

THE FRESH REPORT

Week of November 16, 2020

Availability subject to change.



GROWING AREA FORECASTS

WEST COAST

Very cold morning lows this week with gradual warming going into the weekend.

EAST COAST

Strong winds brought on by Tropical Storm Eta with scattered showers.

MEXICO

Cool temps may approach freezing today. Seasonal warmer temps to return by the weekend as well as dry weather.

TOP PICKS

Cranberries #1684

Figs, Brown Turkey #4002

Leeks #9300

Chard, Rainbow Swiss #8028 GA Grown

Satsumas #3924

FRESH MARKET INFORMATION

ASPARAGUS

Good supplies continue out of Peru and Mexico

AVOCADOS

The market on Mexican avocados is holding steady. Michoacán has a strong harvest with ample supplies for the month of November. Size structure peaking on 60's and 70's. As for large sized fruit, we are seeing a slightly stronger market on 48's.

BEANS - GREEN

Beans prices and availability have been impacted by the hurricane in Florida.

BERRIES - BLACK / BLUE / RASPBERRY

Blackberries and raspberries are in good supply. Mexican and Central Coast production seeing better volume. Blueberries are in good supply and the market is softening on imported fruit from Mexico and Peru.

BERRIES - STRAWBERRIES

Market is taking a sharp upturn due to cooler weather and lower yields

BROCCOLI/ CAULIFLOWER

Reduced broccoli supplies brought on by sub par quality is driving this market higher. Cauliflower supplies becoming short as we head into transition to Yuma.

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FRESH MARKET INFORMATION

 CELERY	<p>Active market as we go into the holiday but orders continue to be covered out of Santa Maria/Oxnard. Small sizing, thirty six counts in particular are the tightest in availability. Overall quality and market will grow stronger throughout the week as we get closer to Thanksgiving.</p>
CILANTRO / PARSLEY / GREEN ONION	<p>Plenty of supplies. Market is steady .</p>
CITRUS - LEMONS / LIMES / ORANGES	<p>Desert crop is starting lemons. Market and supplies are steady. Limes supplies are tight this week due to rain in the growing regions. Markets are active. Navel orange supplies are looking good and markets are coming off. Quality is still looking really nice. Florida oranges are still shipping and may be impacted by recent weather events. Remember, the FL Varieties are more like juicing oranges. They will show inconsistent coloring and scarring but the fruit/flesh will be sweet. We are also stocking Florida tangerines and satsumas out of South GA/North FL. Florida grapefruit sizing is small right now but will continue to improve and price will decrease as we move into the winter.</p>
CORN	<p>Good supply out of the Southeast. Market is steady.</p>
 CUCUMBERS	<p>Cucumbers heavily impacted by Hurricane Eta. Prices up, supplies low, and quality fair.</p>
EGGPLANT	<p>Some quality issues seen with the season in the Southeast coming to a close. Product out of Mexico beginning to arrive next week should see better quality.</p>
GRAPES	<p>Green grape inventory in seasonal decline. Wide range in quality and price. Domestic red grape supply should last through December. Imports will start the week after Thanksgiving.</p>
 ICEBERG / ROMAINE / LEAF LETTUCE	<p>Heavy activity in the marketplace has caused shortage. Light weights are the biggest concern with lettuce in Huron and Yuma; expected to continue throughout the week. Escalated pricing on value added lettuce items. Romaine, romaine hearts as well as all leaf items are active. Demand exceeds supplies. Expect inventories with shippers to be minimal for the entire week. Fringe burn, smaller sizing and rib discoloration are common defects being reported. Production in Salinas is minimal. Yuma has light production as well.</p>
MELONS	<p>The Sonoran Desert Valley experienced strong gusty winds (40-45 mph), significantly cooler temps (30's/40's) and showers over the weekend. Rainfall should be minimal but the cold front is expected to stress the cantaloupe plants, slow down production and potential quality issues. Good availability on domestic. Characteristics to have a greener cast with very little rind and minimal seed cavity. Brix sugar levels remain in the 10-13% range. Current size structure trending smaller and peaking on 12's. We are seeing demand increase on 9's. Honeydew market on domestic fruit has been under constant pressure with cheaper import arrivals out of Mexico. Quality has been fair on domestic while Mexico seems to be shipping a cleaner pack. Quality has been inconsistent but improving. Good availability on import and domestic. Watermelon demand is fairly good. Market on minis and 45ct bins is about steady. All other sizes are at a higher market and in high demand.</p>
ONIONS	<p>Ample supplies of high quality storage onions are available from the northwest. Demand is higher on red and white onions with export to Mexico. Quality is excellent.</p>
PEPPERS	<p>Steady markets on green bells out of GA and the SE. Red and yellow markets steady as well.</p>
POTATOES	<p>Idaho has started shipping storage. Burbanks, which have undergone the sweat process, are available but limited and at an up charge. Quality is excellent, peaking on 70 CT cartons"</p>
 SQUASH/ZUCCHINI	<p>Rains in Georgia have brought the fall season to a close. Hurricane Eta has impacted production of Florida. Market is tight.</p>
STONE FRUIT	<p>Peaches, pluots, and nectarines have ended. Plums will ship through the end of November.</p>
 TOMATOES	<p>The market is trending higher this week while Hurricane Eta brings torrential rain and wind to FL, pausing harvest operations. Mexico crossings remain light while farms work through a cold weather pattern reducing yields. Round tomato FOB's have increased by \$5+ in the East and West. Very few romas in the East where little acreage is devoted to the crop and Mexico is driving the market which is also up more than \$5 this week Cherry tomatoes are steady while heavy grape tomato inventory absorb demand at value pricing. Elevated pricing is expected for the foreseeable future pending post storm crop reports</p>