

FRESH CROP REPORT

Week of September 13, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg lettuce averaged 42- to 45-pounds. Markon First Crop (MFC) 24-count Premium Iceberg weights ranged from 48- to 51-pounds.
- Washington new crop apple harvesting will start next week; expect prices to ease over the next several weeks.
- Idaho and Washington new crop Norkotah potato prices are easing; supplies are abundant.



PRODUCE UPDATE

APPLES

The Washington market is high; storage crop supplies are limited. New crop harvesting will start next week; expect prices to ease over the next several weeks. California fruit is also on the market. Quality is good. MFC Red Delicious and Granny Smith Apples are available.

ASPARAGUS

Prices are level, but are expected to ease over the next two weeks. Supplies are adequate. Quality is very good. MFC Asparagus is available.

AVOCADOS

The Chilean and Mexican markets are inching up; expect high prices by next week. Chilean supplies are average; Mexican stocks are limited. The California season has ended. Quality is very good in Chile and good in Mexico.

BELL PEPPERS

Overall green bell prices are steady; supplies are adequate despite rain in Michigan. The red and yellow bell market is inching up; stocks are tightening. Quality is very good. MFC and MVP Green, Red, and Yellow Bell Peppers are available in Oxnard, California.

BROCCOLI

California prices are rising; supplies are adequate. The Mexican market is level; stocks are average. Expect prices to continue climbing. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

Prices are easing; supplies are adequate. Demand is weak. The crop is peaking on 12- to 18-count fruit. Expect the market to dip next week. Quality is very good.

CAULIFLOWER

The California market is level; supplies are ample. Prices are expected to climb by the end of the week. Quality is very good: heads are bright white with minimal bruising.

CELERY

California prices are low; stocks are plentiful. Demand is weak. Quality is excellent. MFC Celery is available.

CUCUMBERS

The East Coast market is rising; supplies are tight due to recent rain. Quality is average. Mexican prices are level; stocks are adequate. Quality is good. The Washington season is starting. MFC and MVP Cucumbers are available.

GRAPES

California red Crimson and green Thompson seedless prices are steady; supplies are ample, but strong demand is preventing any market dips. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

The California market is unchanged; supplies are ample. Expect prices to rise by the end of the week. High temperatures are lowering yields. Quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

Prices are level, but expected to inch up by the end of the week. Supplies are average; the crop is peaking on 5-count fruit, while the 6-count size is scarce. Quality is very good.

ICEBERG LETTUCE

The California market is steady; stocks are average. Quality is very good. Over the past few days, industry weights for 24-count iceberg averaged 42- to 45-pounds. MFC 24-count Premium Iceberg weights ranged from 48- to 51-pounds. MFC Premium and Trimmed Lettuce stocks are available.

LEMONS

California prices are rising; stocks are diminishing. District Two harvesting will end in early October. Mexican supplies are ample, but the market is high due to strong demand. The California/Arizona desert season will begin next week. California quality is fair; Mexican quality is very good. MFC and MVP Lemons are limited.

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MIXED BERRIES

The California and Oregon markets are up. California blackberry and raspberry supplies are adequate, but Oregon blueberry stocks are limited. Quality is good.

ONIONS

Overall prices are level, but expected to ease; supplies are average in all areas but Colorado, where they are ample. Quality is very good. MFC and MVP Onions are available.

ORANGES

The California Valencia market is elevated; supplies are tight. Demand is strong, especially for 88-count and smaller sizes. The Valencia season will run through mid-October. The California Navel season will begin by late October. Australian Navel stocks are on the Long Beach market. Quality is good. MFC and MVP Oranges are available.

PEARS

California Bartlett prices are unchanged; stocks are average. The Washington market is up. New crop harvesting has started; expect stocks to increase and prices to dip. Quality is very good.

PINEAPPLE

The market is holding steady despite limited supplies. Expect rising prices and tight stocks until October. Quality is very good in Costa Rica, Ecuador, and Hawaii; quality is average in Mexico. MFC Golden Pineapple is available.

POTATOES

Idaho, Colorado, Michigan, Nevada, Oregon, Washington, and Wisconsin prices are low; stocks are increasing. Quality is very good. The Nebraska market is level; supplies are limited. Quality is good in Colorado, Michigan, Nebraska, Nevada, Oregon, and Wisconsin. Burbanks will be on the market later this month. MFC and MVP Norkotah Potatoes are available.

