

Produce Market Advisory

For the week of July 16, 2018

Market Alerts

Recommended Items to Avoid

LOCALLY GROWN PRODUCE The local season is here for the summer in most parts of the country. Be sure to look at the regional recommendations in **A Peek at Peak Seasons** on page two.



LEMONS Extreme heat in the western growing regions for citrus has caused a shortage of all sizes of **Lemons** that is expected to last for several weeks. Orders may be shorted or substituted with a different size or grade, pricing may be higher than normal in certain markets, and quality is fair. The best values will be **140 CT, 165 CT and 200 CT choice-grade** product, where available.



STRAWBERRIES After the recent long stretch of abundant supplies and great pricing, the **Strawberry** crop is harvesting lower numbers than expected. Quality is good to fair, with smaller/unevenly sized fruit the most common issue reported. Pricing may be higher in certain markets. **Blueberries, Blackberries** and even **Raspberries** may be better overall values.



CUCUMBERS Pricing on **Super Select-grade Cucumbers** is higher than normal due to light supplies. Be sure to use **Select-Grade** product wherever possible, for optimal quality and pricing



TENDER LEAF LETTUCE Extreme heat in California's growing regions may affect quality on Spinach, Arugula, and Spring Mix. Withering and short shelf life are the most common issues being reported.

MARKET OPPORTUNITIES

Berries: Quality is excellent on Blueberries and Raspberries



Melons: Cantaloupe and Honeydew are very nice quality, with high sugar levels. Specialty melons such as Casaba, Galia and Juan Canary are also now in season



Leaf Lettuce: Green Leaf, Red Leaf and Romaine Lettuce are plentiful, with great quality and low pricing. Great alternatives to Iceberg!



Avocados: Quality on Avocados out of California and Mexico is outstanding.



Stone Fruit: California, Georgia and South Carolina are producing great Peaches, Nectarines and Plums.



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, Beefsteak Tomatoes, Peppers, Corn

Southeast – Tomatoes, Peppers, Peaches, Watermelons

Midwest – Celery, Corn, Peppers, Blueberries

Pacific Northwest – Blueberries, Cherries, Beets, Pears

Southwest – Cabbage, Sweet Potatoes, Okra, Melons

Weather Update

California: Continued higher-than-normal temperatures throughout most of the growing regions, with cooling showers in Southern California towards the end of the week.

Mexico: Showers and thunderstorms, and above-average temperatures, in the Northern and Southwestern desert regions.

Southeastern U.S.: Showers and thunderstorms, and above-average temperatures, in the Northern and Southwestern desert regions.

 APPLES	Quality and pricing are good	 CUCUMBERS	Quality is good to fair, pricing is higher on Super Select grade
 ASPARAGUS	Quality is good, pricing is higher	 EGGPLANT	Quality is good to fair, pricing is higher on Western product
 AVOCADO	Quality and pricing are good	 GARLIC	Quality is good, pricing is higher
 BELL PEPPERS	Quality is good, pricing is higher on Red and Yellow	 GRAPES (GREEN)	Quality and pricing are good
 BERRIES (BLACKBERRIES)	Quality is good, pricing is higher	 GRAPES (RED)	Quality and pricing are good
 BERRIES (BLUEBERRIES)	Quality and pricing are good	 GREEN ONIONS	Quality and pricing are good
 BERRIES (RASPBERRIES)	Quality and pricing are good	 LETTUCE ICEBERG	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good to fair, pricing may be higher	 LETTUCE LEAF	Quality and pricing is good
 BROCCOLI	Quality and pricing are good	 MELON (CANTALOUPE)	Quality and pricing are good
 CARROTS	Quality and pricing are good	 MELON (HONEYDEW)	Quality and pricing are good
 CAULIFLOWER	Quality and pricing are good	 MELON (WATERMELON)	Quality and pricing are good
 CELERY	Quality is good, pricing is higher	 ONIONS	Quality and pricing are good
 CITRUS (LEMONS)	Quality is fair, pricing may be much higher, supplies are limited	 PEARS	Quality and pricing are good
 CITRUS (LIMES)	Quality and pricing are good	 POTATOES	Quality is good, pricing is higher. 90 CT and smaller sizes are the best value.
 CITRUS (ORANGES)	Quality is good, pricing is slightly higher on smaller sizes	 SQUASH	Quality and pricing are good
		 TOMATOES	Quality and pricing are good