

The Source

February 3, 2021



Market Alerts

Apples – Small Grannys and Galas, Large Reds and Large Golds are tight. Market steady.

Asparagus – Plenty of product coming out of Caborca Mexico. Look for this market to stay aggressive.

Avocados – Demand is good and markets are holding steady on Mexican fruit. Markets are expected to come off post Super Bowl. Quality is good as well as availability. Plenty of opportunities on avocados. California production is light and availability is limited. We anticipate production on domestic fruit to increase in March. Current USDA Daily Movement Report indicates avocados are up 5% year over year.

Bell Peppers – Better supplies across board on red, yellow and green bells.

Berries (Blackberries) – Heavy demand on limited yields has produced a very tight market

Berries (Blueberries) – Heavy demand on limited yields has produced a very tight market.

Berries (Raspberries) – Heavy demand on limited yields has produced a very tight market.

Berries (Strawberries) – Valentine's Day pull has begun which has made all berry categories very tight out of California, Mexico and Florida.

Broccoli – Plenty of product coming out of Santa Maria and Yuma. Market to stay aggressive going into the weekend.

Continued

Brussels Sprouts – Brussels Sprout supplies continue to improve and the market is softening as we head into the weekend.

Carrots – We are in a demand exceeds supply on snack packs, supplies are very tight. Markets remain stable and supplies are steady on **cellos**, and **jumbos**. We have light supplies out of Georgia as well if you have any interest..

Cauliflower – Market is starting some upward motion as suppliers are seeing excessive yellowing at the field level. Look for the market to continue to adjust higher going into the weekend.

Celery – This market has turned around as supplies have picked up immensely, compared to past weeks on carton product. The value added side with sticks as well as diced product has been better this week in availability, but there is still a limit for orders. The best sizing available now is on the large sizes, 24s and 30s in particular. There is no more escalators currently on value added product with this commodity. The overall quality continues to be reported as good with multiple shippers.

Citrus (Lemons) –Supplies are looking steady on small sizes. Quality is looking nice. 140's and smaller markets are steady, and 115's and larger are still holding firm and active. Please reach out for any advance prices.

Citrus (Limes) – The lime market is expected to get active with current production wrapping up for the season. We can expect lower supplies in February. We need orders in advance for better coverage.

Continued

Citrus (Oranges) - We're seeing better supplies this week. Small size market is holding firm. Quality is looking great!

Cucumbers – Good supplies and quality on cucumbers.

Eggplant – Small gap in production but not expected to really impact market or availability.

Garlic – Steady supplies are keeping this market level.

Grapes (Green and Red) – Market steady with supplies on both coasts. Supplies on the east coast continue to be much better than out west.

Green Onions –Supplies out of Mexico continue to be on the tighter side as the cold and rainy weather is hampering growth. Watch for this market to stay strong going into the weekend

Kale – Supplies continue to stay steady keeping this market steady.

Lettuce (Iceberg) – Strong supplies are expected throughout this week with this commodity. Weights on palletized liner are averaging 41-46 Pounds. Slight discoration, and misshapen heads have been reported, but minimal. Overall the quality has been very good with multiple shippers. Expect competitive pricing throughout the week. No rain is in the forecast in the growing regions.



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Lettuce Leaf – Romaine as well as **green leaf** will be plentiful throughout this week. **Red leaf** is the least of all the greens being harvested but there is plenty to fill all demand. Weights on romaine are averaging 34-37 pounds while green and red leaf are 20-23 pounds. Romaine hearts will be plentiful as well all week in the desert and there is decent availability in Oxnard/Santa Maria. Pricing should be very competitive all week.

Lettuce Tender Leaf – Steady supplies continue this week. Markets to stay steady going into the weekend.

Melons (Cantaloupe) – Demand is good and markets are slightly lower but still strong. Availability on the east is good while the west remains challenging. Very limited out west but we do have options. Quality is fair, still seeing surface mold, external spotting, and soft spots. Current size structure is trending large making smaller sized fruit limited. Cantaloupe market to remain strong through February. Current USDA Daily Movement Reports indicates cantaloupes are down 36% year over year.

Melons (Honeydew) – Demand has decreased slightly and markets have come off. Availability on the east is good and plenty of opportunity on offshore honeydew. Out west, there is good availability on Mexican honeydew. Quality is good and availability has improved. Current USDA Daily Movement Report indicates honeydews are down 6% year over year.

Continued

Melons (Watermelon) – Demand is light and markets are steady. Good availability on offshore as well as Mexican seedless. Seeing a wide range in quality and condition. Market on mini seedless is also steady with good availability.

Onions – Mexican new crop onions have started crossing. The Northwest is still shipping out of storage. Quality is good. Expect mediums and 3# bags to tighten up with new USDA box business.

Pears – Bartletts are almost done for the season. Good supply of large anjou available. Small lower grade pears remain tight.

Pineapples – Supplies are improving out of both coasts. Demand is strong for Valentine's Day pull, current markets are stable and quality is looking nice. We should see better supplies 2nd week of February.

Potatoes – With USDA box business & Idaho Potato Lover's Month approaching, shippers will be packing smaller potatoes making 40 - 60 CT less available. Quality is excellent, peaking on 70 CT cartons. Burbanks and White Russets are available at a surcharge of the Norkotah market price.

Squash – Increased production softening market, yellow squash lower priced than zucchini. Overall great quality.

Stone Fruit – Stone Fruit now available on both coasts.

Tomatoes – Mexico round and roma imports continue to increase sending the market lower, and quality is good. Florida is also coming into better volume but weather in the east has slowed harvest and picking schedules. Grape tomatoes have

Continued

made the much anticipated drop, and rather rapidly, as demand has tapered off and production out of Mexico increases. Cherry tomatoes are in the same situation but still demanding higher prices as fewer growers handle this product.

Weather

California – Cool daytime highs will continue through the week with no chance of rain until February 8th.

Mexico – Above normal temps today will begin to cool through the weekend. A cold front will move through the area on Thursday and Friday.

Florida – Near or below freezing temps on Wednesday and Thursday morning. A cold front will move into Northern Florida Friday with showers and possible thunderstorms.

Arizona – Strong gusty winds up to 40-45 mph today and tomorrow due to a low pressure system passing. Warmer this weekend as a high pressure rebuilds.

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national average rose slightly and is now at 2.738 per gallon.



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Commodities at a Glance

A Peek at Peak Seasons

Apples
Carrots
Lemons
Limes

Oranges
Grapes (R & G)
Onions
Pears

Pineapples
Potatoes
Stone Fruit
Onions (PAST PEAK)

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

