



# Market Report

Volume 9 - Week 30

July 25 - 31, 2010

## Eastern Peaches



This week marks the start of Pennsylvania-grown peaches. Prices are slightly higher than the Jersey peaches; however, we expect outstanding eating quality. Jersey peach prices remain steady. South Carolina peaches have decreased slightly to better compete with the increase in PA and NJ supply.

## Pears

California Bartlett pears are now here! River Bartletts and Star Krimson have started this week. Expect good supplies from now throughout August with prices slowly decreasing. Washington Bartletts are about 3 to 4 weeks away.

## Cherries

Cherry prices continue to increase as shippers still cannot meet the strong demand. We are now into the late season varieties, which include Sweet Hearts, Lapins, and Skeenas. There are plenty of 9 and 9.5 row cherries available. Quality remains excellent.

## Lemons

The lemon market remains firm as California's supply is limited; however, Chilean lemons are on the scene. Supplies of Chilean lemons remain high and are not yet pulling the market down.

## Bush Berries

- Raspberry production has slowed due to cooler weather. Supplies will be limited during the next 2 weeks.
- Blackberries are in peak supply. **There are great promotional opportunities,** which are definitely priced right!
- Good supplies of blueberries are starting to arrive from the Pacific Northwest, which will help to keep the market in check. Limited supplies are available from New Jersey and Michigan supplies are starting to slow down.



## Bin Cantaloupes



Local Lancaster County cantaloupes are in great supply right now. We will continue to have plenty of sizes of Athena and Aphrodite locally grown cantaloupes. Look for the market price to drop and supplies to improve. **The next 2 to 3 weeks will be a great time to promote these local beauties.**

## Watermelons

Watermelon supplies continue to be on short size. Delaware's volume is still on the lighter size. Indiana and North Carolina continue to be held back by rain. The market will remain steady this week. Quality is superb.

## California Melons

Cantaloupes in the Bakersfield region just cannot get started fast enough, so we are seeing an unusual gap between districts in California cantaloupes. As you can imagine, this has sent the market sky high. Like always, the new fields are producing more 9 count sizes and few to none 12, 15, and 18 count sizes. This week, we will receive our first arrival of King of the West label honeydew melons. Just like the cantaloupe, 4 and 5 count sizes are plentiful, but very limited supplies of 6 and 8 count sizes are available.

## Navels

California navels are finished. Navels from Chile and South Africa are here and quality is outstanding! Expect better prices in the coming weeks.

## Grapes

The new districts of Central California grapes, available in 19 lb. boxes, are slowly getting started and prices remain high. Extra large sizes remain limited, especially on Flame grapes. Expect to see better value on the large sizes (12/16ths—13/16ths) this week.

## Strawberries

Strawberry supplies remain steady and the market has decreased because of the lack of overall demand. The fruit out of Watsonville is full red color. There are some issues with bruising upon arrival, mostly here on the East Coast. Shippers are hoping the recent cooler weather will help to firm the fruit.

# Market Report

## Celery

The celery market remains flat due to the lack of demand and higher freight charges on product from the California growing regions. There are excellent opportunities to buy aggressively priced product from Canada and/or Michigan.

## Iceberg Lettuce

Lettuce prices have started to decrease. Supplies are steady and demand has decreased. Deals continue to be available on cello 30 packs. The overall quality on iceberg lettuce is good. The weights have increased and product has a good green color, but expect the occasional misshapen head.

## Leaf Lettuce

The leaf lettuce market has remained weak due to very light demand for product from California. Canadian product is available, which is keeping most East Coast buyers from looking for product from the West Coast. Qualities out of both regions are showing minor defects.

## Green Bell Peppers

Local growers are making deals around the country so the demand for supplies overall is decreasing. Quality is excellent with ample amounts of all sizes available.

## Colored Bell Peppers

The red bell pepper market is falling quickly from the extremely high prices that have been the norm for the past few weeks. Volume is increasing from all California growing regions. Following a late start due to cooler than expected weather, production is now back on track. Quality is excellent with all pack sizes available. The hothouse market will follow suit due to the increased amount of field peppers available.

