

FRESH CROP REPORT

Week of August 23, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 42- to 45-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 48- to 53-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.
- The new crop Norkotah potato season has started. The crop is dominated by 40- to 80-count sizes; small sizes (90- to 100-count) are tight.
- Cauliflower prices are low; supplies are abundant.



PRODUCE UPDATE

APPLES

Washington prices are up; stocks are tight. Red Delicious and Granny Smith storage supplies will remain available until new crop harvesting starts in mid-September. Golden Delicious, Braeburn, and Fuji stocks are nearly gone. California apples are on the market. Quality is good. MFC Apples are available.

ASPARAGUS

The market is inching up slightly; supplies are average, but tightening in Mexico. Quality is very good. MFC Asparagus is available.

AVOCADOS

Chilean prices are low; supplies are plentiful, especially 60- and 70-count sizes. Quality is excellent. The California market remains high; the season is ending. Demand is easing, but stocks are limited. Quality is average. Mexican prices are level; supplies are adequate. Quality is good.

BELL PEPPERS

The West Coast green bell market is inching off the bottom; light plantings have limited stocks. Quality is good. Michigan green bell prices are level; supplies are abundant. Quality is very good. The red and yellow markets are unchanged. MFC and MVP Bell Peppers are available.

BROCCOLI

California prices are easing; supplies are adequate. Demand is weak. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The California market is steady. Overall supplies are average; 9-count melons dominate the crop, while 12-count fruit is a bit tight. Quality is very good.

CAULIFLOWER

Prices are low; stocks are plentiful. Demand is weak. Expect lower prices next week. Quality is excellent.

CELERY

The California market is weak; supplies are abundant. Quality is excellent. MFC Celery is available.

CUCUMBERS

Michigan prices are low; supplies are adequate. Quality is very good. The Mexican market is up; stocks are average. Expect comparable prices until October. Quality is excellent. MFC and MVP Cucumbers are available.

GRAPES

The California red seedless market is elevated; supplies are adequate. Growers are transitioning from the Flame to the Crimson red seedless variety, driving up prices. The Thompson green seedless market is level; stocks are average. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

California prices are up slightly, but remain average overall; supplies are ample. Quality is very good: mildew is a slight problem. MFC Premium Green Leaf is available.

HONEYDEW

The market is steady. Stocks are adequate; the crop is peaking on large sizes (5-count). Quality is excellent.

ICEBERG LETTUCE

Prices are stable; supplies are plentiful. 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 Lettuce weights ranged from 48- to 53-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.

LEMONS

The California market is elevated; supplies are adequate. Quality is good. Mexican prices are up; stocks are average. Loading is available in Delano, California and McAllen, Texas. Quality is very good. Limited supplies of Chilean fruit are on the New Jersey market. MFC and MVP Lemons are available.

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MIXED BERRIES

California blueberry, blackberry, and raspberry prices are rising; supplies are adequate. Quality is good. The Oregon blueberry market is level; stocks are average. Quality is very good.

ONIONS

The overall market is level. Supplies are average in Colorado and Washington; California stocks are limited. The Oregon/Idaho season will start this week. Prices will dip as new crop supplies become more plentiful. California quality is good; Colorado and Washington quality is very good. MFC and MVP Onions are available.

ORANGES

California prices are escalating; demand is climbing as the school year begins. Supplies are adequate. The Valencia season will end in mid-October. Quality is average. Australian Navels are available in Long Beach, California. South African Navels are on the market in New Jersey and Montreal, Canada. MFC and MVP Oranges are available.

PEARS

The California market is unchanged; supplies are limited. The season will end in mid-September. Washington new crop fruit will start by early September. Quality is good.

PINEAPPLE

Prices are level despite limited supplies in Costa Rica, Ecuador, Hawaii, and Mexico. Expect stocks to increase in mid-September. Quality is very good. MFC Golden Pineapple is available.

POTATOES

The market is stable; supplies are average, but steadily increasing. Growers are transitioning from the storage crop to the new crop. Burbank stocks are limited. The Norkotah season has started. That crop is dominated by 40- to 80-count sizes; small sizes (90- to 100-count) are tight. Quality is good. MFC and MVP Norkotah Potatoes are available in Idaho and Washington.

ROMAINE

Prices are unchanged; stocks are adequate. Quality is good. Mildew is a minor problem; growers are trimming outer leaves, which is reducing head weights. MFC Premium Romaine is available.

SPRING MIX

The market is climbing. Supplies are extremely tight; growth is slow. Quality is average: mildew problems are increasing. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

Prices are steady on both coasts; supplies are adequate, but demand is strong. Expect the market to rise next week. California quality is very good. Michigan quality is good: scarring is a minor problem. MFC Zucchini and Yellow Squash are available.

STRAWBERRIES

The California market is level; stocks are adequate. Quality is good: small size, bruising, and softness are slight problems. MFC Strawberries are available in Watsonville; MBA is shipping from Salinas.

TOMATOES

Prices are low, but will inch up later this week; supplies are average but expected to diminish due to excessive heat. Quality remains very good.

TREE FRUIT

The California nectarine and peach markets are steady, but will rise next week. Both seasons are winding down; supplies will diminish by next month. Plum prices are unchanged. Stocks are adequate; the season will run through October. Quality is very good.

WATERMELON

Prices are level; supplies are adequate, but demand is increasing. Small sizes are more plentiful than large. 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		✓			★				★		
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	CA			✓			✓				✓	
	CO		✓			★					✓	
	WA		✓			★					✓	
Oranges	CA		✓				✓					✓
Pears	CA			✓			✓				✓	
Pineapple	Costa Rica			✓		★					✓	
	Ecuador			✓		★					✓	
	HI			✓		★					✓	
	MX			✓		★					✓	
Potatoes	CO		✓				✓				✓	
	ID		✓				✓				✓	
	MI		✓				✓				✓	
	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		✓				✓				✓	
Strawberries	CA		✓				✓				✓	
Tomatoes	CA		✓			★				✓		
Tree Fruit	CA		✓			★					✓	
Watermelon	CA		✓			★					✓	

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