ROMAINE

The California market is unchanged; supplies are adequate. Quality is average: high Salinas Valley temperatures are causing fringe burn and internal burn. MFC Premium Romaine is available.

SPRING MIX

Prices are stable; supplies are average. Overall quality is very good, but spinach remains limited due to mildew problems. This summer's high temperatures require vigilant cold-chain maintenance in all channels of distribution to maximize shelf-life. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

The overall market is level; yellow squash prices will inch up by next week. Supplies are adequate, but are expected to decrease because of recent rain in Michigan. Quality is very good in California and average in Michigan. MFC Zucchini and Yellow Squash are available.

STRAWBERRIES

California prices are elevated; berries are scarce due to heat-related problems. Quality is average, but improving. Expect high prices for one more week. MFC Strawberries are not available; MBA is being substituted in Salinas and Watsonville.

TOMATOES

The market is level; supplies are adequate. The California season will run through November. Florida's new crop season will begin in October. Harvesting will start in Mexico by December. Quality is good.

TREE FRUIT

California nectarine, peach, and plum prices are steady; stocks are average. The pre-conditioned nectarine and peach seasons will end this week; pre-conditioned plums will remain available through next week. The season for conventionally grown fruit will last until late October. Quality is very good.

WATERMELON

The market is rising; supplies are limited. The crop is peaking on 3- and 4-count sizes. 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 | Chile | | ✓ | | | ★ | | | | | ✓ | |
| | MX | | | ✓ | | | ✓ | | | | ✓ | |
| Bell Peppers | CA | | ✓ | | | ★ | | | | | ✓ | |
| | MI | | ✓ | | | ★ | | | | | ✓ | |
| Broccoli | CA | | ✓ | | | ★ | | | | | | ✓ |
| | MX | | ✓ | | | ★ | | | | | ✓ | |
| Cantaloupe | CA | | ✓ | | | ★ | | | | ★ | | |
| Cauliflower | CA | ★ | | | | ★ | | | | | ✓ | |
| Celery | CA | ★ | | | ★ | | | | | ★ | | |
| Cucumbers | MI | | | ✓ | | | ✓ | | | | | ✓ |
| | MX | | ✓ | | | | ✓ | | | | ✓ | |
| Grapes | CA | ★ | | | | ★ | | | | | ✓ | |
| Leaf Lettuce | CA | ★ | | | | ★ | | | | | ✓ | |
| Honeydew | CA | | ✓ | | | ★ | | | | | ✓ | |
| Iceberg Lettuce | CA | | ✓ | | | ★ | | | | | ✓ | |
| Lemons | CA | | | ✓ | | | | ✓ | | | | ✓ |
| | MX | ★ | | | | ★ | | | | | | ✓ |
| Mixed Berries | CA | | ✓ | | | | ✓ | | | | | ✓ |
| | OR | | | ✓ | | | ✓ | | | | | ✓ |
| Onions | CO | ★ | | | | ★ | | | | | ✓ | |
| | ID | | ✓ | | | ★ | | | | | ✓ | |
| | OR | | ✓ | | | ★ | | | | | ✓ | |
| | WA | | ✓ | | | ★ | | | | | ✓ | |
| Oranges | CA | | | ✓ | | | ✓ | | | | | ✓ |
| Pears | CA | | ✓ | | | ★ | | | | | ✓ | |
| | WA | | | ✓ | | | ✓ | | | | | ✓ |
| Pineapple | Costa Rica | | | ✓ | | ★ | | | | | ✓ | |
| | Ecuador | | | ✓ | | ★ | | | | | ✓ | |
| | HI | | | ✓ | | ★ | | | | | ✓ | |
| | MX | | | ✓ | | | ✓ | | | | ✓ | |

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|-----------------|----------------|---|------|-----|-----------|-----------|------|------|------|-------|------|------|
| | | Supplies | | | Quality | | | | | Price | | |
| Product | Growing Region | 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 | | ✓ | | | ★ | | | | | ✓ | |
| | MI | | ✓ | | | | ✓ | | | | ✓ | |
| Strawberries | CA | | | ✓ | | | ✓ | | | | | ✓ |
| Tomatoes | CA | | ✓ | | | | ✓ | | | | ✓ | |
| Tree Fruit | CA | | ✓ | | | ★ | | | | | ✓ | |
| Watermelon | WA | | | ✓ | | ★ | | | | | | ✓ |

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