## Cucumbers

Cucumber harvesting is happening in all of the local growing regions. The best quality is being sourced from Michigan and New York. These areas were not subject to the extreme heat here in the Mid-Atlantic. There is excellent volume of select cucumbers from Pennsylvania if your customers are able to look past the yellow body.



## Asparagus

There are limited supplies of asparagus available from both Mexico and Peru. Limited availability coupled with decent demand has caused the market to increase dramatically. Prices are expected to remain high through next week.

## Broccoli



California and Maine have excellent supplies of broccoli available. **Now is the time to promote both bunch and crowns.** Domes are full green and tightly packed.

## Cauliflower

The price of cauliflower has continued to decrease through last week due to light demand. Shippers are reporting very nice white to off-white color.

## Tomatoes

- Vine ripe tomatoes from Alabama are absolutely beautiful! We will have another opportunity to work with this grower on jumbo-sized tomatoes this week. Local vine ripened tomatoes from Lancaster County are starting with ample supplies. Look for this market to remain steady.



- Roma tomatoes will be available in steady supply from Tennessee and Virginia this week. Expect outstanding quality and sporting a good size for roma tomatoes.



- **Grape tomatoes will remain promotable this week.** Currently, supplies are excellent from many growing regions. Sam and Ephraim Zook have started harvesting for the season, so we will begin packing our locally grown grape tomatoes from Lancaster County this week.





# Organic Market Report



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## Organic Stone Fruit

California white and yellow peaches, as well as nectarines, will be in a steady supply. Superb quality and excellent promotable pricing can be expected! South Carolina white and yellow peaches are back and are outstanding! California red and black plums, as well as pluots, will be in steady supply with promotional pricing. Apricots have transitioned to Washington. Expect stronger markets and fantastic quality. Red cherries continue to be limited and Washington is expected to end this week. Rainier cherries are finished.

## Organic Melons

California cantaloupes have transitioned growing regions so expect supplies to be firm during the next few weeks until peak production is reached. Honeydew supplies will be steady with promotional pricing available on the larger sized fruit. California watermelon is available in steady supplies of cases and bins.

## Organic Grapes

California grapes have transitioned from Coachella to Bakersfield. Expect excellent quality and slightly stronger markets until steady supplies are available.

## Organic Berries

Domestic blackberry, raspberry and strawberry markets continue to climb as supplies decrease. New Jersey blueberries will end this week. Supplies of West Coast berries should still be available, but expect stronger markets overall.

## Organic Citrus

Domestic and South African grapefruit supplies are here with promotable pricing! California lemons are very tight. Expect a gap in lemon supplies as the desert region ramps up production. Limes are steady from Mexico and promotional pricing is available! California Valencia oranges are firm as some growers finish this week.

## Organic Pears

Argentina pears are basically done. Pears from California will arrive by the end of the week. Expect a strong market, but fantastic quality and taste.

## Organic Cucumbers

The organic cucumber market has tightened as some East Coast shippers are between plantings and product in the Southeast has burned up due to the excessive heat. Limited supplies are available from Colorado and Texas. Expect supplies to increase this week, but the market will be slow to move back down. Limited supplies of pickle cucumbers are expected to arrive near the end of the week.

## Organic Greens

Good supplies of organic greens are available from mostly California. Limited supplies, but very high quality, greens are available in Wisconsin. Look for excellent quality collards, kale, and lacinato kale available from these regions as well.

## Organic Celery

Look for supplies of celery and celery hearts to be tighter this week. Some shippers have already finished. Overall markets are expected to be high.

## Organic Peppers

Limited supplies of green peppers are available from Pennsylvania. Expect supplies to increase on green peppers within 10 days. Also, expect a shorter season from Pennsylvania due to excessive heat. More supplies of red peppers are available from Holland and the Dominican Republic.



## Organic Tomatoes

Expect another week or two until Pennsylvania's field grown tomatoes are available. Supplies of locally grown grape tomatoes are increasing. Cherry tomatoes will start this week as well as heirloom tomatoes.

## Organic Spinach

Once again, we are facing very tight supplies of spinach from California. Colorado reports limited supplies as well on their semi savoy variety. Expect markets to remain tight for the next 10 days.