

FRESH CROP REPORT

Week of September 6, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg lettuce averaged 45- to 48-pounds. Markon First Crop (MFC) 24-count Premium Iceberg weights ranged from 48- to 51-pounds.
- The Washington apple and pear storage seasons are ending; supplies are extremely limited. New crop apple harvesting will start as early as next week; the new crop pear season has begun.
- California strawberry prices are up; supplies are limited due to last weekend's extreme heat. MFC Strawberries are not available; MBA is being substituted.



PRODUCE UPDATE

APPLES

Washington prices are high; the storage season is ending. Supplies are tight, especially the Golden Delicious variety. The new crop season will start in approximately one week. Quality is average. California Gala and Fuji stocks are on the market. MFC Red Delicious and Granny Smith Apples are available in Washington.

ASPARAGUS

The overall market is elevated; supplies are limited in Peru and Central Mexico. Prices are expected to continue rising next week. Quality is very good in Peru and Baja, Mexico. MFC Asparagus is available.

AVOCADOS

Chilean prices are low; supplies are plentiful, especially 60- and 70-count fruit. Quality is excellent. The Mexican market is also near the bottom; new crop stocks are adequate, but increasing. Quality is good. The California market is up; supplies are limited. Quality is average.

BELL PEPPERS

The green bell market is steady on both coasts; supplies are adequate. Quality is very good. Red and yellow bell prices are inching up; stocks are tightening. Quality is very good. MFC and MVP Green, Red, and Yellow Bell Peppers are available in Oxnard.

BROCCOLI

California prices are low; supplies are average. Demand is increasing; the market will rise next week. The Mexican market is level; stocks are adequate. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The California market is level. Large-size supplies are average; small sizes (15- to 18-count) are tightening. Lower prices are expected next week. Quality is very good.

CAULIFLOWER

California prices are climbing; supplies are average. Quality is very good; color is bright white and bruising is minimal.

CELERY

The California market is near the bottom; stocks are abundant, especially in Santa Maria. Demand is weak. Quality is excellent. MFC Celery is available.

CUCUMBERS

Michigan prices are low; supplies are average. Demand is weak. Quality is good. The Mexican market is high; stocks are adequate. Quality is excellent. MFC and MVP Cucumbers are available.

GRAPES

The California market is level; Crimson red and Thompson green seedless supplies are average. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

California prices are stable, but expected to rise through this week. Hot weather reduced stocks to adequate levels. Quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

The California market is unchanged. Stocks are adequate; large sizes, especially 5-count fruit, are the most plentiful. Quality is excellent.

ICEBERG LETTUCE

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

LEMONS

The California market is escalating; supplies are tight. The season is ending. Quality is fair; mold is a problem. The California/Arizona desert season will start by late September. Mexican prices are high; stocks are ample, but demand is strong. Quality is very good. MFC and MVP Lemons are limited.

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MIXED BERRIES

Overall prices are high. Oregon blackberry and blueberry supplies are limited. California raspberry stocks are adequate. Quality is average.

ONIONS

The overall market is level. Colorado stocks are plentiful. Idaho, Oregon, and Washington supplies are average, but increasing. Expect lower prices soon. Quality is very good in all regions. MFC and MVP Onions are available.

ORANGES

California prices are climbing; supplies are adequate, but demand is strong. The Valencia season is ending; stocks will be on the market until mid-October. The new crop Navel season will start by late October. Limited quantities of Australian Navels are on the Long Beach, California market. Quality is good. MFC and MVP Oranges are available.

PEARS

The California market is stable; supplies are adequate. Quality is very good. The season will run another two weeks. The Washington season has begun. Prices are elevated; new crop supplies are limited. Quality is good.

PINEAPPLE

Prices are rising; supplies are tight. Expect increased stocks by mid-September. Quality is average in Costa Rica, Ecuador, and Mexico; Hawaii quality is very good. MFC Golden Pineapple is available.

POTATOES

The Colorado, Idaho, and Washington markets have dipped. Idaho and Washington new crop supplies are ample, especially 40- to 70-count sizes. The Michigan, Oregon, and Wisconsin markets are steady. Stocks are average in those areas, as well as Colorado. Quality is good. New crop MFC and MVP Norkotah Potatoes are available.

ROMAINE

Prices are stable; supplies are average. Demand is strong. Overall quality is good, but many stocks possess internal and fringe burn because of last weekend's high temperatures. Growers are trimming outer damaged leaves, resulting in lighter weights. MFC Premium Romaine is available.

SPRING MIX

The market is unchanged; supplies are ample. Overall quality is very good, but spinach is tight 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

Overall zucchini and yellow squash prices are steady; stocks are adequate. The yellow squash market is expected to rise next week. California quality is very good; Michigan quality is average. MFC Zucchini and Yellow Squash are available.

STRAWBERRIES

The California market is up; supplies are limited due to last weekend's extreme heat. Demand is strong. Quality is average; softness is a problem. MFC Strawberries are not available; MBA is being substituted in Salinas and Watsonville.

TOMATOES

California prices are unchanged; supplies are average, but increasing due to high inland valley temperatures. Expect lower prices next week. Quality is good.

TREE FRUIT

The California peach and nectarine markets are stable, but will inch up for the next several weeks; both seasons are ending. Supplies are adequate, but will diminish. The plum season will run through mid-October. Quality is very good.

WATERMELON

California prices are level. Supplies are adequate; the crop is peaking on 4- and 5-count sizes. The market will inch down next week when stocks are more plentiful. 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		✓			★					✓	
	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			✓			✓					✓
Potatoes	CO		✓				✓			★		
	ID	★					✓			★		
	MI		✓				✓				✓	
	OR		✓				✓				✓	
	WA	★					✓			★		
	WI		✓				✓				✓	

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Product	Growing Region	Supplies			Quality					Price		
		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		✓				✓				✓	
Tree Fruit	CA		✓			★					✓	
Watermelon	WA		✓			★					✓	

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