

FRESH CROP REPORT

Week of October 18, 2009

HIGHLIGHTS

- The iceberg lettuce market is skyrocketing. This week's rain will further tighten supplies.
- Heavy rain is expected in California's Salinas Valley this week; for many commodities, harvesting will be delayed and supplies will be limited.
- Red and green seedless grapes will be shipped in 16-pound packs for the rest of the season.
- Avocado prices are low; Chilean and Mexican supplies are plentiful.



PRODUCE UPDATE

APPLES

Washington Red Delicious, Golden Delicious, Granny Smith, Gala, Braeburn, and Fuji prices are stable. New crop harvesting is at the midway point; supplies are adequate. Large sizes dominate the crop; small sizes are tight. Quality is very good. MFC Apples are available.

ASPARAGUS

The Peruvian market is low; supplies are ample. Mexican and California prices are level. Stocks are adequate in Mexico but limited in California. Quality is very good in Peru and California; quality is average in Mexico. MFC Asparagus is available.

AVOCADOS

Overall prices are near the bottom; Chilean and Mexican supplies are plentiful. Quality is very good in Chile and average in Mexico.

BELL PEPPERS

The California and Georgia markets are rising; rain and cool weather are limiting supplies. Expect high prices until the Coachella, California season starts the week of October 26. Overall quality is average. MFC and MVP Bell Peppers are limited.

BROCCOLI

California prices are up. Salinas and Santa Maria stocks are tight; cool weather is slowing growth. This week's rain will inhibit harvesting and further limit supplies. Quality is average. MFC Broccoli Crowns are sporadic.

CANTALOUPE

The overall market is climbing; supplies are limited. Growers continue to transition from the San Joaquin Valley to the California/Arizona desert region. Cold, rainy weather is reducing stocks. Expect prices to ease once conditions improve and stocks increase. Quality is very good in California and average in Arizona.

CAULIFLOWER

Prices are high; stocks remain tight due to slow growth, but they are expected to increase next week. Quality is very good.

CELERY

The California market is level, but expected to climb later this week; cold weather and rain will limit harvesting. Salinas and Santa Maria supplies are adequate, but they will tighten by next week. Quality is very good. MFC Celery is available.

CUCUMBERS

The Georgia and Mexican markets are stable. Supplies are adequate in both areas, but rain is expected in Georgia later this week. Overall quality is good. MFC and MVP Cucumbers are available.

GRAPES

The California red and green seedless markets are elevated; supplies are limited. Demand is strong. Red seedless quality is average, but green seedless quality is merely fair. Growers are shipping in 16-pound packs. MFC Lunch Bunch Grapes are available.

HONEYDEW

Arizona prices are up; supplies are low as harvesting has just begun. Quality is excellent. The California market is rising; stocks are limited. Quality is average.

ICEBERG LETTUCE

The market is skyrocketing; this week's rain will further tighten supplies. Expect loading delays and product short-ages. Quality is good. MFC Premium and Trimmed Iceberg Lettuce stocks are limited; MBA is being substituted.

LEAF LETTUCE

The California market is level; supplies are ample. This week's cold weather and rain will tighten stocks. Expect higher prices next week. Quality is very good. MFC Premium Green Leaf is available.

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LEMONS

Overall prices are up. California/Arizona desert new crop supplies are average, but will increase next week. Mexican stocks (into Delano, California and McAllen, Texas) are tight. California/Arizona new crop quality is very good; Mexican quality is average. MFC and MVP Lemons are extremely limited.

MIXED BERRIES

The blackberry, blueberry, and raspberry markets are high; stocks are tight in Argentina (into Florida), California, and Mexico (into South Texas). Quality is good.

ONIONS

Idaho, Oregon, and Washington prices are low; supplies are abundant. Quality is very good. The Colorado market is level; stocks are adequate. Quality is good. MFC and MVP Onions are available.

ORANGES

The California Valencia market is climbing. The season is ending; stocks are extremely limited. The Navel season will start the week of October 26. Quality is good. New crop fruit will need 72 hours of ethylene gas to deepen color. The Florida Ambersweet season has begun. Prices are elevated; supplies are tight, but will increase. Quality is average. MFC and MVP Valencia Oranges are sporadic.

