

FRESH CROP REPORT

Week of August 2, 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 47- to 50-pounds. MFC Premium and Trimmed Lettuce stocks are available.
- Prices for several commodities are elevated, including: avocados, cauliflower, grapes, lemons, and oranges.
- MFC Lunch Bunch Grapes are available from California's San Joaquin Valley; the Flame variety is being harvested.



PRODUCE UPDATE

APPLES

The Washington market is up. Storage crop Red Delicious, Golden Delicious, and Granny Smith stocks are average, but the season is winding down. New crop harvesting will begin in early September. California Galas are on the market. Quality is very good. MFC Apples are available.

ASPARAGUS

Mexican prices are low but are expected to inch up by next week. Overall, supplies are adequate, but hail has depleted stocks in the central part of the country. The Peruvian market is level; supplies are average. Quality is very good in both regions. MFC Asparagus is available.

AVOCADOS

The overall market is elevated. The regular Mexican season has ended; growers are harvesting light supplies of the Flora Loca crop. California volume is below normal this year; No. 1 grade 48- to 60-count fruit is limited. Lamb Hass stocks are available, but sporadic. The Chilean season has begun; supplies are average but increasing. Quality is very good in Chile and good in California and Mexico.

BELL PEPPERS

California green bell prices have dipped to average; supplies are not as tight as they were last week. Ample red and yellow bell supplies are being harvested in the San Joaquin Valley and Gilroy. Quality is very good. The Canadian season will start in approximately three weeks. MFC and MVP Bell Peppers are available.

BROCCOLI

The market is steady; supplies are adequate, but due to light summer plantings, they will diminish by next week. Demand is strong, especially for crown-cut stocks. Expect prices to inch up. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

California prices are low; stocks are plentiful, especially 12-count and smaller sizes. Large sizes are increasing. Quality is excellent.

CAULIFLOWER

The California market is skyrocketing; cool Santa Maria and Salinas weather has slowed growth and limited supplies. Expect elevated prices for two weeks. Quality is very good.

CELERY

California prices are steady near the bottom; supplies are ample, especially in Santa Maria. Demand is weak. Quality is excellent. MFC Celery is available.

CUCUMBERS

The West Coast market is low; Michigan prices are stable despite rain. Supplies are plentiful in all areas. Quality is good. MFC and MVP Cucumbers are available.

GRAPES

Flame red seedless prices are steady at high levels; expect that market to ease as the San Joaquin Valley season progresses. The Crimson variety will be shipped in early September. Green seedless prices are inching down slightly. Supplies are adequate, but increasing. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

The California market has inched down to average; Salinas and Santa Maria supplies are abundant. Quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

Prices are low. Supplies are ample, especially 5- and 6-count sizes; small sizes are not as plentiful. Expect comparable prices next week. Quality is excellent.

ICEBERG LETTUCE

The market has eased to average; demand is weak. Supplies are adequate, but not as plentiful as last week. Quality is very good, but light weights and puffiness are minor problems. Prices will rebound by next week. 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 47- to 50-pounds. MFC Premium and Trimmed Lettuce stocks are available.

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LEMONS

California prices continue to rise; summer demand is strong. Supplies are average: small sizes (115-count and smaller) are more abundant than large. Growers are shipping from Oxnard and the San Joaquin Valley. Quality is good. Chilean fruit is shipping from New Jersey. MFC and MVP Lemons are available.

MIXED BERRIES

The California market is up; stocks are adequate, but demand is strong. Mexican prices are low; supplies are ample. Quality is good in both regions. The Oregon market is level; stocks are average. Quality is very good.

ONIONS

Prices are level; supplies from California and New Mexico are adequate. Quality is good. The Washington season will begin next week. MFC and MVP Onions are available.

ORANGES

The California Valencia market is elevated; demand is strong and supplies are limited, especially 72-count and smaller sizes. There are more plentiful stocks of 88- to 138-count fruit. Quality is average: 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

California Bartlett prices are steady; supplies are tight. The Washington D'Anjou season has ended. New crop Washington fruit will be harvested in early September. Quality is average.

PINEAPPLE

The market is steady, but expected to rise; supplies are limited in Costa Rica, Ecuador, Hawaii, and Mexico. Quality is excellent in Costa Rica; quality is very good in Ecuador, Hawaii, and Mexico. MFC Golden Pineapple is available.

POTATOES

Burbank prices are level in Idaho, Michigan, Nebraska, Nevada, Oregon, and Washington; supplies are average. The Colorado and Wisconsin markets are elevated; stocks are tight. Quality is good. New crop Norkotah harvesting will begin next week. MFC and MVP Potatoes are available.

ROMAINE

The California market is stable; supplies are average. Demand is easing. Quality is very good: mildew and fringe damage are improving. Ready-Set-Serve (RSS) Romaine Hearts are limited. MFC Premium Romaine is available.

SPRING MIX

Prices are unchanged; 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

The zucchini and yellow squash markets are steady on both coasts. California supplies are plentiful, Michigan stocks are average, and Mexican supplies are tight. Quality is very good in all regions. MFC Zucchini and Yellow squash will be available in Michigan in early August.

STRAWBERRIES

California prices are level; supplies are average. Quality is good, but cool weather is producing smaller-than-normal berries. MFC Strawberries are available in Watsonville; MBA is shipping from Salinas.

TOMATOES

The market is low on both coasts; California and Virginia supplies are abundant. Expect comparable prices next week. Quality is excellent.

TREE FRUIT

California peach and plum prices are stable; the nectarine market is inching up due to strong demand. Warm San Joaquin Valley temperatures are keeping supplies at adequate levels. Quality is very good.

WATERMELON

The market is steady, but expected to climb next week; the San Joaquin Valley season is wrapping up and supplies will tighten. This week's stocks are adequate; large sizes are more abundant than small. 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			✓				✓			✓		
Pineapple	Costa Rica			✓	★						✓		
	Ecuador			✓		★					✓		
	HI			✓		★					✓		
	MX			✓		★					✓		
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	★			★					★		
	VA	★			★					★		
Tree Fruit	CA		✓			★					✓	
Watermelon	AZ		✓			★					✓	
	CA		✓			★					✓	

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