

FRESH CROP REPORT

Week of July 26, 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 51-pounds. MFC Premium and Trimmed Lettuce stocks are available.
- Many items are low-priced and high quality this week, including: asparagus, broccoli, cantaloupe, celery, honeydew, and tomatoes.
- MFC Lunch Bunch Grapes are expected to be available next week.



PRODUCE UPDATE

APPLES

Washington prices are up. Storage crop Red Delicious, Golden Delicious, and Granny Smith supplies are adequate, but diminishing; the season is winding down. The Fuji crop will gap in August. New crop harvesting will start in early September. California Galas will be on the market in early August. Quality is very good. MFC Apples are available.

ASPARAGUS

The Mexican market is low; supplies are ample. Peruvian prices are level; stocks are adequate. Quality is very good in both areas. MFC Asparagus is available.

AVOCADOS

Overall prices are high. Mexican supplies are tight. The main season has ended; growers are now harvesting the less abundant Flora Loca crop. Demand has shifted to California; stocks are limited, especially 48- to 60-count sizes. Mexican and California quality is average. The Chilean season has started; supplies will increase as the summer progresses. Quality is very good.

BELL PEPPERS

The California green bell market is stable and may inch down later this week; supplies are adequate. Growers are harvesting red and yellow bells in the San Joaquin Valley and Gilroy. The Canadian season will start in approximately three weeks. Quality is very good. MFC and MVP Green, Red, and Yellow Bell Peppers are available.

BROCCOLI

It's an optimum time to buy California broccoli; prices are low, supplies are plentiful, and quality is excellent. Mexican growers are also harvesting; supplies are average. That market is weak. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The California market is near the bottom, especially for small sizes (15- to 18-count); prices for 9-count fruit are up slightly. Stocks are ample. Quality is very good.

CAULIFLOWER

Prices have jumped from last week's low levels; supplies are average. Demand is strong. Expect comparable prices next week. Quality is very good.

CELERY

The California market is steady near the bottom; stocks are plentiful. Demand is weak. This week's best buys are in Santa Maria. Quality is excellent. MFC Celery is available.

CUCUMBERS

Supplies are abundant on both coasts. California prices are low; Michigan prices are average. Quality is good. MFC and MVP Cucumbers are available.

GRAPES

The market is elevated. California supplies are average. Red seedless Flames will be shipped all summer; the Crimson variety will start in the fall. Quality is very good. Packer label Lunch Bunch stocks are available. MFC Lunch Bunch Grapes are expected to be available next week.

GREEN LEAF/VARIETY LETTUCE

Prices are level, but will rise later this week. Supplies are not as ample as last month due to fewer plantings. Quality is very good: internal burn and weak tip are problems that are being culled. MFC Premium Green Leaf is available.

HONEYDEW

The California market is weak; supplies are ample, especially 8-count and smaller sizes. Quality is excellent.

ICEBERG LETTUCE

Prices are low, but higher than last week; supplies are abundant, but diminishing due to light summer plantings. Quality is very good: weights are decreasing industry-wide. Over the past few days, industry weights for 24-count iceberg averaged 46- to 48-pounds. MFC 24-count Premium Iceberg Lettuce weights ranged from 48- to 51-pounds. MFC Premium and Trimmed Lettuce stocks are available.

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LEMONS

The California market is elevated; supplies are adequate, but demand is strong. Growers are shipping from Oxnard and the San Joaquin Valley. Size is peaking on 140-count fruit. Quality is very good. Chilean imports are on the New Jersey market. MFC and MVP Lemons are available.

MIXED BERRIES

Raspberry and blackberry prices are up. California supplies are limited; Oregon stocks are adequate. The Mexican blackberry market is low; supplies are ample. Quality in California and Mexico is good; Oregon quality is very good.

ONIONS

The market is inching down to average; stocks from California and New Mexico are increasing. Quality is good. The Washington season will start in early August. MFC and MVP Onions are available.

ORANGES

California Valencia prices are climbing; demand is strong. San Joaquin Valley supplies are tightening, especially 72-count fruit. Quality is good: re-greening is a purely cosmetic problem. South African Navel stocks are shipping into New Jersey and Montreal, Canada. MFC and MVP Oranges are available.

PEARS

The Washington D'Anjou market is elevated; the season is ending. California Bartlett prices are average. Supplies are limited in both areas. New crop Washington fruit will be harvested in early September. Quality is good.

PINEAPPLE

Prices are steady in Costa Rica and Hawaii. Stocks are adequate in both regions, but tighter than normal due to cold January weather; expect tight supplies and climbing prices by September. Quality is excellent in Costa Rica and very good in Hawaii. MFC Golden Pineapple is available.

POTATOES

The Colorado, Idaho, Michigan, Nebraska, Nevada, Oregon, and Washington Burbank markets are level; stocks are adequate, with the exception of 40- to 70-count sizes, which are tight. Wisconsin prices are high; supplies are limited. Overall quality is good. New crop Norkotah harvesting will start in August. MFC and MVP Potatoes are available.

ROMAINE

California prices have moved up off the bottom; supplies are adequate. Internal burn, fringe burn, and mildew damage remain minor problems, but overall quality is very good. MFC Premium Romaine is available.

SPRING MIX

The California market is stable; supplies are ample. Quality is very good. Cold-chain maintenance is critical to shelf-life during these hot summer months. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

Prices are level; demand is weak. West Coast supplies are ample. North Carolina and Michigan stocks are adequate. Quality is very good. MFC Zucchini and Yellow squash will be available soon in Michigan.

STRAWBERRIES

The market is inching off the bottom. Slow growth is preventing Watsonville supplies from reaching abundant levels. Quality is very good. MFC Strawberries are available.

TOMATOES

Prices are low, but starting to inch up. California extra-large sizes are smaller than normal this year; supplies are ample. Expect slightly higher prices next week. The East Coast market is near the bottom; Virginia stocks are plentiful. Quality is excellent on both coasts.

TREE FRUIT

The California market is steady; supplies are average. Weather is ideal for increased growth. Quality is very good.

WATERMELON

California and Arizona prices are unchanged; supplies are adequate. 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		✓			★					✓		
Broccoli	CA	★			★						★		
	MX		✓			★					★		
Cantaloupe	CA	★				★					★		
Cauliflower	CA		✓			★					✓		
Celery	CA	★			★						★		
Cucumbers	CA	★					✓				★		
	MI	★					✓					✓	
Grapes	CA		✓			★							✓
Leaf Lettuce	CA		✓			★					✓		
Honeydew	CA	★			★						★		
Iceberg Lettuce	CA	★				★					★		
Lemons	CA		✓			★							✓
Mixed Berries	CA			✓			✓						✓
	MX	★					✓				★		
	OR		✓			★						✓	
Onions	CA		✓				✓					✓	
	NM		✓				✓					✓	
Oranges	CA		✓				✓						✓
Pears	CA			✓			✓					✓	
	WA			✓			✓						✓
Pineapple	Costa Rica		✓		★							✓	
	HI		✓			★						✓	
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	★			★					★		
	VA	★			★					★		
Tree Fruit	CA		✓			★					✓	
Watermelon	AZ		✓			★					✓	
	CA		✓			★					✓	

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