PEARS

Washington Bartlett, D'Anjou, and red pear prices are unchanged; stocks are plentiful. Quality is very good.

PINEAPPLE

The overall market is steady; stocks are increasing from low levels. Prices are expected to inch down over the next several weeks. Quality is very good in Costa Rica, Ecuador, and Hawaii; quality is average in Mexico. MFC Golden Pineapple is available.

POTATOES

Colorado, Idaho, Nebraska, Washington, and Wisconsin prices are low; supplies are ample. The Michigan market is stable; stocks are abundant. Nevada prices are up; stocks are adequate. The Oregon market is steady; supplies are adequate. Overall quality is good. Light supplies of MFC and MVP Burbank Potatoes are available.

ROMAINE LETTUCE

The California market is inching up off the bottom; last week's ample supplies are now average. Quality is good; poor weather is causing mildew and pinking in some lots. MFC Premium Romaine is limited; MBA will be substituted as needed.

SPRING MIX

Prices are stable despite limited supplies; cold weather is damaging fragile leaves. Quality is average. RSS Conventional, Organic, and Asian Spring Mixes are sporadic.

SQUASH

The overall market is climbing; supplies are average, but becoming limited due to rain and cool weather in California, Georgia, and Mexico (into Nogales). Quality is good.

STRAWBERRIES

California prices are high. The Watsonville/Salinas season is ending; stocks are limited. The Santa Maria and Oxnard seasons have started; supplies are light. This week's rain and cold weather will affect all California growing regions. Quality is average. MFC Strawberries are sporadic; MBA is being substituted as necessary.

TOMATOES

The California market is rising; the season is ending and stocks are diminishing. Florida prices are high; harvesting has begun in the northern area, but supplies are limited. Central Florida harvesting (in Ruskin/Palmetto) will start next week. The Mexican season will begin in December. Quality is average in California and fair in Florida.

TREE FRUIT

California nectarine, peach, and plum prices are elevated. Supplies are nearly depleted; the season is ending. Quality is average. The Chilean season will start in early December.

WATERMELON

The market is up; Mexican new crop supplies (into Nogales) are limited, but will increase next week. Quality is 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	CA			✓		★					✓	
	MX		✓				✓				✓	
	Peru	★				★				★		
Avocados	Chile	★				★				★		
	MX	★					✓			★		
Bell Peppers	CA			✓			✓					✓
	GA			✓			✓					✓
Broccoli	CA			✓			✓					✓
Cantaloupe	AZ			✓			✓					✓
	CA			✓		★						✓
Cauliflower	CA			✓		★						✓
Celery	CA		✓			★					✓	
Cucumbers	GA		✓				✓				✓	
	MX		✓				✓				✓	
Grapes	CA			✓			✓					✓
Honeydew	AZ			✓	★							✓
	CA			✓			✓					✓
Iceberg Lettuce	CA			✓			✓					✓
Leaf Lettuce	CA	★				★					✓	
Lemons	AZ		✓			★						✓
	CA		✓			★						✓
	MX			✓			✓					✓
	Argentina			✓			✓					✓
Mixed Berries	CA			✓			✓					✓
	MX			✓			✓					✓
	CO		✓				✓				✓	
Onions	ID	★				★				★		
	OR	★				★				★		
	WA	★				★				★		
	CA			✓			✓					✓
Oranges	FL			✓			✓					✓
	WA	★				★					✓	
Pineapple	Costa Rica		✓			★					✓	
	Ecuador		✓			★					✓	
	HI		✓			★					✓	
	MX		✓				✓				✓	
								✓				✓

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		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		✓				✓					✓
	GA		✓				✓					✓
	MX		✓				✓					✓
Strawberries	CA			✓			✓					✓
Tomatoes	CA			✓			✓					✓
	FL			✓				✓				✓
Tree Fruit	CA			✓			✓					✓
Watermelon	MX			✓			✓					✓

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