



Market Report

Volume 9 - Week 28

July 11 - 17, 2010



Pears

The California Pear Deal is just around the corner with the total fresh Bartlett crops estimated at 2.83 million 36-count equivalent boxes, which is down 18% from the 2009 season. All other varieties are expected to be very similar to last year's supply. Official start dates are July 19th for Sacramento Delta Bartletts, August 9th for Mendocino County Bartletts and August 14th for Lake County Bartletts. Red Crimson pears will be available as soon as mid-July. The first Bosc pears will be available July 31st, with all other varieties beginning in August.

Grapes

The glut of red and white seedless shipping from Mexico and Southern California is drying up. Prices will begin to increase by mid-week. Mexican sugarones are finishing while Thompson seedless are starting. Expect to see prices of \$4-5 more on both. Next week, the Arvin district will have black and red seedless as well as white grapes. The best grapes will be coming from Arvin and we will make the transition as soon as supplies are available.

Pineapples

Cheap deals on golden pineapples are over. The major players on pineapples will be hitting some gaps for most of the remaining summer. Supplies will be sporadic and prices will sometimes be double what we have seen this Spring and early Summer.

Citrus

Citrus is down to Valencia oranges and lemons, and a few Pixie tangerines are shipping from California. The lemon market is strong, while oranges remain steady. We are starting to see a good mix of imported citrus from Chile, Peru, South Africa and Australia, which include navel oranges, Minneola tangelos, clementines and Fal glos.

Cherries

The supply of cherries has increased although prices remain firm as growers are dealing with a much smaller crop than anticipated. Quality is superb, with sizes peaking on 10.5 row and larger.

Bin Cantaloupes

Athena cantaloupes are now available from Delaware. We will have excellent volumes of 90 count bins this week. Our first arrival last week was amazing! Please keep in mind that we will continually carry a good supply of Dulcinea Tuscan cantaloupes in bins. North Carolina supplies of Dulcinea Tuscan cantaloupes will continue through July with Indiana ramping up in volume for August.

Watermelons

North Carolina fruit is now being shipped in good supply. Look for Delaware and Virginia to also begin harvesting in a small way. Now is a great time to promote seedless and seeded watermelon. Keep in mind that as new areas begin to harvest, the majority of the fruit coming in will be 35 and 45 count. Quality is expected to be fantastic.

Peaches

There is a huge supply of Eastern peaches. South Carolina has good supplies with outstanding quality, New Jersey is starting to increase in volume and Pennsylvania's crop is right around the corner. New Jersey product is getting a \$2 premium. California is begging for sales on yellow peaches, but all have beautiful white and donut peaches as well.

Apricots

California is winding down very quickly. There are a few spot deals with great pricing from growers trying to clean out inventory. Washington supplies will arrive next week and will be \$8-\$10 higher per case.

Nectarines

There is a good volume of big, high colored fruit this week and there is a little flex in the market on volume. Beautiful white nectarines available at a slightly higher price.

Plums

Some of the better varieties of red and black plums are starting this week, such as the Black Raspberry, Prime Time and Red Lanes. These varieties have good size and great taste, but prices will be a little higher than the usual varieties like Black Amber.

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Berries

- Strawberries: Now that the first two summer holidays are by, berry supplies are expected to be steady for the remainder of July from the Northern growing regions. Fruit quality is great during this time of year and July is the perfect time to promote strawberries! Most berries are full red in color.
- Raspberries: Production has slowed down due to cooler weather in Northern California. Supplies will be limited during the next 2 weeks.
- Blackberries: Blackberries continue to be in peak supply. There are great promotional opportunities and they are priced right.
- Blueberries: Blueberries are starting to come out of the Pacific Northwest at a much needed time since there are limited supplies available from Michigan and New Jersey due to the excessive heat all along the East Coast. The heat has pushed the crop forward and is causing New Jersey to finish about 2 weeks earlier than initially anticipated.

Broccoli

Good supplies of broccoli are available. The fields are yielding more bunch cuts than crowns so the better deals are on 14 and 18 count bunches. Maine is shipping and will be a cheap alternative due to FOB.

Leaf Lettuce

Product is available from Canada and California. Mildew reports from California are causing growers to trim back more outer leaves.

Iceberg Lettuce

Lettuce quality and weights are improving in California. Shippers continue to report that the frame size is still small and deals are available on cello 30 count packs. Canadian supplies are available at very aggressive prices.

Cucumbers

Harvesting in the local regions are in a gap until the end of the week due to quality issues caused by the heat. Market prices should remain steady as production from Michigan has begun.

Celery

Celery is available for shipping from California, Michigan and Canada. Supplies are steady with few quality issues such as seeder in the Oxnard region. Market pricing is expected to remain flat this week. Look for product from Michigan and Canada to be cheaper due to freight.

