

# FRESH CROP REPORT

Week of August 9, 2009

## HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 46- to 49-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 47- to 51-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.
- Celery and tomato prices are low; supplies are plentiful, making this an ideal time to buy.
- Idaho potato harvesting is in transition; the market is up.



## PRODUCE UPDATE

### APPLES

Washington Red Delicious, Golden Delicious, and Granny Smith prices remain high; supplies are average. New crop harvesting will start in mid-September; expect a Fuji gap by late August. California Gala supplies are on the market. Quality is very good. MFC Apples are available.

### ASPARAGUS

The Mexican market is low. Peruvian prices are level. Stocks are adequate in both regions, but will decrease in Central Mexico. Expect higher prices next week. Quality is very good. MFC Asparagus is available.

### AVOCADOS

Prices are high in California and Mexico; supplies are tight, especially 48- to 60-count No. 1 and all No. 2 grade fruit. Lamb Hass stocks are scarce. Quality is average. The Chilean market is steady; supplies are ample, particularly 60- to 70-count sizes. Quality is very good.

### BELL PEPPERS

The overall green bell market is level. California supplies are adequate. Red bell supplies are being harvested in Gilroy and the San Joaquin Valley. Quality is excellent. Michigan stocks are average; quality is very good. The Canadian season will start in approximately two weeks. MFC and MVP Bell Peppers are available.

### BROCCOLI

Prices are stable in California and Mexico; supplies are adequate, but will decrease next week. Demand is strong. Expect the market to inch up. Quality is very good. MFC Broccoli Crowns are available.

### CANTALOUPE

The California market is unchanged, but will inch up. Stocks are average; large sizes are more plentiful than small. Quality is very good.

### CAULIFLOWER

Prices are average; supplies are adequate, but will increase. Expect the market to ease. Quality is very good.

### CELERY

The California market is near the bottom; Salinas and Santa Maria supplies are plentiful. Demand is weak. Quality is excellent. MFC Celery is available.

### CUCUMBERS

East Coast prices are low; Michigan supplies have increased. The California market is steady; stocks are adequate. Quality is very good. MFC and MVP Cucumbers are available.

### GRAPES

The red and green seedless markets are elevated. The Flame red seedless season is wrapping up; stocks are average. Expect light color in new crop Crimson red seedless supplies. Thompson green seedless stocks are adequate. Quality is very good. MFC Lunch Bunch Grapes are available.

### GREEN LEAF/VARIETY LETTUCE

California prices are stable; supplies are plentiful. Quality is excellent. MFC Premium Green Leaf is available.

### HONEYDEW

The California market is level; stocks are abundant, especially large sizes. Quality is excellent.

### ICEBERG LETTUCE

California prices are level, but expected to ease later in the week; supplies are average. Quality is very good. Over the past few days, industry weights for 24-count iceberg averaged 46- to 49-pounds. MFC 24-count Premium Iceberg Lettuce weights ranged from 47- to 51-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.

### LEMONS

The California market is up; demand is strong. Stocks are average: small sizes (115-count and smaller) are more abundant than large. Quality is good. Chilean fruit is shipping from New Jersey. MFC and MVP Lemons are available.

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## MIXED BERRIES

Mexican blackberry prices are low; supplies are ample. The California market is elevated; stocks are level. Oregon prices are average; supplies are adequate. Quality is average in California and Mexico; Oregon quality is very good.

## ONIONS

The overall market is stable; supplies are adequate. California quality is excellent; quality in New Mexico and Washington is good. The Oregon and Idaho seasons will start by late August. MFC and MVP Onions are available.

## ORANGES

California Valencia prices are climbing. Supplies are tight, especially 72-count and smaller sizes; 88- to 138-count fruit is more plentiful. Quality is good: re-greening is only a cosmetic issue. Australian Navels are available in Long Beach, California. South African Navels are shipping from New Jersey and Montreal, Canada. MFC and MVP Oranges are available.

## PEARS

The California Bartlett market is high; new crop stocks are limited. Quality is good. The Washington storage season is over; new crop harvesting will begin by early September.

## PINEAPPLE

Prices are steady despite tight supplies in Costa Rica, Ecuador, Hawaii, and Mexico. Expect the market to rise later in August. Quality is very good. MFC Golden Pineapple is available.

## POTATOES

The Colorado, Idaho, Washington, and Wisconsin markets are up. Stocks are low in Colorado, Nebraska, and Wisconsin. Supplies are average but diminishing in Idaho; growers are transitioning from storage crop to new crop. Large-size Burbanks (40- to 60-count) are extremely limited. These markets will stabilize by September when new crop supplies increase. Michigan, Nebraska, Nevada, and Oregon prices are unchanged; supplies are average in Michigan, Nevada, Oregon, and Washington. Quality is good. MFC and MVP Potatoes are available.

## ROMAINE

Prices have peaked and are inching down; supplies are ample. Quality is very good: internal burn is a minor problem. MFC Premium Romaine is available.

## SPRING MIX

The market is level; stocks are abundant. Quality is very good with the exception of spinach, which is limited. Cold-chain maintenance is imperative to retain shelf-life during these hot summer months. RSS Conventional, Organic, and Asian Spring Mixes are available.

## SQUASH

Overall prices are stable. California supplies are ample, while stocks in Michigan are adequate. Quality is very good. MFC Zucchini and Yellow Squash are available.

## STRAWBERRIES

The California market is level. Supplies are adequate, but diminishing; cool weather is slowing growth. Prices will climb next week. Quality is good: color is pale and size is small. MFC Strawberries are available in Watsonville; MBA is shipping from Salinas.

## TOMATOES

Prices are near the bottom; California and Virginia supplies are abundant. Quality is excellent.

## TREE FRUIT

Despite strong demand, the California nectarine, peach, and plum markets are steady; stocks are average. Prices may inch up next week. Quality is very good.

## WATERMELON

California prices are up slightly; the San Joaquin Valley season is winding down. Quality is very good: rind rot and over-ripeness are minimal problems.

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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		✓		★							✓	
	MI		✓			★						✓	
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		✓					✓				✓	
	WA		✓					✓				✓	
Oranges	CA			✓			✓					✓	
Pears	CA			✓			✓					✓	
Pineapple	Costa Rica			✓		★						✓	
	Ecuador			✓		★						✓	
	HI			✓		★						✓	
	MX			✓		★						✓	
Potatoes	CO			✓				✓					✓
	ID		✓					✓					✓
	MI		✓					✓			✓		
	NB			✓				✓			✓		
	NV		✓					✓			✓		
	OR		✓					✓			✓		
	WA		✓					✓					✓
WI			✓				✓					✓	

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		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High	
Romaine Lettuce	CA	★				★						✓	
Spring Mix	CA	★				★						✓	
Squash	CA	★				★						✓	
	MI		✓			★						✓	
Strawberries	CA		✓					✓				✓	
Tomatoes	CA	★			★						★		
	VA	★			★						★		
Tree Fruit	CA		✓			★						✓	
Watermelon	CA		✓			★						✓	

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