



Market Report

Volume 9 - Week 27

July 4 - 10, 2010



Grapes

Supplies of grapes are far exceeding demand, especially white seedless grapes. Mexico is offering cheap pricing and California's prices are becoming more competitive especially if you are looking for Sugarones or Thompson seedless grapes. Growers are making deals on both red and white grapes in order to move volume. The Bakersfield and Arvin districts will start in a little over a week from now and Fresno is not far behind, so keep in mind that future pricing is going to become VERY reasonable.

Cherries

The task of getting cherries loaded from the Northwest has been very difficult. Suppliers are dealing with a demand that far exceeds supplies and are trying to cope with a crop that is trending at 50% less than 2009's crop. It is estimated that as a whole Washington will pick 25% less than what was estimated, which translates to 3 to 4 million cherries short of what was expected. Needless to say, trucks are being held over for days waiting for fruit thus creating a huge shortage. Prices are much higher on the spot market and this week will not be much better as growers attempt to catch up while dealing with unexpected wet weather.

Berries

- The strawberry market is increasing due to cooler weather limiting supplies and the strong holiday push. Expect prices to decrease again by mid-week. Strawberries from Watsonville continue to be larger in size than from Santa Maria.
- Raspberry supplies will be limited for another week or two due to cooler weather that has slowed production; therefore, it is important to forecast your needs early.
- There are still great promotional opportunities for blackberries as we enjoy peak supplies.
- Blueberry demand is excellent and supplies are tight. New Jersey's season began 10 days earlier than normal so growers are past peak volumes and supplies are ramping down quickly. This coupled with heat, heavy winds and some of the labor force leaving for Michigan has lessened production.

Melons

- Cantaloupes & Honeydew: Arizona and Southern California are winding up their season. Prices are higher on cantaloupes and honeydew and supplies are limited. Bakersfield will have limited supplies as they begin to harvest. Turlock will begin shortly as well. Expect to see better supplies by mid-July; however, until then prices will be higher.
- Bin Cantaloupes: Athena cantaloupes from Georgia are finished. Most of the volume will be shipping from North Carolina and Virginia. Delaware will have supplies this week and the fruit is expected to be extra large. Good supplies of the 90 count bins are available. Tuscan cantaloupes from Dulcinea have started from Wilson, North Carolina and are available in the 120 count bins this week.
- Watermelons: Watermelon harvest has started in North Carolina. Look for supplies and pricing to remain steady after the 4th of July holiday. We will have excellent opportunities on all seedless and sangria watermelons. Our grower in Virginia will have a few sugar babies available by the end of the week.

Peaches

Supplies of peaches from South Carolina are light this week as the region feel the effects from hot weather and transition from one variety to the next. The glut from the past few weeks have cleaned up and prices are becoming stronger. New Jersey peaches are now shipping at prices that are only a few dollars higher than the Southeast fruit. Available now are the 2-1/2" and smaller sizes with larger sizes expected in 2 weeks. Pennsylvania peaches will be available by mid-July. The California market is unchanged-steady volume, good quality, and looking for orders.

Nectarines

More volume and cheaper pricing is the trend for this week. The best deals are on the 60 count sizes and smaller, which are running \$3-\$5 cheaper than the 56 count and larger sizes. Quality and color is outstanding!

Plums

Good supplies of black plums are available in larger sizes and cheaper prices. Red plums are not as plentiful, but with lighter demand, supplies and prices remain stable.

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Corn

Corn production is in full swing across the U.S. There are ample supplies available in both crates and bins. Color will be determined by the demand in each growing region.

Green Beans

The local season for Pennsylvania green beans started a few days ago. Prices may stay strong due to reports from Virginia that they are experiencing complete crop loss, which will cause a gap in supply for the next month. Extreme heat is the reason for Virginia's crop losses.

Leaf Lettuce

New Jersey is now finished with their spring crop and Eastern product will be sourced from Canada. Leaf lettuces are available for shipping from all Northern California growing regions. Expect this market to stay steady over the next week or so because of light demand. Prices of Romaine lettuce remains soft.

Iceberg Lettuce

The lettuce quality is improving, but some minor issues with russet spotting and mildew on the outer leaves are still prevalent. The weights on liner and wrap lettuces are light. The frame size is rather small and deals are available on cell 30 count packs. Demand has decreased primarily because of high freight rates; therefore, the market could weaken as the week progresses. Canadian product is now an alternative at cheaper prices.

Cucumbers

Cucumber supplies continue to be tight nationwide due to the decrease in production caused by excessive heat in all growing regions. Product is available locally; however, quality issues such as soft ends and shriveling are present. Production from upstate New York is not set to start until July 19th.