Green Bell Peppers

The market is active because the East Coast growing areas have very little volume due to extremely hot temperatures burning up the crop in Georgia. Local growing regions are not ready to crown pick and have very little volume. Delaware, Pennsylvania and New Jersey should have better volume of the larger sizes. California shippers are quoting East Coast buyers with aggressive prices; however, the higher freight cost does not leave any advantage once product is delivered.

Colored Bell Peppers

The red bell pepper market continues to be very active through the harvest gap. Coachella, California is winding down for the season, while Oxnard and Bakersfield are slowly getting started so filling orders this week could be a challenge. Hothouse product prices have increased due to higher demand since there is a lack of field peppers.

Cauliflower

The cauliflower market is getting weaker. There are deals available on 9 count cases. Prices could continue to decrease into next week due to light demand. Product from California's Salinas Valley is a few dollars higher than product from Santa Maria.

Onions

The yellow onion market is strong and steady. Medium sized onions are more limited than jumbo, but can change weekly based on the size profile. Vidalia onion prices will increase as few shippers have storage crop left. Once these supplies are finished by August, sourcing will be from either Pennsylvania, New Mexico or California.

Potatoes

The russet potato market is tightening up. Old non-Idaho russets are dwindling in supply and are driving prices up overall. Expect prices to gradually increase until the new crop starts in August or September.

Tomatoes

- Vine ripe tomatoes are tight at this time. Volumes are very light from Tennessee and Virginia, but should improve within 2 weeks. Alabama is expecting an excellent crop and are slated to start this week.
- Roma tomatoes are short this week. Volumes have dropped off, but expected to improve in 2 weeks. Look for the price to rise sharply until volume improves. Quality is outstanding.
- Grape and cherry tomatoes remain promotable this week. Supplies from Tennessee and Alabama are ramping up. Virginia has also started and is expecting excellent volumes. Quality is superb.



Organic Market Report



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Organic Melons

Cantaloupes are transitioning growing regions; therefore, larger fruit will be tight for the next 10 days. Honeydew, Galia and watermelons are expected back in supply this week from California. South Carolina Canary melons are available in limited supply.

Organic Grapes

Supplies of red, black and green grapes are still available in steady supply as we transition growing regions. Quality is superb and promotable pricing is available!

Organic Stone Fruit

Ample supplies of white and yellow peaches, nectarines, as well as donut peaches and nectarines are available with promotable pricing. Apricots, black and red plums, and pluots are here in steady supply. Red cherries will be very firm this week, but Washington's Rainier cherries are here with promotional opportunities available.

Organic Berries

Supplies of California blackberries are tightening while strawberries are steady but firm in a climbing market. Raspberries will be in steady supply with excellent quality. Extreme weather on the East Coast has caused New Jersey blueberries to dry up. Michigan blueberries are in full harvest and some fruit is also available from California and Washington.

Organic Citrus

Small amounts of South African grapefruit are here and boasting outstanding quality. Lemons continue to be very limited with strong markets. California Valencia oranges are available in steady supply.

Organic Tropical Fruit

Black mission figs will gap within the next week or so. Supplies of brown turkey are expected to fill the gap until the late season crop arrives. Kiwi is firm, but steady this week. Mangos are back with promotable pricing on Kents and Tommy Atkins. Pineapples are becoming more available as we head into the summer with mostly 7 count sizes. Avocado supplies continue to be tight as Mexico finishes and California is the place for avocados.



Pennsylvania Local Product

The excessive heat has mostly claimed greens, such as kales, chards and collards. Supplies of red and green cabbage, as well as savoy cabbage are available. Green beans will start within 2 weeks. Ample supplies of yellow squash, zucchini, mix patty pan squash and cucumbers are here. Green peppers will start later this week while eggplant is still about 10 days away. There are limited amounts of broccoli from the mid-state area. Grape tomato, heirloom, and other tomato varieties are 2 weeks away from harvest.

Organic Broccoli

Limited supplies of broccoli are available in California. Broccoli crowns are also difficult to find. Quality has been great the available product. Suppliers report more volume will be available in 10 days.

Organic Celery

This a good time to promote celery as there are ample supplies available from multiple regions in California. Celery hearts are also abundant in supply.

Organic Roma Tomatoes

Supplies of roma tomatoes are tightening in Mexico; however, quality is very good. Local product is not expected for 2-3 weeks yet.

Organic Corn

There are good supplies of corn available in California. White corn is amazing! Small volumes of local PA corn should be available within 14 days.

Organic Lettuce

California is offering excellent romaine, red leaf, green leaf and butter lettuces in a steady market.

Organic Potatoes

As we transition to California potatoes, expect deals on Florida new crop potatoes. Quality is great and deals will be hot! New crop local potatoes from Paradise, PA are here!