



Market Report

Volume 9 - Week 26

June 27 - July 3, 2010





Stone Fruit

There are a lot of peaches here on the East and West Coast. The market has bottomed out in the Southeast because of the abundance of fruit available. Plus, New Jersey peaches will start as early as this week and Pennsylvania supplies will be available by July 15th. In the West, movement has been slow with little activity East of the Mississippi, so they are eagerly looking for sales as well. Expect the peach market to remain cheap. The nectarine market is getting stronger with good volume and larger sizes. There are deals on the smaller fruit, such as 60 count and smaller. The plum market is strong with supplies on the erratic side as they transition to the next variety.

Grapes

Grapes supplies are abundant! Growers from Mexico and California are in full production and looking for business on both red and white seedless. Quality, color and size are outstanding. **This is the time to promote grapes!**

Berries

- Strawberry supplies have decreased because of the cooler weather last week. Shippers were forced to take product from the fresh market and move it to the cannery due to quality issues. The weather issues combined with heavy ad commitments have caused the market to gain strength. Look for supply issues to continue through this week. 
- Raspberry production has slowed due to cooler weather. Supplies will be limited over the next two week and prices will increase. 
- Blackberries continue to be in peak supply. **There are great promotional opportunities and the price is right!** 
- Blueberries are in full flush from New Jersey and prices seem to have settled after an extremely active week. Good supplies from California are continuing to arrive. **This is prime promotion time from either growing region!** 

Melons

- Cantaloupes & Honeydew: The market tumbled last week on both cantaloupe and honeydew. Since this is peak production, many growers are having trouble moving fruit, especially since there is a shortage on trucks. Therefore, growers are making deals with those who can move their product quicker.
- Bin Athena Cantaloupes: Athena cantaloupes are now being shipped from North Carolina and Virginia. Expect steady supplies over the next few weeks as growing areas farther up the East Coast begin to harvest as well. Quality is excellent!
- Watermelons: Watermelons will remain steady through the Independence Day holiday. Look for excellent supplies on seedless, 36, 45 and 60 count melons from South Carolina and Georgia. Sangria watermelons from South Carolina have been big and beautiful. **All watermelons are extremely promotable at this time.**

Cherries

With what looked like a large crop this season from Washington State, growers are finding it is much smaller than expected. With the July 4th holiday strong demand, supplies are short, the market is strong and it is a scramble to cover orders. Weather has not cooperated with rain interrupting the harvest and causing supplies to be lighter than usual.

Tomatoes

- Round tomatoes continue to be plentiful from Georgia and South Carolina. Look for great opportunities on all extra large and jumbo field pack vine ripens. Tennessee will begin to harvest, but at a low volume and North Carolina is right around the corner.
- Roma tomatoes are steady from South Carolina and Quincy, Florida. Sizes are slightly smaller than normal until we get into the crown harvest in Tennessee, which is expected to begin early in the week.
- Grape and cherry tomatoes are steady from South Carolina. This market will gradually climb after the holiday as we make the transition into Virginia for the summer months. Volumes will decrease from the Southern states.

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Celery

Celery is available for shipping from Oxnard, Santa Maria and Salinas. Supplies are steady even though there are still issues with seeders in Oxnard. Market pricing is expected to remain flat this week. Demand is soft and freight pricing is high.

Iceberg Lettuce

Iceberg lettuce quality is improving, but there are still some minor issues with russet spotting and mildew on the outer wrapper leaves. The frame size is still small with deals available on cello 30 count packs. Demand has decreased primarily due to high freight rates so the market could weaken as the week progresses.

Leaf Lettuce

The New Jersey season is coming to a quick end as the temperatures are too high to maintain good quality. The transition to Canadian product will be smooth as these fields are all ready to be harvested. Leaf lettuces are still available from California as well. Pricing has remained soft this week due to weak demand and quality. However, pricing may rise slowly during the week due to lighter weights caused by mildew, which is also decreasing the yields.

Green Bell Peppers

The green bell pepper market is strong. Supplies are limited in the Eastern growing regions and are extremely tight from California. Coachella is almost done for the season and Bakersfield is starting their harvest later than expected. Look for local product from Pennsylvania and New Jersey to start within the next 2 to 3 weeks. When Pennsylvania and New Jersey product arrives, there will be fantastic promotional opportunities available!



