

The Fresh Report

June 28th, 2021

Fresh Market Information

Asparagus – Lower yields on the Peruvian crop and increased demand ahead of 4th of July Holiday. Pricing is higher and quality is fair.

Avocados – Supplies and pricing are steady. Quality is good but shelf life will be shorter than normal due to higher oil content.

Beans-Green- Good supplies out of GA on Snap/Tipped Beans. Also good supplies and quality on French beans out of Guatemala.

Berries (Black, Blue, Raspberry) – Black-supplies are good out of GA, MX and CA, prices are competitive.; Blue- GA wrapping up due to Rains, NJ start now, quality is good.; Raspberry-supplies are light but available and pricing is level.

Berries (Strawberries)– Quality is suffering due to intense heat last week, but cooler weather in the forecast should ease the market - prices are higher.

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

Celery –High temps will create seeders and drive the market up, but steady currently.

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

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Citrus (Lemons, Limes, Oranges)- Lemons- quality is good, pricing is higher on choice and fancy as field transition from Central Valley to Ventura; **Lime-** 175ct and smaller remain best value, quality is good, pricing is lower; **Oranges-** navels are coming to an end, 72ct and larger are most available, Valencia's are ramping up, quality is fair, price is higher

Corn–Quality is still excellent. Due to some recent rain storms and the upcoming July 4th pull, product 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- Mexican supplies are plentiful and prices lower this week - CA starts in the next few weeks.

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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 and supplies to tighten in the coming weeks, but for now quality is very good and brix levels high.

Onions- High temps in CA will affect quality, expect high pulp temps as harvest temps exceeding 100 degrees in CA & NM.

Peppers- Supplies are steady, quality and pricing is good.

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.

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.