norkotahs are available. Early Idaho new crop potatoes will be available August 3rd.

**Squash** – Markets have softened on squash as local production ramps up. Quality has been fantastic!

**Stone Fruit** – Active market and strong demand. Small sized fruit remains limited. leaner inventories as growers transition varieties.

**Tomatoes** – The tomato market is mostly Steady. California continues to harvest in the west with more regional programs coming into supply in the east helping to meet demand. Arkansas, Alabama, New Jersey, North Carolina, Tennessee, and Virginia are all harvesting. Hurricane Hannah has disrupted operations in Mexico and assessments will be made in coming days to determine damage of crops. Tropical Cyclone Nine is gaining strength in the Atlantic with the potential to become a named storm today. Models show the path headed for south Florida as soon as this weekend with the potential to disrupt markets depending on the strength and path of the storm.

## Weather

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**California** – Typical summer pattern of marine layer near the coast and warmer inland temperatures look to continue in California

**Mexico** – Scattered showers into Saturday then watching a potential cyclone approaching Florida over the weekend likely to impact the state.

**Florida** – Moist unstable air continues to bring showers and possible heavy thunderstorms to Central Mexico into next week.

## Freight

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Trucks in CA, Idaho, and the Northwest have all tightened up this week. Diesel Fuel remained steady at 2.427 per gallon.

## A Peak at Peak Seasons

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**Blueberries**  
**Lemons**  
**Oranges**  
**Cantalope**

**Honeydew**  
**Watermelon**  
**Pineapples**  
**Stone Fruit**