Asparagus

The demand for asparagus is fair, but is strengthening due to availability becoming tighter. Market prices have increased and are expected to remain high.

Cucumbers

Cucumber supplies are tight nationwide because of the decrease in production caused by the extreme temperatures on the East Coast. Michigan has started production and will serve as a good alternative for product. Michigan cucumbers should also have an increased shelf life. Expect this market to remain strong for a bit longer.

Broccoli

Good supplies of broccoli are currently available. The fields are yielding more bunch cuts than the crown cuts. Therefore, better deals are available on bunch 14 and 18 counts. California volume will become light as East Coast deals are expected to start in the next few weeks.



Cauliflower

The cauliflower market remains stable although supplies will become light and pricing will start to trend upward as the week progresses. Cauliflower quality is very nice with white to off-white domes, full packs and good green jackets.

Potatoes

The red potato market will be tight and prices expect to remain high. Florida is finishing up, North Carolina is starting, but won't have great quality. California has supplies, but will increase their prices as demand increases for product from this growing area.

Onions

Jumbo yellow onions have eased off slightly and prices have slightly decreased as a result. Medium yellow onions were plentiful, but have now tightened up so expect pricing to be steady or increase.

Red Bell Peppers

Red peppers are still in good supply from Coachella; however, supplies are not as strong as last week. Quality is outstanding and all pack sizes are available. Overall, the red bell pepper market is weak because of limited demand. Anticipate a small gap in supply as Coachella finishes and the Bakersfield region will not be ready to start harvesting for several weeks.



Organic Market Report



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Organic Grapes

Supplies of red, black and green grapes from California and Mexico are available and boasting excellent quality. Promotional opportunities available!

Organic Berries

Blueberries from Georgia and New Jersey are available with promotable pricing. Quality is amazing! The blackberry market is firm, but steady this week. California raspberries have little to no supplies available and the strawberry market is tight as supplies are limited as the holiday approaches.

Organic California Citrus

Grapefruit supplies remain steady with superb quality. Lemons remain on the rise with limited availability throughout the summer. Valencia oranges are available with promotional pricing. Minneola tangelos will finish this week.

Organic Stone Fruit

California apricots, red and black plums, as well as pluots are available with promotable pricing! Expect a smooth transition from California to Washington in both red and Rainier cherries over the next week or so.

Organic Tropical

Kiwi from New Zealand will be tight this week as we wait for new supplies. Ataulfo and Tommy mangoes will have steady supplies this week with a firm, but declining market. More supplies of Young Thai coconuts are available, but pricing is still high. The avocado market continues to be steady; however, expect California's supplies to decrease as we transition to Mexico.

Organic Melons

Cantaloupes may have a slight tightening in supply as we transition growing regions; however, expect the market to remain steady. Honeydews and Galia melons will be finishing this week. More supplies of honeydews are expected by the end of July.

Organic Celery

Ample supplies of good quality celery are available from California. There are good supplies of celery hearts available as well.

Organic Onions

Onions are becoming more abundant. California has multiple shippers with red and yellow onions available. Washington State will have product available in a couple of week.

Organic Cucumbers

Supplies of cucumbers are fairly limited overall. Georgia and California have very little to offer and Mexico is basically finished. Mid-Atlantic growers report that cucumbers are about 1 week away from harvest.

Organic Romaine Hearts

California has abundant supplies of romaine hearts available. **This is the time to promote** as the market is expected to remain soft for the next 14 days. Quality has been very good.

Organic Spinach

Ample supplies of spinach is available from California and Colorado. Quality is superb.

Organic Cluster Tomatoes

Cluster tomatoes are in great supply and deals are available. **This is a great time to promote cluster tomatoes!** Product arriving from Canada and Mexico is displaying outstanding quality.

Organic Potatoes & Yams

- Be sure to check out the fantastic Florida new crop potato deals. This will be a very short season and will wind down in July as we transition to California. Expect California potatoes to be more expensive. Colorado russets are finished.
- Organic garnet yams in the Natural Beauty label will gap in supply starting in the next few weeks until mid-August.