

# FRESH CROP REPORT

Week of July 19, 2009

## HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 46- to 48-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 48- to 50-pounds. MFC Premium and Trimmed stocks are available.
- Avocado prices are elevated. The Chilean season has just begun; supplies will increase over the next several weeks.
- California honeydew prices are near the bottom; stocks are plentiful, especially 4- and 5-count sizes. Quality is excellent.



## PRODUCE UPDATE

### APPLES

The Washington market is climbing; supplies are diminishing from ample levels. The storage season is winding down. New crop harvesting will start in September. Quality is excellent. The California season will begin next week. MFC Apples are available.

### ASPARAGUS

Prices are inching down from higher levels. Tight Mexican supplies are easing slightly. Stocks from Peru are average. Quality is very good. MFC Asparagus is available.

### AVOCADOS

The overall market is elevated; supplies are limited in California, Chile, and Mexico. California yield is below normal this year. Demand is strong. The Chilean season is starting; expect more abundant stocks in a few weeks. Quality is average in California and Mexico; quality is very good in Chile.

### BELL PEPPERS

California green bell prices are rising; supplies will increase by next week. The red bell market is easing; stocks are limited. Quality is very good. The East Coast market is high; supplies are tight. North Carolina and New Jersey quality is average. The Michigan season will start in early August. MFC and MVP Bell Peppers are available.

### BROCCOLI

The California market is low; supplies are abundant. Expect comparable prices for several weeks. Quality is excellent. MFC Broccoli Crowns are available.

### CANTALOUPE

Prices have dipped. California supplies are plentiful; all sizes are available. The Arizona season has ended. Quality is good.

### CAULIFLOWER

The California market is level; supplies are adequate. Prices may inch up by next week; stocks are expected to diminish. Quality is very good.

### CELERY

Prices are unchanged; supplies are adequate. Expect comparable prices for several weeks. Quality is excellent. MFC Celery is available.

### CUCUMBERS

The California market is stable; supplies are ample. East Coast prices are rising; stocks are average, but demand is strong. The Michigan season will start next week. Overall quality is good. MFC and MVP Cucumbers are available.

### GRAPES

Prices are high; the San Joaquin Valley season has begun, but supplies are ramping up. The Coachella season is ending. Quality is very good. Packer label Lunch Bunch stocks are available. Because Coachella fruit does not meet MFC specifications, MFC Lunch Bunch Grapes will not be available until the transition is complete (in late July).

### GREEN LEAF/VARIETY LETTUCE

The market is level, but inching up; supplies are average. Prices will remain steady for several weeks. Quality is very good. MFC Premium Green Leaf is available.

### HONEYDEW

California prices are near the bottom; stocks are plentiful, especially 4- and 5-count sizes. Quality is excellent.

### ICEBERG LETTUCE

The market is inching down; supplies are ample. Demand is weak. Quality is very good. Over the past few days, industry weights for 24-count iceberg averaged 46- to 48-pounds. MFC 24-count Premium Lettuce weights ranged from 48- to 50-pounds. MFC Premium and Trimmed Lettuce stocks are available.

### LEMONS

California prices are climbing; demand is strong. Supplies are adequate; growers are shipping from Oxnard and the San Joaquin Valley. Quality is very good. Chilean fruit is in stock in New Jersey. MFC and MVP Lemons are available.

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## MIXED BERRIES

The California and Mexican markets are rising; black-berry and raspberry supplies are tight. Oregon blueberry prices are steady; stocks are increasing. Quality is good in California and Mexico; Oregon quality is very good.

## ONIONS

Prices are level. California and New Mexico stocks are average; both seasons will run through August. Quality is good. MFC and MVP Onions are available.

## ORANGES

The California market is up; demand is strong, especially for 72-count and larger sizes. The Valencia season is in full swing; supplies are adequate. Quality is good: re-greening is a purely cosmetic defect. South African Navel imports are shipping into New Jersey and Montreal, Canada. MFC and MVP Oranges are available.

## PEARS

Washington prices are high; D'Anjou supplies are limited. The California season has started; Bartlett supplies are tight but will increase. Washington new crop harvesting will start by early September. Quality is average.

