

Availability subject to change.

THE FRESH REPORT

Week of October 26, 2020



GROWING AREA FORECASTS

WEST COAST

Steady cooling and a deepening marine layer along the coast will bring seasonal temperatures into early next week.

EAST COAST

High pressure over the southeast will bring dry conditions with gradual warming into next week.

MEXICO

Seasonal temperatures look to continue with a slight chance of scattered showers possible into next week.

TOP PICKS

Cranberries #1684

Persimmons #3655

Plums #5540

Pomegranate #8460

Tangerines #6764

FRESH MARKET INFORMATION

ASPARAGUS

Peru and Mexico supplies gradually improving. Look for market to slowly adjust downward.

AVOCADOS

Mexican avocado market is steady with good demand. Availability has improved on all sizes.

BEANS - GREEN

Beans supply has begun to improve as more fields in Florida are beginning to harvest.

BERRIES - BLACK / BLUE / RASPBERRY

Blackberries and raspberries are in better supply; market is improving. Mexican and Central Coast production seeing better volume. Market is lower. Blueberry supplies are improving - good volume should be available towards the end of the week as Mexican production is ramps up. Quality has been excellent.

BERRIES - STRAWBERRIES

Northern California is finishing their season and production is moving to southern California in Santa Maria and Oxnard. Mexico is also producing. Look for the market to stabilize over the next week.

BROCCOLI/ CAULIFLOWER

Plenty of supplies in Santa Maria and Salina Valley; quality has improved.

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FRESH MARKET INFORMATION

CELERY	Supplies continue to be strong in Oxnard/Santa Maria and light to moderate in Salinas. Demand is average at best. The quality continues to be good.
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	Desert crop is starting lemons. Supplies are improving quickly. Markets are steady. Fancy grade is holding firm and choice market is holding steady. Limes markets are looking steady across all sizes. Markets are softening up; quality is nice. CA Valencia oranges are winding down for the season with Navels beginning in the next couple of weeks. Markets are active on both grades with fair quality. Florida oranges have started shipping. Remember, FL 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 and quality has been above average so far. Quality will continue to improve as we move into some newer varieties. Start of CA mandarins has been delayed due to the heat. Satsumas out of South GA/North Florida will be available Nov - Jan. Florida grapefruit sizing is small right now, but will continue to improve and price will decrease as we move into the winter.
CORN	Light supply out of Georgia. Prices slightly elevated. Florida will start first week of November.
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	Market slightly higher on end of season supplies on green grapes. Red grape market is steady with a wide range in quality and price.
 ICEBERG / ROMAINE / LEAF LETTUCE	Iceberg market has softened as production in Huron has begun. Escalated pricing in effect on all value added items. Salinas supplies continue to see lightweights, misshapen heads, and discoloration. Huron product is better quality. Yuma will start the first to second week in November. Demand continues to exceed supplies on Romaine as well as all leaf items. Escalated pricing on value added Romaine and green leaf items are in effect. Quality will continue to suffer with tip and fringe burn, pink ribbing, and light weights. Shelf life will be shorter on all Romaine and leaf items please be aware. Light supplies are expected throughout the week. Yuma production is expected to begin the second week in November.
MELONS	Cantaloupe market has come down and availability has improved out of Mexico and the dessert region. Peaking on larger sized fruit with 9's. Overall quality and brix levels are good. Strong demand keeping honeydew market elevated. As the industry transitions to the desert region, production continues to improve weekly. The desert region is known for its inconsistent weather patterns. High gusty winds are common and do leave scars and bruising externally on honeydews. Production on Mexican fruit out of Nogales is showing improvement as well. Watermelon supplies are steady.
ONIONS	Ample supplies of high quality onions available from the northwest.
PEPPERS	Green bell 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 week.
POTATOES	Idaho has started shipping storage Norkotahs which have undergone the sweat process. Harvest is complete 2 weeks ahead of schedule. Limited field run Burbanks available and will become more available early November.
SQUASH/ZUCCHINI	Supplies steady out of Georgia on yellow squash and zucchini. Market adjusting downward.
STONE FRUIT	Peaches, pluots, and nectarines have come to a close. Plums will ship through the next couple of months.
 TOMATOES	Eastern transition has begun in Florida and South Georgia but quality is mixed as operations work through crops exposed to hurricane systems. California is winding down quickly due to extreme temps throughout the summer. Mexico has begun crossing new fruit but color has been very light this week with much being sent into warming rooms to color up.