



THE FRESH REPORT

Availability subject to change.

Week of September 14, 2020



GROWING AREA FORECASTS

WEST COAST

Temperatures are lower and trending towards normal as wildfires continue across the region.

EAST COAST

Warmer temperatures and daily showers blanket the east coast.

MEXICO

Seasonal showers and thunderstorms continue throughout the Central and Northern regions.

TOP PICKS

Figs, Black Mission #4003

Iceberg, Baby #7996

Pluots #5518

Pomegranates #8460

Squash, Delicata #6460

FRESH MARKET INFORMATION

ASPARAGUS

Steady supplies out of Peru and Mexico. Larger sized asparagus production increasing with warmer weather.

AVOCADOS

Demand is good and markets are steady. 48s and larger remain in high demand.

BEANS - GREEN

Market is steady and should remain steady through September.

BERRIES - BLACK / BLUE / RASPBERRY

Blackberry and raspberry supplies are lower due to heat in CA with Mexican production still ramping up. Blueberries out of the pacific NW and Michigan are ending sooner than expected. Peru/Argentina have yet to begin shipping in large quantities. Prices are up across the board.

BERRIES - STRAWBERRIES

Another heat wave in Watsonville has nearly ended production as we transition to Santa Maria. Shippers are trying to mitigate issues; yields are lower. Prices remain elevated.

BROCCOLI/ CAULIFLOWER

Broccoli is starting to show quality issues due to extreme heat in the growing areas and the marketing is firming up. Cauliflower supplies are steady with some minor quality issues.

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FRESH MARKET INFORMATION

CELERY	Celery supplies remain abundant out of Michigan and California. As we're transitioning from Salinas to Oxnard, Santa Maria remains in good supply. Quality has been good. Prices are lower.
CILANTRO / PARSLEY / GREEN ONION	Cilantro quality is improving. Supplies have improved. Good supply on green onion coming out of Mexico is keeping this market steady.
 CITRUS - LEMONS / LIMES / ORANGES	Lemons are in good supply with inventory coming from California, Mexico, and South America. Prices are depending on loading area, size, and grade. California Valencia oranges continue to struggle as the heat hurts quality. Florida oranges are set to being in the next couple of weeks. California oranges and mandarins will start first of October. Grapefruit remains very limited with FL still a few weeks away. Limes are in better supply but seeing some quality issues from the weather.
CORN	Good supply out of Michigan and North Carolina. Market is steady.
CUCUMBERS	Volume is good out of the Southeast. All pack styles and sizes continue to be packed with good quality. Supply is tight in Michigan, putting pressure on Southeast production.
EGGPLANT	Lighter supplies on eggplant with better supplies in 10 days. Market is steady but firm.
GRAPES	Green varieties are shipping with excellent quality. Reds also competitive but showing some stress from the heat.
 ICEBERG / ROMAINE / LEAF LETTUCE	Romaine markets are active along with hearts and leaf items. The heat waves over the last couple of weeks coupled with the wildfires dropping smoke/ash on the fields have created quality issues and supply shortages. Prices are climbing. Iceberg is in better supply and quality but with more competitive prices.
MELONS	Cantaloupe and honeydew are in good supply with steady demand. Watermelons are transitioning from local and should begin in South Carolina and Texas over the next few weeks.
ONIONS	Quality good, prices steady.
PEPPERS	Green bells are in steady supply but mostly choice grade. The next 10 days will have more #1 product. Red bells have good supplies on all sizes. Yellow bells still limited.
POTATOES	New crop Norkotahs have entered the market. Quality is excellent! Number 2 stocks are limited and prices are elevated. Remaining Burbank storages are limited with below average quality.
SQUASH/ZUCCHINI	Some higher markets on yellow squash due to lessened supplies. Quality has been fair, due to heat. Shorter shelf life is expected. Zucchini squash is seeing some of the same some quality issues but overall decent. Market is steady.
 STONE FRUIT	Most varieties are winding down, with peaches, pluots, and nectarines coming to a close in the next couple of weeks. Plums will ship through the next couple of months.
TOMATOES - ROUND /ROMA /GRAPE/ CHERRY	There are multiple growing regions for tomatoes spanning AL, TN, VA, MI, NC, CA, Mexico, and Baja. Quality varies by region. Tennessee and Virginia have received days of rain which has reduced supply. Demand has been moderate to good and the market has strengthened in the east slightly this week. Vine ripe and Roma tomatoes are promotable out of North Carolina. Alabama's supply is steady with good quality. Weeks of warm temperatures have brought forth a flush of fruit in the California Valley stabilizing the market in the short term. The wild fires in the state have not yet affected yields. Mexico market is high and volume is low.