

# FRESH CROP REPORT

Week of July 5, 2009

## HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 45- to 47-pounds. MFC 24-count Premium Lettuce weights ranged from 48- to 52-pounds. MFC Premium and Trimmed Lettuce stocks are available.
- Onion prices are elevated; supplies are tight, but slowly increasing in California and New Mexico. Warm weather will aid growth. Expect the market to stabilize within the next two weeks.
- The California broccoli market is near the bottom; supplies are plentiful. Quality is excellent.



## PRODUCE UPDATE

### APPLES

The Washington market is steady; storage supplies will be shipped until the new crop season starts in mid-September. There may be a gap in Fuji supplies in August. Quality is excellent. The California season will start in mid-July. MFC Apples are available.

### ASPARAGUS

Overall prices are stable. Supplies are adequate in Mexico and Peru. Quality is very good. The Salinas, California season is ending; stocks are tight. Quality is average. MFC Asparagus is available.

### AVOCADOS

The market is climbing. California supplies are tightening, especially 48- to 60-count sizes. The Lamb Hass variety is now on the market; shape is more elongated than regular Hass fruit. Quality is very good. The Mexican season is wrapping up; stocks are extremely limited. Quality is good. The Chilean season will begin in mid-July. Expect elevated prices until early August.

### BELL PEPPERS

California green bell prices are level; hot weather is increasing supplies. The red bell market is high, but should ease by next week. Quality is excellent. Georgia prices are inching up; stocks are scarce. Quality is average. MFC and MVP Green, Red, and Yellow Bell Peppers are available.

### BROCCOLI

The California market is near the bottom; supplies are plentiful. Expect comparable prices next week. Quality is excellent. MFC Broccoli Crowns are available.

### CANTALOUPE

Prices are average, but inching up. California's Imperial Valley harvest is ending; supplies are limited. Quality is very good. Arizona desert stocks are increasing, especially 15- to 18-count sizes. Quality is good.

### CAULIFLOWER

The California market is steady at elevated levels; stocks are limited and demand is strong. Expect prices to inch down by next week. Quality is very good.

### CELERY

Prices are unchanged, but they will start rising later this week. Supplies are adequate, but they are not as plentiful as last week because the Oxnard season has ended. Growers have moved to Salinas. Quality is very good. MFC Celery is available.

### CUCUMBERS

The East Coast market is elevated; Michigan supplies are tight. Although California stocks are abundant, demand has shifted to the West Coast; prices are firm. Quality is good in all areas. MFC and MVP Cucumbers are available.

### GRAPES

Prices are high; supplies are increasing. The market will ease soon. Quality is average. Packer label Lunch Bunch stocks are available. Because Coachella fruit does not meet MFC specifications, MFC Lunch Bunch Grapes will not be available until late July.

### GREEN LEAF/VARIETY LETTUCE

The market is level; supplies are abundant. Quality is very good. MFC Premium Green Leaf is available.

### HONEYDEW

Arizona and California prices are steady; stocks are adequate. Large size (5-count) fruit continues to dominate the crop, but smaller sizes (6- to 8-count) are increasing. Quality is very good in California and good in Arizona.

### ICEBERG LETTUCE

The market has eased from previously high levels; supplies are ample. Quality is good: weights have increased. Over the past few days, industry weights for 24-count iceberg averaged 45- to 47-pounds. MFC 24-count Premium Lettuce weights ranged from 48- to 52-pounds. MFC Premium and Trimmed Lettuce stocks are available.

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## LEMONS

California prices are escalating; stocks are average, but demand is strong. Expect the market to continue climbing through the summer. Quality is very good. Chilean supplies are available (shipping out of New Jersey). MFC and MVP Lemons are available.

## MIXED BERRIES

The California and Mexican markets are high, especially for raspberries; supplies are scarce. Expect elevated prices for two more weeks. Quality is good. The Oregon blackberry and blueberry seasons have started; prices are average and stocks are adequate. Quality is very good.

