

FRESH CROP REPORT

Week of June 28, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count green leaf averaged 22- to 24-pounds. MFC 24-count Premium Green Leaf weights ranged from 24- to 26-pounds. MFC Premium Green Leaf is available.
- The California strawberry market is low; Salinas and Watsonville stocks are abundant. Now is the time to buy, as demand and prices will increase later this week due to the upcoming Fourth of July holiday.
- Onion prices are elevated; cool weather has limited supplies in California's San Joaquin Valley and New Mexico.



PRODUCE UPDATE

APPLES

Washington prices are steady; stocks are average. This week's best buys are 100-count and smaller Red Delicious, Golden Delicious, and Granny Smith supplies. Quality is very good. MFC Apples are available.

ASPARAGUS

The market is stable this week, but prices are expected to inch up when the Salinas, California season ends. Stocks in California, Mexico, and Peru are average. Quality is very good in all three regions. MFC Asparagus is available.

AVOCADOS

Mexican prices are high; the season is ending. Supplies are limited. The California market is rising; stocks are tight. Quality is excellent. The Lamb Hass variety is now available; flavor is similar to regular Hass, but shape is more elongated. The Chilean new crop season will start in mid-July.

BELL PEPPERS

The West Coast green bell market is rising; supplies are average. Warm weather is aiding growth in California's Central Valley. The Coachella green bell harvest has ended. Red and yellow prices are climbing; Coachella stocks are diminishing. Quality is good. Georgia prices are up; stocks are becoming scarce. Expect climbing prices until mid- to late July. Quality is very good. MFC and MVP Bell Peppers are available.

BROCCOLI

California prices are steady; supplies are adequate. Expect a comparable market next week. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The Arizona and California markets are increasing. Small sizes (15- to 18-count) are especially limited; large sizes (9-count) will tighten by next week. California's Imperial Valley season is ending. Demand is strong for the Fourth of July holiday. Quality is average.

CAULIFLOWER

Prices are inching down; demand is weak. California supplies are average, but increasing. Quality is very good.

CELERY

The California market is unchanged; supplies are sufficient. Growers are in transition from Oxnard and Salinas; expect prices to inch up next week. Quality is excellent. MFC Celery is available.

CUCUMBERS

Georgia prices are near the bottom; stocks are ample. The West Coast market is stable; supplies are abundant. Quality is good. MFC and MVP Cucumbers are available.

GRAPES

The red and green seedless markets are high. Coachella, California and Mexican supplies are increasing. Expect prices to ease. Overall quality is good. Packer label Lunch Bunch stocks are available; the black seedless variety will dominate packs until red seedless color deepens in July. Because Coachella fruit does not meet MFC specifications, domestic MFC Lunch Bunch Grapes will not be available until mid-July.

GREEN LEAF/VARIETY LETTUCE

California prices are level; supplies are ample. Quality is very good, despite mildew, internal burn, and weak tip problems; growers are trimming damaged leaves. Over the past few days, industry weights for 24-count green leaf averaged 22- to 24-pounds. MFC 24-count Premium Green Leaf weights ranged from 24- to 26-pounds. MFC Premium Green Leaf is available.

HONEYDEW

The domestic market is steady; Arizona and California stocks are average. Large fruit (5-count) dominates both domestic crops. California's Imperial Valley season is ending. Mexican prices are climbing; supplies are limited. California quality is very good; quality in Arizona and Mexico is good.

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ICEBERG LETTUCE

Prices have eased slightly; stocks remain limited due to mildew, fringe burn, and weak tip. Demand is diminishing. Quality is average: growers are trimming damaged leaves, reducing weights. MFC Premium and Trimmed Lettuce stocks are available.

LEMONS

The California market is up; demand is strong. Oxnard and San Joaquin Valley supplies are adequate. Quality is very good. Fruit from Chile is on the East Coast market (loading in New Jersey). MFC and MVP Lemons are available.

MIXED BERRIES

Overall prices are rising. Blackberry and blueberry stocks are average. Raspberry supplies are tight. Quality is good.

ONIONS

The market is elevated; cool weather has limited supplies in California's San Joaquin Valley and New Mexico. Medium size dominates both crops. Prices will stabilize in approximately two weeks. Quality is average. MFC and MVP Onions are available.

