

# Produce Market Advisory

For the week of October 1, 2018

## Market Alerts

### Recommended Items to Avoid



**EASTERN VEGETABLES** Hurricane Florence's heavy rains and winds last week impacted supplies of **Cucumbers, Bell Peppers, Eggplant, and Squash**. Quality is good to fair, and pricing may be higher in certain markets, particularly in the eastern half of the country.



**BERRIES** Harvest transition continues to affect supplies and quality of **Strawberries, Blueberries, and Blackberries**. Quality is fair, and pricing may be higher in certain markets.



**LETTUCE** Supplies of **Iceberg** and **Green Leaf Lettuce** have lightened, due to cooler weather and the beginning of field transition on the West Coast to points south. Quality is fair, with some insect activity and lighter case weights reported. Consider **Romaine** or **pre-cut product** for optimal cost and quality.



**LEMONS** The **Lemon** shortage is almost over; now that new growing areas in southern California and Arizona are beginning to harvest. Supplies are 1-2 weeks away from returning to normal. Pricing continues to decrease, but remains slightly higher than normal, with fair quality.



**TOMATOES** **Roma, Cherry, and Grape tomatoes** have all been affected by Hurricane Florence in the Southeast and heavy rains in Mexico's Baja region. Quality is fair and pricing is higher. **Round tomatoes** are the best cost and quality option.

## MARKET OPPORTUNITIES

**Grapes:** Quality is excellent, with great texture and sweetness, on Red and Green medium-sized fruit.



**Melons:** Quality is outstanding on Cantaloupe and Honeydew out of Southern California, with very good sugar levels.



**Asparagus:** Pencil and Standard sized Asparagus are great quality, and much lower pricing than larger sizes.



**Kale:** Quality is excellent on all Green and Tuscan Kale, with good color and full bunches.



## 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

**Apples:** All varieties are being harvested out of the major growing areas: Washington, Michigan and New York and more. The perfect autumn hand fruit!

**Pears:** Bartlett, Bosc and Red Pears are approaching peak harvest out of Washington and California. Quality is excellent.

**Potatoes:** New crop Idaho potatoes are now in season. Quality and pricing are very good.

**Squash:** Autumn Squash is beginning to be harvested throughout the country. Butternut and Acorn are the most available—ask your distributor for recommendations!

### Weather Update

**California:** Temperatures are cooling throughout all growing regions. Hurricane Rosa is south of the Baja coast and is expected to bring some wind and rain to southern California at the beginning of the week.

**Mexico:** Scattered thunderstorms and seasonal temperatures across Central Mexico.

**Southeastern U.S. :** Seasonal temperatures, with a tropical system potentially bringing more heavy rain to the Carolinas.

 APPLES	Quality and pricing are good
 ASPARAGUS	Quality and pricing are good, with Pencil and Standard the best buys.
 AVOCADO	Quality is good, pricing is higher
 BELL PEPPERS	Quality is fair, pricing is good
 BERRIES (BLACKBERRIES)	Quality and pricing are fair
 BERRIES (BLUEBERRIES)	Quality is fair, pricing is higher
 BERRIES (RASPBERRIES)	Quality and pricing are good
 BERRIES (STRAWBERRIES)	Quality is good to fair, pricing may be higher
 BROCCOLI	Quality is good, pricing is higher
 CARROTS	Quality and pricing are good
 CAULIFLOWER	Quality and pricing are good
 CELERY	Quality and pricing are good
 CITRUS (LEMONS)	Quality is good, pricing is higher
 CITRUS (LIMES)	Quality and pricing are good
 CITRUS (ORANGES)	Quality is fair, pricing is higher, supplies are limited

 CUCUMBERS	Quality is good to fair, pricing is much higher on Western product
 EGGPLANT	Quality and pricing are fair
 GARLIC	Quality is good, pricing is higher
 GRAPES (GREEN)	Quality and pricing are good
 GRAPES (RED)	Quality and pricing are good
 GREEN ONIONS	Quality and pricing are good
 LETTUCE ICEBERG	Quality is fair, pricing is higher
 LETTUCE LEAF	Quality is good, pricing is higher on Green Leaf
 MELON (CANTALOUPE)	Quality and pricing are good
 MELON (HONEYDEW)	Quality and pricing are good
 MELON (WATERMELON)	Quality and pricing are good
 ONIONS	Quality and pricing are good
 PEARS	Quality and pricing are good
 POTATOES	Quality and pricing are good
 SQUASH	Quality and pricing are fair
 TOMATOES	Quality is fair and pricing is higher on Grapes, Cherries and Romas