

FRESH CROP REPORT

Week of August 30, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 44- to 47-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 48- to 52-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.
- It's a great week to buy Chilean avocados, cauliflower, and cucumbers.
- California broccoli prices are low; supplies are ample. Quality is excellent.



PRODUCE UPDATE

APPLES

The Washington market is increasing; stocks are limited. 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 finishing up. California apples are on the market. Quality is good. MFC Apples are available.

ASPARAGUS

Mexican prices continue to rise; supplies are tight in Central Mexico. Quality is very good. The Peruvian market is steady; stocks are adequate. Quality is good. MFC Asparagus is available in Baja, Mexico.

AVOCADOS

The Chilean market is low; stocks are abundant, especially 60- and 70-count sizes. Quality is excellent; oil content will increase as the season progresses. California prices are level; supplies are limited because the season is ending. Quality is average. The Mexican market is low; stocks are adequate. Quality is good.

BELL PEPPERS

Overall prices are stable. Michigan supplies are adequate; California stocks are tight. Expect comparable prices next week unless rain affects East Coast bells. Quality is very good. MFC and MVP Bell Peppers are available.

BROCCOLI

The California market is easing; supplies are ample. Demand is weak. Quality is excellent. MFC Broccoli Crowns are available.

CANTALOUPE

California prices for large sizes are steady; supplies are average. Small sizes (15- to 18-count) are tightening; that market is inching up. Quality is very good.

CAULIFLOWER

The California market is inching up, but remains low; stocks are adequate. Quality is very good: heads are bright white with minimal bruising.

CELERY

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

CUCUMBERS

The Michigan market is near the bottom; stocks are average, but decreasing. Quality is very good, but rain later this week could damage crops. Mexican prices are climbing; supplies are adequate. Quality is excellent. MFC and MVP Cucumbers are available.

GRAPES

The California red and green seedless markets have eased to normal levels; supplies are adequate. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

California prices are steady, but expected to inch up; supplies are average. Quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

The market is unchanged. Supplies are average; large sizes (5-count) are most plentiful. Demand is weak. Quality is excellent.

ICEBERG LETTUCE

California prices are level; stocks are abundant. Quality is very good. Over the past few days, industry weights for 24-count iceberg averaged 44- to 47-pounds. MFC 24-count Premium Iceberg Lettuce weights ranged from 48- to 52-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.

LEMONS

California prices are elevated; stocks are limited. Quality is fair: mold is a problem. The Mexican market is climbing; supplies are adequate, but demand is strong. Quality is very good. The California/Arizona desert season will start by late September. MFC and MVP Lemons are sporadic.

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MIXED BERRIES

The overall market is up. California raspberry supplies have increased, but blackberries are tightening. Rain has diminished Oregon blueberry stocks. Quality is average.

ONIONS

Prices are unchanged. Supplies are adequate in Colorado and Washington; the California seasoning is ending. The Oregon/Idaho season has begun. Expect lower prices next week. California quality is good; Colorado and Washington quality is very good. MFC and MVP Onions are available.

ORANGES

The California Valencia market is high. Stocks are average; the season will end by October. Demand is strong. The domestic Navel season will begin in mid-October. Australian Navels are on the Long Beach, California market. Quality is good. MFC and MVP Oranges are available.

PEARS

California prices are steady; supplies are limited. The season will end in mid-September. Washington new crop fruit will begin in early September. Quality is good.

PINEAPPLE

The overall market is level despite tight supplies. Expect increased stocks by mid-September. Quality is average in Costa Rica, Ecuador, and Mexico; quality in Hawaii is very good. MFC Golden Pineapple is available.

POTATOES

Colorado, Idaho, and Washington prices have dipped; new crop supplies are plentiful, especially 40- to 70-count sizes. The Michigan, Oregon, and Wisconsin markets are unchanged; stocks are average. Quality is good in all areas. New crop MFC and MVP Norkotah Potatoes are available in Idaho and Washington.

ROMAINE

The California market is steady despite strong demand; stocks are adequate. Quality is good: harvesting crews are trimming outer leaves to eliminate mildew problems. MFC Premium Romaine is available.

SPRING MIX

Prices are stable; supplies are tight. Quality is good. Cold-chain maintenance is imperative to retain shelf-life during these hot summer months. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

The zucchini and yellow squash markets are level on both coasts; supplies are adequate. Expect prices to rise, especially if Michigan gets rain. California quality is very good. Michigan quality is average. MFC Zucchini and Yellow Squash are available in Michigan.

STRAWBERRIES

California prices are inching down from high levels; supplies are increasing. Quality is good, but shelf-life is tight due to morning moisture in the fields. MFC Strawberries are available in Watsonville; MBA is shipping from Salinas.

TOMATOES

Despite scarce supplies, the West Coast market is stable. Bloom drop last July damaged many plants, but demand is weak. Quality is average.

TREE FRUIT

California peach and nectarine prices are steady, but will rise over the next several weeks. The seasons are ending. The plum season will run through mid-October. Overall supplies are average. Quality is very good.

WATERMELON

The California market is level, but will rise next week; supplies are adequate. The upcoming Labor Day holiday will increase demand. 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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