Celery

Celery is available for shipping from all growing regions in California. Supplies are steady with few quality issues such as seeder in the Oxnard region. Market pricing is expected to remain flat this week. Demand is soft and freight pricing is high.

Green Bell Peppers

Pepper pricing is set to decrease as Delaware, Pennsylvania and New Jersey are ready to begin crown picking this week. Mostly larger sizes will be available.

Colored Bell Peppers

The red bell pepper market is increasing dramatically due to the limited supplies from Coachella, California. This region has been experiencing excessive heat in the desert. Expect a small gap in colored bell pepper supplies during the next 2 weeks until Gilroy and Bakersfield begin their harvest sometime during the week of July 12th. This gap in supply of field peppers will also cause the hothouse pepper market to increase.



Cauliflower

Cauliflower prices are decreasing due to light demand. The quality of the cauliflower is very nice with white to off-white domes, full packs and good green jackets. Expect excellent deals for loading FOB this week.

Broccoli

Good supplies of broccoli are currently available. The fields are yielding more bunch cuts than crown cuts so better deals are available. Maine will begin harvesting with limited volume next week. Good volume is projected for the week of July 12th.

Asparagus

Demand remains fair and prices are steady. The 11 lb. package is the prominent pack size; however, there are still a few crates available from Washington.

Tomatoes

- Vine ripe tomatoes have started in Tennessee. Look for plenty of extra large and jumbo sized field packs. Volumes should continue to increase as North Carolina, Alabama and Virginia get into full swing. Quality is excellent from all regions.
- Roma tomatoes are now available from Tennessee. Quality is amazing and sizes are extra large.
- Grape and cherry tomatoes remain steady this week. Virginia has now started harvesting with New Jersey right around the corner. Expect outstanding quality on this new crop fruit for the start of the local season.



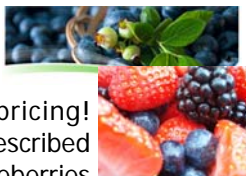
Organic Market Report



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Organic Berries



Blackberries from California are available with promotable pricing! Blueberries from New Jersey are described as "some of the best tasting blueberries ever!" and are available with promotable pricing. Raspberries are back in supply, but the market remains strong. Strawberries are also back in steady supply; promotional opportunities available!

Organic Pears

The import pear season is winding down; however, supplies of Anjou and Packham pears are available. Expect the transition to California crops to occur by the end of the month.

Organic Stone Fruit

Red and black plums, pluots, white and yellow peaches, and nectarines remain available in steady supply with promotable pricing. California apricots are available with some supplies from Washington by the end of the week.



Red cherries from Washington are firm due to crop damage caused by weather. There are ample supplies of Rainier cherries. 16/1 clamshells are available in both varieties.

Organic Grapes

Supplies of red, black and green grapes are still available from California and Mexico. Quality is outstanding and opportunities are available for promotional pricing!

Organic Melons

Fantastic tasting cantaloupes are available in steady supply. Galia and honeydew melons should be available by mid-July as crops transition. Watermelon supplies are firm as the growing region transitions to the West Coast.

Organic Apples

Golden Delicious apples from Washington have finished and Cameo apples will finish next week. Gala, Granny Smith and Fuji apples from Chile and New Zealand are very tight with strong markets. New Zealand's Jazz and Braeburn apples, as well as Chilean Jonagold and Pink Lady apples are available in steady supply.

Organic Broccoli

Broccoli has become very limited from California. Limited supplies are available from Pennsylvania since harvesting is only happening about one or two times per week. Broccoli crowns are also available in tight supplies at this time.

Organic Cucumbers

Good supplies of cucumbers are available in Pennsylvania and quality is outstanding. Limited supplies are available from South Carolina, Georgia and California.



Organic Celery

California has steady supplies of celery available. Quality is reported as very good. There are supplies of celery hearts available as well.

Organic Grape Tomatoes

Supplies of grape tomatoes are available from Georgia and South Carolina this week. Georgia will gap for two weeks prior to the Pennsylvania harvest, which will occur by July 15th. At this time, quality from the Southern states is excellent.

Organic Red Peppers

There are very limited supplies of red peppers from Holland and the Dominican Republic. Expect to see the market rise this week. Quality on available supplies has been superb.

Organic Green Beans

Green beans are finished in the Southern states. Limited supplies are available from California and Mexico. Pennsylvania green beans are expected to be available by mid-July.

Organic Tropical Fruit

Figs are at the peak of their season and have promotable pricing available. Steady supplies of New Zealand kiwi are available and taste amazing! Mexican mangos are increasing in supply; therefore, expect the market to soften slightly.