

The Fresh Report

July 6th, 2021

Fresh Market Information

Asparagus – Supplies continue to be tight with domestic field transition, lower yields on the Peruvian crop and increased demand ahead of 4th of July Holiday. Pricing is higher and quality is fair.

Avocados – Markets are steady with good demand, quality is good but shelf life will be shorter than normal due to higher oil content, MX will transition into new crop and CA may finish in August.

Beans-Green- Domestic beans are coming out of Michigan now, good supplies and quality on French beans out of Guatemala.

Berries (Black, Blue, Raspberry) – Black-supplies are good out of SE region and MX, quality is fair out west due to extreme heat.; Blue-multiple regions are harvesting in US, recent heatwave in the NW is impacting yield and quality.; Raspberry- supplies remain light but improving, quality is fair due to extreme heat.

Berries (Strawberries)– CA heat is affecting quality with some smaller, darker berries, pricing is steady

Broccoli /Cauliflower – Supplies are plentiful from several areas, pricing is lower.

Celery – Quality is good and pricing is steady.

Cilantro/Parsley/Green Onion-Market is steady, good Supplies coming out of Mexico.

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Citrus (Lemons, Limes, Oranges)- Lemons-supplies limited briefly on choice and fancy as field transition from Central Valley to Ventura, pricing is higher; **Lime-** 20ct and larger are best value, quality is good, 230/250 are snug, rain in MX could delay production, prices stable; **Oranges-** navels are coming to an end, 72ct and larger are most available, Valencia's ramping up slowly, quality is fair and pricing's higher.

Corn– Quality is still excellent, product still coming out of GA, due to recent rain, supplies have tightened a bit and price has increased.

Cucumbers- Supplies and quality are excellent. Product still coming out of GA and we should see steady markets for the next few weeks.

Eggplant - Product is in full swing out of GA. Seeing some quality issues due to recent rain but overall not affecting supplies.

Grapes- Supplies and pricing are steady with good quality, MX is finishing up, CA will start in Central Valley this week.

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Lettuce- Heat has impacted yields and quality, market trending higher.

Melons- Heat wave is also affecting the Sonora Valley, expect quality to be fair and supplies to tighten in the coming weeks.

Onions- Rain in NM is creating active red and white mkt, CA has adequate stocks, supers and colossal are improving

Peppers- Transitioning field on all colors, green bells are plentiful but red and yellow are in shorter supply as the extreme heat accelerates out west causing Coachella to finish early, price is steady.

Potatoes- Product continues to tighten as storage crop comes to an end. Larger potatoes are the tightest 40-70ct. Pricing continues to go up on all sizes but we should not see any gaps in supplies, new crop starts beginning of August.

Squash/Zucchini- Overall supplies are good. Quality could be an issue with the recent heat and rain. Keep inventory levels tight as product shelf life is shorter than normal.

Stone fruit- All stone fruit available now and in stock - nectarines, plums, cherries, apricots from CA, and Peaches from GA.

Tomatoes- Round/Roma/Grape/Cherry- Starting to see better supplies in Florida. Even starting to see some small supplies out of GA. Market is still on the higher side but getting better. As long as we do not experience any major weather it should continue to get better.