## PINEAPPLE

The market is steady. Costa Rican supplies are adequate; the effects of last January's cold weather will reduce stocks through September. Expect prices to climb. Quality is excellent. MFC Golden Pineapple is available.

## POTATOES

Expect Burbank prices (especially for 40- to 70-count sizes) to inch up slightly until new crop Norkotahs are on the market in early August. The market for small Burbanks (90- to 100-count) is low. Supplies are average in all areas except Wisconsin, where they are limited. Quality is good in all areas. MFC and MVP Norkotah Potatoes are sporadic. MFC and MVP Burbank Potatoes are available.

## ROMAINE

The California market is stable; supplies are average. Quality is very good: internal burn, mildew damage, and fringe burn remain problems, but growers are removing damaged leaves. MFC Premium Romaine is available.

## SPRING MIX

Prices are level; supplies are ample. Quality is very good. Maintaining adequate cold-chain procedures is critical to shelf-life during the next several months. RSS Conventional, Organic, and Asian Spring Mixes are available.

## SQUASH

The West Coast market is steady; supplies are ample. East Coast stocks are average; prices are high, but inching down. Quality is very good.

## STRAWBERRIES

California prices are low; Watsonville and Salinas fruit is adequate. Demand is weak. Quality is very good. MFC Strawberries are available.

## TOMATOES

The California mature green market is near the bottom; supplies are abundant, especially extra-large sizes. East Coast prices are average; Florida and South Carolina stocks are adequate. The Virginia harvest has begun. Quality is excellent in all regions.

## TREE FRUIT

California prices are level; peach and plum supplies are increasing. Nectarine stocks are tight, but more fruit is expected in a few weeks. Quality is very good.

## WATERMELON

The market is stable; demand has fallen. Supplies are adequate; hot weather is increasing growth. Prices will ease next week. Quality is very good.

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AT A GLANCE		★ = Ample supply, above average quality, or low price											
Product	Growing Region	Supplies			Quality					Price			
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High	
Apples	WA		✓		★								✓
Asparagus	MX		✓			★						✓	
	Peru		✓			★						✓	
Avocados	CA			✓			✓						✓
	Chile			✓		★							✓
	MX			✓			✓						✓
Bell Peppers	CA			✓		★							✓
	NJ			✓			✓						✓
	NC			✓			✓						✓
Broccoli	CA	★			★						★		
Cantaloupe	CA	★					✓				★		
Cauliflower	CA		✓			★						✓	
Celery	CA		✓		★							✓	
Cucumbers	CA	★					✓					✓	
	NC		✓				✓						✓
Grapes	CA		✓			★							✓
Leaf Lettuce	CA		✓			★						✓	
Honeydew	CA	★			★						★		
Iceberg Lettuce	CA	★				★					★		
Lemons	CA		✓			★							✓
Mixed Berries	CA			✓			✓						✓
	MX			✓			✓						✓
	OR		✓			★						✓	
	CA		✓				✓					✓	
Onions	CA		✓				✓					✓	
	NM		✓				✓					✓	
Oranges	CA		✓				✓						✓
Pears	CA			✓			✓					✓	
	WA			✓			✓						✓
Pineapple	Costa Rica		✓		★							✓	
Potatoes	CO		✓				✓					✓	
	ID		✓				✓					✓	
	MI		✓				✓					✓	
	NB		✓				✓					✓	
	NV		✓				✓					✓	
	OR		✓				✓					✓	
	WA		✓				✓					✓	
	WI			✓				✓					✓
Romaine Lettuce	CA		✓			★						✓	
Spring Mix	CA	★				★						✓	

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Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Squash	CA	★				★					✓	
	MI		✓			★						✓
	NC		✓			★						✓
Strawberries	CA		✓			★				★		
Tomatoes	CA	★			★					★		
	FL		✓		★						✓	
	SC		✓		★						✓	
Tree Fruit	CA		✓			★					✓	
Watermelon	AZ/MX		✓			★					✓	
	CA		✓			★					✓	

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