

# Produce Market Advisory

For the week of June 25, 2018

## Market Alerts

### Recommended Items to Avoid



**GRAPES** Pricing has stabilized, but remains 20% higher than normal on both **Green and Red Grapes**. Quality is fair to poor, with sizing and coloring issues most commonly reported. The situation is expected to improve in early July when the California harvest ramps up and takes pressure off the Mexican crop.



**ICEBERG LETTUCE** A short supply gap in both northern and southern California's growing regions has caused prices on **whole head Iceberg** to increase by about 20%. Quality is good. Consider using **Romaine, Green Leaf or pre-cut mixes** for optimal cost.



**TOMATOES** Field transition in the southeastern U.S. and Baja California will begin to lower pricing on all **Tomatoes** within the next 1-2 weeks, however pricing remains high on **Grape, Cherry and 5x5 and larger Round Tomatoes**. Quality has improved on **Romas**, and **5x6 Rounds or smaller** are still the best value.



**BERRIES Blackberry and Raspberry** supplies are down significantly due to the cool California conditions. Pricing may be higher in certain markets, with good to fair quality reported.



**WATERMELON** Florida's harvest has been slower than expected on seedless Watermelons. Most product is coming out of Mexico and central/southern California. Quality is good, and pricing may be higher in certain markets.

## MARKET OPPORTUNITIES

**Green Bell Peppers:** Quality is very nice and pricing low on all grades of Green Bells.



**Blueberries:** California and New Jersey are producing great quality berries.



**Strawberries:** Central California's harvest is yielding great quality product at very good prices. Local product may also be available in select markets.



**Asparagus:** All sizes of Asparagus are very nice quality and low pricing in all regions



## Produce Meter

● Good ● Fair ● Caution

Commodity	Quality	Market
Apples	●	●
Asparagus	●	●
Avocado	●	●
Bananas	●	●
Bell Peppers (Western)	●	●
Bell Peppers (Eastern)	●	●
Berries: Strawberries	●	●
Berries: Raspberries	●	●
Berries: Blackberries	●	●
Berries: Blueberries	●	●
Broccoli	●	●
Carrots	●	●
Cauliflower	●	●
Celery	●	●
Citrus: Lemons	●	●
Citrus: Limes	●	●
Citrus: Oranges	●	●
Cucumbers (Western)	●	●
Cucumbers (Eastern)	●	●
Eggplant (Western)	●	●
Eggplant (Eastern)	●	●
Garlic	●	●
Grapes, Green	●	●
Grapes, Red	●	●
Green Onions	●	●
Lettuce: Romaine / Leaf	●	●
Lettuce: Iceberg	●	●
Lettuce: Spring Mix/Spinach	●	●
Melons: Cantaloupe	●	●
Melons: Honeydew	●	●
Melons: Watermelon	●	●
Onions	●	●
Pears	●	●
Potatoes	●	●
Squash (Western)	●	●
Squash (Eastern)	●	●
Tomatoes (Western)	●	●
Tomatoes (Eastern)	●	●

# Produce Market Advisory

(continued)

## A Peek at Peak Seasons

The local growing season for most of the U.S. is heating up. Look for these most commonly harvested products in the following regions, and be sure to ask your distributor for locally grown recommendations!

**Northeast/Mid-Atlantic** – Blueberries, Squash, Eggplant, Peppers

**Southeast** – Tomatoes, Peppers, Squash, Peaches, Watermelons

**Midwest** – Blueberries, Peppers, Corn, Greens

**Pacific Northwest** – Asparagus, Blueberries, Cherries, Radishes, Beets

**Southwest** – Cabbage, Sweet Potatoes, Okra, Melons





## Weather Update

**California:** Cooler temperatures (5-10 degrees below normal) and coastal moisture expected all week. A second hurricane has developed in the Eastern Pacific Ocean.

**Mexico:** Hurricane Bud will make landfall in Baja California on Friday as a Tropical storm. Widespread showers and thunderstorms are expected throughout the week.

**Florida:** Typical summer weather pattern with seasonal temperatures and afternoon showers.

 APPLES	Quality and pricing are good
 ASPARAGUS	Quality and pricing are good
 AVOCADO	Quality and pricing are good
 BELL PEPPERS	Quality is good, pricing is higher on Red and Yellow
 BERRIES (BLACKBERRIES)	Quality is fair, pricing is higher
 BERRIES (BLUEBERRIES)	Quality and pricing are good
 BERRIES (RASPBERRIES)	Quality is fair, pricing is higher
 BERRIES (STRAWBERRIES)	Quality and pricing are good
 BROCCOLI	Quality and pricing are good
 CARROTS	Quality and pricing are good
 CAULIFLOWER	Quality and pricing are good
 CELERY	Quality and pricing are good
 CITRUS (LEMONS)	Quality and pricing are good
 CITRUS (LIMES)	Quality and pricing are good
 CITRUS (ORANGES)	Quality is good, pricing is slightly higher on smaller sizes
 CUCUMBERS	Quality is good to fair, pricing is higher

 EGGPLANT	Quality is good to fair, pricing is higher on Western product
 GARLIC	Pricing remains high for fresh product, due to import shortages Quality is good
 GRAPES (GREEN)	Quality is fair, pricing is higher
 GRAPES (RED)	Quality is fair, pricing is higher
 GREEN ONIONS	Quality and pricing are good
 LETTUCE ICEBERG	Quality is good, pricing is higher
 LETTUCE LEAF	Quality and pricing is good
 MELON (CANTALOUPE)	Quality and pricing are good
 MELON (HONEYDEW)	Quality is good, pricing is slightly higher
 MELON (WATERMELON)	Quality is good, pricing may be higher
 ONIONS	Quality and pricing are good
 PEARS	Quality and pricing are good
 POTATOES	Quality is good, pricing is higher. 90 CT and smaller sizes are the best value.
 SQUASH	Quality and pricing are good
 TOMATOES	Quality is good, pricing is higher, smaller Rounds are the best value