

The Source

July 14, 2021

PRO*ACT

Market Alerts

Apples – Quality is good on all varieties, and pricing is steady. New crop Galas will start in mid-August.

Asparagus – Market lower with better supplies coming out of Mexico and Peru. Large sizing out of Peru continue to be tight. Look for supplies to continue to improve.

Avocados – Delayed transition into new crop has caused markets to strengthen. Very strong demand for small sized fruit (60's and smaller) due to lack of supply. Currently peaking on 40's and 48's out of Mexico. Quality is good but with short shelf life. California season is on the decline and may conclude by end of August. Size structure out of California trending large.

Bell Peppers – Market is much higher on green bells; supplies are limited out west as crop finishes early out of Bakersfield due to hot temps. Fresno has started but supplies are light. East coast supplies are fairly steady but expect more volume to come on with more regions starting by late July. Overall quality is good.

Berries (Blackberries) – Mexico and California continue to have light harvests. Pricing is higher and quality is fair.

Berries (Blueberries) – Heat in the Pacific northwest has lightened supplies out of that region, however all other domestic growing areas are in good supply. Pricing is steady and quality is good.

Berries (Raspberries) – Mexico and California continue to have light harvests. Pricing is higher and quality is fair.

Berries (Strawberries) – California's harvest is past its peak in Salinas, Watsonville and Santa Maria. Pricing may be higher in some markets. Quality is good, with smaller berry size reported.

Continued

Broccoli – Excellent supplies and quality out of California and Mexico.

Brussels Sprouts – Supplies continue to be tight coming out of Mexico. Look for this market to stay on the higher side going into the weekend.

Carrots – Quality is good on all bulk and value-added product. Markets remain steady. Jumbo carrots remain light out of California. We do have options out of Texas as well.

Cauliflower – Excellent supplies and quality out of California and Mexico.

Celery – Quality is very good, and pricing is steady on all sizes. Supplies are particularly good out of Southern California, in Oxnard and Santa Maria.

Citrus (Lemons) – Supplies out of Ventura County is limiting domestic supplies. Pricing is higher on both Fancy and Choice grade fruit. We're seeing more imports starting to trickle in out of the east coast. Imports out west are looking to arrive at the end of the month. Overall, quality is good.

Citrus (Limes) – Supplies and markets have remained steady on all sizes. Plenty of opportunities out of Texas, and also have cross dock options out west and east coast.

Citrus (Oranges) - We are in full swing on Valencia's, supplies are looking steady to start. Quality is good and prices are stable.

Cucumbers – Markets are fairly steady. Good quality and steady supplies out of all regions.

Eggplant – Steady supplies with moderate demand. Quality is good.

Continued

Garlic – California supplies remain very tight. Imports from Mexico and Argentina will offset in a minor way. Pricing is higher and quality is good.

Grapes (Green) – Central valley shippers started picking green seedless in quantity this week. Expect the market to come off next week.

Grapes (Red) – Market slightly up. Extreme heat in the growing districts is forcing harvest crews to quit early, and that has decreased supply.

Green Onions – Good supplies coming out of Mexico. Look for this market to stay steady.

Kale – Steady supplies are keeping this market level. Watching this market closely with the upcoming heat wave.

Lettuce (Iceberg) – This market is steady to begin the week. Overall demand is off. There is a definite gap in pricing between Salinas and Santa Maria/Oxnard so please be aware. Production in Salinas is moderate at best. Weights for some shippers have been on the light side, 38-39 pounds. There have been some reports of decay and misshapen heads reported upon arrivals as well. This market looks to be fairly steady for the week.

Lettuce Leaf – This market is flat overall. Some shippers are flexing on romaine as well as green/red leaf orders. Production has picked up on romaine hearts and offers are available from multiple suppliers. Like lettuce, expect steady supplies for the week for romaine and all leaf items. Demand looks to be steady at rest for the week.

PRO*ACT

www.proactusa.com

The Source July 14, 2021

The Source

July 14, 2021

PRO*ACT

Market Alerts

Lettuce Tender Leaf – Cilantro market on the rise. Lost acreage from the heat wave last week are keeping supplies tight this week. Look for this market to stay higher going into next week.

Melons (Cantaloupe) – California's crop is running to larger sizes, with 9 CT the most plentiful. Quality and pricing are good.

Melons (Honeydew) – California's crop is running to larger sizes, with 5-6 CT the most plentiful. Quality and pricing are good.

Melons (Watermelon) – Markets are steady with good demand. Supplies on seedless and mini seedless are very good and quality is great.

Onions – New Mexico markets is elevated caused by high winds and rains creating production delays. Red and white onions are elevated.

Pears – California Bartletts have started quality is very good. California pears are much more reasonably priced than the remaining inventory in Washington.

Pineapples – Supplies are tightening up and will remain so for the next 4-5 weeks, typical of this crop's early summer growing cycle. Quality is very good and pricing is steady on whole and crownless fruit.

Continued

Potatoes – 40 and 50 CT continue to remain tight. New crop will enter the market Aug 2nd.

Squash – Supplies on both coasts are plentiful with product available in several growing areas. Quality is good. **Yellow** squash remains slightly higher. Better pricing available out of Baja. Overall quality is good.

Stone Fruit – Market slightly higher due to heat inspired curtailment of harvest shortening supplies.

Tomatoes – Tomato prices are slightly higher with several regions finishing up in the east. With heat out in CA, expect west coast tomato prices to inch up. Steady supplies out of Baja and Eastern Mexico. Quality is good.

Weather

California – Weak high pressure allows deep marine layer through Saturday causing near to below average temps area wide. Max temps will linger in the 60s along the coast, 70s to low 80s in the coastal valleys and low 80s to low 90s south of King City through the rest of the week.

Mexico – Isolated showers and thunderstorms are expected the few days. Near to slightly below normal temps through July 18th.

Florida – Heavy continuous rain fall is in the forecast today, bringing 1 to 2 inches of rain with winds at 10 to 15 mph with gusts up to 25 for south Florida.

Arizona – Overnight storms could yield heavy rainfall and localized flooding this morning. Chance for thunderstorms continues, but wanes through Friday as storm dynamics decrease.

A Peek at Peak Seasons





































Carrots
Limes
Oranges
Grapes (Red)

Stone Fruits
Strawberries (Past Peak Season)

Freight

Trucks remain tight in the Northwest, Idaho, AZ, and CA. The national average remained steady and is currently at 3.338 per gallon.

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is fair, pricing is steady
 ASPARAGUS	Quality is good, pricing is lower	 CITRUS (LEMONS)	Quality is good, pricing is higher	 LETTUCE TENDER LEAF	Quality is fair, pricing is higher
 AVOCADO	Quality is fair, pricing is higher	 CITRUS (LIMES)	Quality is good, pricing is lower	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is higher	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is fair, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is fair, pricing is higher	 CUCUMBERS	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is steady	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is fair, pricing is higher
 BERRIES (RASPBERRIES)	Quality is fair, pricing is higher	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is higher	 GRAPES (GREEN)	Quality is good, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is steady	 GRAPES (RED)	Quality is good, pricing is higher	 POTATOES	Quality is fair, pricing is higher
 BRUSSELS SPROUTS	Quality is good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is steady
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is steady
 CAULIFLOWER	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is fair, pricing is steady	 TOMATOES	Quality is good, pricing is steady