## ONIONS

Prices are elevated; supplies are tight, but slowly increasing in California and New Mexico. Warm weather will aid growth. Expect the market to stabilize within the next two weeks. Quality is good. MFC and MVP Onions are available.

## ORANGES

The California Valencia market is rising; supplies are adequate. Quality is good. The Navel season has ended. South African Navels are on the New Jersey and Canadian markets. MFC and MVP Valencia Oranges are available.

## PEARS

Washington prices are up; D'Anjou and Bosc stocks are minimal. New crop harvesting will start in mid-August. Quality is average. The California Bartlett season begins in early July.

## PINEAPPLE

The market is stable; Costa Rican supplies are adequate. Expect prices to inch up as the summer progresses; demand will increase. Quality is excellent. MFC Golden Pineapple is available.

## POTATOES

Prices are steady in all areas except Wisconsin, where they are climbing. Supplies are adequate in Colorado, Idaho, Michigan, Nebraska, Oregon, and Washington. Stocks are abundant in Nevada, but limited in Wisconsin. Overall quality is good. MFC and MVP Norkotah Potatoes are sporadic. MFC and MVP Burbank Potatoes are available.

## ROMAINE

The California market is level; supplies are average. Quality is very good. Mildew, internal burn, and tip burn are problems, but growers are trimming damaged leaves. Weights range widely. MFC Premium Romaine is sporadic; MBA will be substituted as needed.

## SPRING MIX

Prices are unchanged; supplies are ample. Blends are light on red varieties due to mildew problems. Quality is very good. Ready-Set-Serve (RSS) Conventional, Organic, and Asian Spring Mixes are available.

## SQUASH

The Michigan market is near the bottom. The California and Mexican markets are stable. Supplies are abundant in California. Michigan stocks are average. Mexican supplies are limited. Quality is excellent.

## STRAWBERRIES

Prices will ease by the end of the week; supplies are increasing. Quality is average: last weekend's heat damaged many berries, but quality is improving. MFC Strawberries are sporadic; MBA will be substituted as needed.

## TOMATOES

The California market is low; supplies are ample. Quality is excellent. East Coast prices are level; Florida and South Carolina stocks are adequate. Growers will start harvesting in Virginia by mid-July. Quality is good.

## TREE FRUIT

California prices are steady. Peach supplies are average, but increasing; 60-count and smaller fruit remains limited. Nectarine stocks will be tight for two more weeks. Black plums are more plentiful than red. Quality is good.

## WATERMELON

The domestic market is stable; demand is weak. Supplies are average in Arizona and California. 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	CA			✓			✓					✓	
	MX		✓			★						✓	
	Peru		✓			★						✓	
Avocados	CA		✓			★							✓
	MX			✓			✓						✓
Bell Peppers	CA		✓		★							✓	
	GA			✓			✓					✓	
Broccoli	CA	★			★					★			
Cantaloupe	AZ		✓				✓					✓	
	CA			✓		★						✓	
Cauliflower	CA			✓		★						✓	
Celery	CA		✓			★						✓	
Cucumbers	CA	★					✓					✓	
	MI			✓			✓						✓
Grapes	CA		✓				✓						✓
Leaf Lettuce	CA	★				★						✓	
Honeydew	AZ		✓				✓					✓	
	CA		✓			★						✓	
Iceberg Lettuce	CA	★					✓					✓	
Lemons	CA		✓			★							✓
Mixed Berries	CA			✓			✓						✓
	MX			✓			✓						✓
	OR		✓			★						✓	
Onions	CA			✓			✓						✓
	NM			✓			✓						✓
Oranges	CA		✓				✓						✓
Pears	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		✓		★					★		
	MX			✓	★						✓	
Strawberries	CA			✓			✓				✓	
Tomatoes	CA	★			★					★		
	FL		✓				✓				✓	
	SC		✓				✓				✓	
Tree Fruit	CA		✓				✓				✓	
Watermelon	AZ		✓			★					✓	
	CA		✓			★					✓	

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