

FRESH CROP REPORT

Week of July 12, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 45- to 47-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 49- to 51-pounds. MFC Premium and Trimmed Lettuce stocks are available.
- MFC Lunch Bunch Grapes will be available by the end of the month. California growers are transitioning from Coachella to the San Joaquin Valley, where fruit color will meet MFC specifications.
- Overall tomato prices are low. California supplies are abundant. Quality is excellent.



PRODUCE UPDATE

APPLES

Washington Red Delicious, Golden Delicious, and Granny Smith storage crop prices are unchanged. Supplies are ample. New crop harvesting will start in September. Quality is excellent. The California season will start by the end of this month. MFC Apples are available.

ASPARAGUS

The market is stable. Mexican and Peruvian stocks are adequate. Quality is very good. The California season is ending; supplies are limited. Quality is average. MFC Asparagus is available.

AVOCADOS

Prices are high. Mexican supplies are tight, especially 48- to 60-count fruit; the season is winding down. California stocks are adequate; quality is very good. California Lamb Hass stocks will be available for a few more weeks; sizes range from 28- to 40-count. Mexican quality is average. The Chilean season will begin by late July.

BELL PEPPERS

The California green bell market is level; supplies are average, but increasing. Red bell prices are elevated; the Coachella season has ended. Quality is excellent. East Coast stocks are tight; prices are stable. Quality is average. MFC and MVP Bell Peppers are available.

BROCCOLI

California prices are low; supplies are ample. Expect a comparable market next week. Quality is excellent. MFC Broccoli Crowns are available.

CANTALOUPE

The Arizona market is easing. California prices are steady. Overall supplies are adequate. Arizona quality is average; California quality is very good.

CAULIFLOWER

Prices are steady, but they are expected to jump by next week. Inconsistent weather is inhibiting growth; stocks are average, but will diminish. Quality is very good.

CELERY

The California market is level. Supplies are abundant; growers have moved from Oxnard to Salinas and Santa Maria. Quality is excellent. MFC Celery is available.

CUCUMBERS

East Coast prices are up. Florida stocks are average; growers are transitioning to Michigan. The California market is steady; supplies are ample. Overall quality is good. MFC and MVP Cucumbers are available.

GRAPES

The market is high, but will inch down next week. Growers are transitioning from Coachella to the San Joaquin Valley. 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

California prices are stable; supplies are plentiful. Quality is very good: mildew, internal burn, and weak tip are minor problems throughout the industry. MFC Premium Green Leaf is available.

HONEYDEW

The market is level. California's San Joaquin Valley season has started; supplies are plentiful, especially 5- and 6-count sizes. Quality is excellent. Arizona stocks are average; quality is good.

ICEBERG LETTUCE

California prices are steady at low levels; supplies are ample. Expect the market to inch up off the bottom by next week. Quality is good. Over the past few days, industry weights for 24-count iceberg averaged 45- to 47-pounds. MFC 24-count Premium Iceberg Lettuce weights ranged from 49- to 51-pounds. MFC Premium and Trimmed Lettuce stocks are available.

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LEMONS

The California market is escalating; demand is rising. San Joaquin Valley and Oxnard supplies are adequate; 200-count and smaller sizes are scarce. Chilean stocks are available in New Jersey. Quality is very good. MFC and MVP Lemons are available.

MIXED BERRIES

Raspberry and blackberry prices are climbing; California and Mexican supplies are limited. Expect higher prices by next week. Quality is average. Oregon blueberry stocks are adequate; prices are level, but will start easing next week. Quality is very good.

ONIONS

The market remains high, but it will ease over the next several weeks. California and New Mexico supplies are average; yields from both crops are below normal. Quality is good. MFC and MVP Onions are available.

ORANGES

California Valencia prices are elevated; demand is strong. The majority of stocks are adequate, but 72-count and larger sizes are limited. Quality is average. Re-greening is a cosmetic problem caused by high temperatures; internal quality is not affected. MFC and MVP Oranges are available.

PEARS

The Washington market is rising; D'Anjou supplies are tight. New crop Bartlett stocks will be harvested by early September. The California Bartlett season will start next week. Quality is average.

PINEAPPLE

Prices are steady; Costa Rican supplies are average. Quality is excellent. MFC Golden Pineapple is available.

POTATOES

The overall market is stable, but prices for 40- to 70-count cartons are elevated; supplies for those sizes are tightening. All other Burbank cartons are adequate, except in Wisconsin (where all sizes are limited). Quality is good. The Norkotah season will begin in early August. MFC and MVP Burbank Potatoes are available.

ROMAINE

California prices are climbing; supplies are adequate. Quality is very good: internal burn, mildew, and fringe burn problems are improving industry-wide. MFC Premium Romaine is available.

SPRING MIX

The California market is unchanged; supplies are ample. Quality is very good: red and green varieties are proportionate. Ready-Set-Serve (RSS) Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

California prices are level; stocks are ample. The East Coast market is elevated; North Carolina and Michigan supplies are starting to increase. Quality is very good.

STRAWBERRIES

The California market is steady. Salinas and Watsonville supplies are adequate; demand is weak. Quality is very good. MFC Strawberries are available in Watsonville.

TOMATOES

Overall prices are low. California supplies are abundant; quality is excellent. East Coast supplies are adequate; quality is good. Expect comparable prices next week.

TREE FRUIT

The California nectarine, peach, and plum markets are stable; supplies are more plentiful than last week. Sugar levels are increasing. Quality is very good.

WATERMELON

Prices are inching down; demand has eased. Supplies are increasing. Expect steady prices for several weeks. 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		✓		★							✓	
	NC			✓			✓					✓	
Broccoli	CA	★			★						★		
Cantaloupe	AZ		✓				✓				★		
	CA		✓			★						✓	
Cauliflower	CA		✓			★						✓	
Celery	CA	★			★							✓	
Cucumbers	CA	★					✓					✓	
	FL		✓				✓						✓
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		✓			★						✓
	NC		✓			★						✓
Strawberries	CA		✓			★					✓	
Tomatoes	CA	★			★					★		
	FL		✓				✓			★		
Tree Fruit	CA		✓			★					✓	
Watermelon	AZ		✓			★				★		
	CA		✓			★				★		

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