ORANGES

California prices are high. The domestic Navel season has ended; sizes and grades are limited. Valencia demand is strong. Large sizes (72-count and higher) are scarce. Quality is average. South African Navels are on the East Coast market (loading in New Jersey and Montreal, Canada). MFC and MVP Navel Oranges are available.

PEARS

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

PINEAPPLE

Prices are stable in Costa Rica, Ecuador, and Hawaii; the Mexican market is low. Costa Rica supplies are ample. Stocks are average in Hawaii and Mexico. Supplies are limited in Ecuador. Demand will increase throughout the summer; expect rising prices. Quality is very good in Costa Rica and Hawaii and good in Ecuador and Mexico. MFC Golden Pineapple is available.

POTATOES

The Colorado, Idaho, Michigan, Nebraska, Nevada, Oregon, and Washington markets are steady; Wisconsin prices remain elevated. Supplies are ample in Nebraska and tight in Wisconsin; in all other areas, stocks are adequate. Quality is good in all areas except Idaho, where it is very good. MFC and MVP Burbank Potatoes are available.

ROMAINE

Prices are level. Quality is average: mildew, internal burn, and weak tip are problems. Growers are trimming outer leaves; weights are sporadic. MFC Premium Romaine is limited; MBA will be substituted as necessary.

SPRING MIX

The California market is steady; green varieties are plentiful. Quality is very good: red varieties are a bit light due to industry-wide mildew problems. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

Georgia prices are low. The California and Mexican markets are level. Supplies are ample in California and Georgia; Mexican stocks are limited. Quality is excellent.

STRAWBERRIES

The California market is low; Salinas and Watsonville stocks are abundant. Demand will increase this week due to the upcoming Fourth of July holiday; expect prices to inch up. Quality is very good. MFC Strawberries are available.

TOMATOES

Prices are high, but level. Improved West Coast weather is aiding growth, although supplies remain tight. Expect stocks to increase over the next three weeks. East Coast supplies are limited; May and June rain destroyed many plants. Volume will increase in mid-July. Quality is good in California, but merely fair in Florida.

TREE FRUIT

The California nectarine, peach, and plum markets are elevated. Warm weather has increased San Joaquin Valley supplies to average. Quality is very good.

WATERMELON

Prices are climbing; Arizona and California supplies are limited. Demand is strong. Quality is 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		✓			★					✓	
	CA			✓	★							✓
Avocados	MX			✓	★							✓
	CA		✓				✓					✓
Bell Peppers	GA			✓		★						✓
	CA		✓			★					✓	
Broccoli	CA		✓			★					✓	
Cantaloupe	AZ			✓			✓					✓
	CA			✓			✓					✓
Cauliflower	CA		✓			★					✓	
Celery	CA		✓		★						✓	
Cucumbers	CA	★					✓				✓	
	GA	★					✓			★		
Grapes	CA		✓				✓					✓
	MX		✓				✓					✓
Leaf Lettuce	CA	★				★					✓	
Honeydew	AZ		✓				✓				✓	
	CA		✓			★					✓	
	MX			✓			✓					✓
	CA			✓			✓				✓	
Iceberg Lettuce	CA			✓			✓				✓	
Lemons	CA		✓			★						✓
Mixed Berries	CA		✓				✓					✓
	MX		✓				✓					✓
Onions	CA			✓			✓					✓
	NM			✓			✓					✓
Oranges	CA		✓				✓					✓
Pears	WA			✓			✓					✓
Pineapple	Costa Rica	★				★					✓	
	Ecuador			✓			✓				✓	
	HI		✓			★					✓	
	MX		✓				✓			★		

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		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Potatoes	CO		✓				✓				✓	
	ID		✓			★					✓	
	MI		✓				✓				✓	
	NB	★					✓				✓	
	NV		✓				✓				✓	
	OR		✓				✓				✓	
	WA		✓				✓				✓	
	WI			✓			✓					✓
Romaine Lettuce	CA		✓				✓				✓	
Spring Mix	CA	★				★					✓	
Squash	CA	★			★						✓	
	GA	★			★					★		
	MX			✓	★						✓	
Strawberries	CA	★				★				★		
Tomatoes	CA			✓			✓					✓
	FL			✓				✓				✓
Tree Fruit	CA		✓			★						✓
Watermelon	AZ			✓			✓					✓
	CA			✓			✓					✓

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