



# THE FRESH REPORT

Week of October 12, 2020



Availability subject to change.

## WEST COAST

Temperatures cool into the weekend as a cold front brings drizzle and a slight chance of light rain across the state. Temps climb above average again next week as high pressure builds.

## GROWING AREA FORECASTS

### EAST COAST

Approaching Hurricane Delta will bring increasing showers late this week into the weekend. Next week will see plenty of shower activity and near normal temperatures across the state.

### MEXICO

Seasonal temperatures with a few isolated showers possible; mainly in the higher elevations look to continue into next week.

## TOP PICKS

Cranberries #1684

Persimmons, Fuyu #3655

Plums #5540

Pumpkins, Pie #6787

Tangerines #6764

## FRESH MARKET INFORMATION

### ! ASPARAGUS

Both Peru and Mexico's supplies have decreased this week. Mexico is transitioning from one area to another and Peru is producing in a smaller area at this time. Demand exceeds supply.

### AVOCADOS

Market is steady and demand is good. Good availability on 48's and larger. However 60's and smaller are in high demand and limited. As Mexican arrivals on new crop fruit increase in the US, sizing will balance out and have a good run on all sizes. California and Peru are quickly winding down for the season.

### BEANS - GREEN

Beans are experiencing a major shortage in supply. Rains that came through in Georgia combined with after effects of the weather in the North earlier in the year has severely tightened supplies. Expect a rise in prices over the coming weeks.

### ! BERRIES - BLACK / BLUE / RASPBERRY

Blackberries and raspberries are in better supplies; market is improving. Mexican and Central Coast production seeing better volume. Look for availability and price to get easier later this week. Blueberry supplies are short and we are reliant on sporadic imports coming in from Peru, Mexico, and other Latin American sources. The market is higher but should ease off in the third week of October when the Mexican production begins to ramp up. Quality has been excellent.

### BERRIES - STRAWBERRIES

Berries have responded positively to recent warm weather and are beginning to produce better numbers out of the new crop Santa Maria and Oxnard areas. Quality is improving daily. Market remains firm with lower undertones.

### BROCCOLI/ CAULIFLOWER

Broccoli markets are adjusting lower as yields and quality are improving. Cauliflower market is steady with fair quality.

## FRESH MARKET INFORMATION

CELERY	This commodity continues to be steady in the marketplace. Large sizing continues to be most readily available but all sizing can be purchased. Expect steady supplies all week. Quality continues to be strong.
CILANTRO / PARSLEY / GREEN ONION	Supplies are improving on cilantro. Good supplies on green onion coming out of Mexico is keeping this market steady.
 CITRUS - LEMONS / LIMES / ORANGES	The coastal district is winding down on lemons for the season. Quality is fair out of that area. Desert crop will be starting soon. Markets are steady. Fancy grade is holding firm and choice market is holding steady. Lime markets on 200's and smaller are starting to soften. 175's and larger are still holding firm with light supplies. Quality is fair. CA Valencia oranges are winding down for the season, with navels beginning in the next couple of weeks. Markets are active on both grades. Quality is fair. Florida oranges have started shipping. Remember, the Florida varieties are more like juicing oranges, and will show inconsistent coloring and scarring; but the fruit/flesh will be sweet. We are stocking Florida tangerines; quality has been above average so far and will continue to improve as we move into some newer varieties. Start of California mandarins has been delayed due to heat. Satsumas out of South Georgia/North Florida will be available November through January. Florida grapefruit sizing is small right now, but will continue to improve and price will decrease as we move into winter.
CORN	Michigan's season has ended. Supply is light out of Georgia. Prices are slightly elevated.
CUCUMBERS	Volume is good out of the Southeast. All pack styles and sizes continue to be packed, with good quality.
EGGPLANT	Good supply out the southeast on eggplant. Condition is good.
GRAPES	Good supply on reds. Greens starting to drop in supply. Demand is fair with a wide range on quality and price.
 ICEBERG / ROMAINE / LEAF LETTUCE	Iceberg demand has eased up. Common defects include soil disease, misshapen heads, light weights and discoloration. Production in Huron will begin mid October. Yuma will start the first week in November. Demand exceeds supplies on romaine as well as all leaf items. Escalated pricing on value added romaine and green leaf items are in affect. Common defects include tip and fringe burn, insect damage, and soil disease. Shelf life will be shorter on all romaine and leaf items please be aware. Light supplies are expected throughout the week.
MELONS	Demand has tapered off slightly and the melon market is holding steady. There is some overlap with the west side, the desert, and Mexico producing. Currently peaking on 9 count. Watermelon market is steady on the west coast. Good availability on seedless watermelon.
ONIONS	Ample supplies of high quality onions are available from the northwest.
PEPPERS	Green bell prices are still elevated, but supplies are beginning to improve out of GA and the Southeast. Red and yellow peppers may have a small gap between central CA and Coachella, as central CA is slowing down. Thermal/ Coachella won't start for another two weeks.
POTATOES	New crop Norkotahs have entered the market. Quality is excellent, number 2 stocks are limited and prices are elevated.
 SQUASH/ZUCCHINI	Prices are beginning to improve on squash and zucchini with better supplies out of Georgia. Quality is also improving.
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	Round and grape tomatoes remain escalated in the east and west. Supplies are winding down and will continue to decline in October. New crops in Mexico are starting to help supplement the fall season but the market has risen as California begins to wind down early. Quality is fair overall and better out of new production areas of Mexico, NC and FL. Florida crops set for mid-October are on track, but supplies will be light getting started until the first week of November.