

FRESH CROP REPORT

Week of October 11, 2009

HIGHLIGHTS

- The Washington new crop apple season has begun; Red Delicious, Golden Delicious, Granny Smith, Gala, and Fuji supplies are available. Quality is excellent.
- Grape growers will transition from 19- to 16-pound packs next week.
- Broccoli and cauliflower prices are escalating.
- The California nectarine, peach, and plum seasons will end in the next two weeks. Expect a gap until the Chilean tree fruit season starts in early December.



PRODUCE UPDATE

APPLES

The Washington Red Delicious, Golden Delicious, Granny Smith, Gala, and Fuji markets are stable. New crop supplies are increasing; size profile is large. Quality is excellent. MFC Apples are available.

ASPARAGUS

Peruvian prices are low; supplies are abundant. The California and Mexican markets are level. California stocks are tight, but Mexican supplies are adequate. Quality is very good in California and Peru; quality is average in Mexico. MFC Asparagus is available.

AVOCADOS

The Chilean and Mexican markets are steady; supplies are adequate. Quality is very good in Chile and average in Mexico. Oil content is increasing in Mexican fruit.

BELL PEPPERS

Overall green bell prices are inching up from the bottom. California supplies are adequate; Georgia stocks are tight but will increase by next week. Overall quality is very good. The red bell pepper market will rise by next week. MFC and MVP Bell Peppers are sporadic.

BROCCOLI

The market is escalating; stocks are tightening due to cool fall temperatures. Expect high prices for at least ten days. Quality is average. MFC Broccoli Crowns are available.

CANTALOUPE

Prices are elevated in all areas; supplies are limited. Growers are moving from California's San Joaquin Valley to the desert growing regions. Expect the market to inch down next week when the harvesting transition is complete. Quality is very good in Arizona; California quality is average.

CAULIFLOWER

The market is skyrocketing. Stocks are limited; cold weather is inhibiting growth. Expect elevated prices through next week. Quality is very good.

CELERY

California prices are increasing slightly; Salinas supplies are plentiful, but demand is becoming stronger. Quality is excellent. MFC Celery is available.

CUCUMBERS

The Mexican market (into San Diego, California) is high; supplies are tight. Georgia prices are level; stocks are adequate. Quality is average in Georgia and very good in Mexico. MFC and MVP Cucumbers are available.

GRAPES

California red and green seedless prices are up; stocks are limited. Demand is strong. Red seedless quality is average. Green seedless quality is fair: amber color and shatter are problems. Growers will transition from 19- to 16-pound packs next week. MFC Lunch Bunch Grapes are available.

HONEYDEW

The overall market is rising. Harvesting is in transition between California and Arizona; supplies are limited. Quality is excellent in Arizona; California quality is good.

ICEBERG LETTUCE

Prices are climbing off the bottom; cool weather is reducing overall supplies from abundant to average. Quality is good, but puffy heads and light weights are becoming problems. MFC Premium and Trimmed Iceberg Lettuce stocks are limited; MBA is being substituted.

LEAF LETTUCE

The California market is up a bit from last week's low levels; stocks are adequate. Expect limited supplies and higher prices next week due to lower temperatures. Quality is very good. MFC Premium Green Leaf is available.

LEMONS

California and Mexican prices are elevated; supplies are limited. Quality is fair in California and good in Mexico. California's District Two season is ending. Harvesting in the California/Arizona desert region and Florida will increase next week. MFC and MVP Lemons are extremely limited.

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MIXED BERRIES

The blackberry, blueberry, and raspberry markets are up; California and Oregon stocks are tight. Growers will start harvesting blueberries in Argentina this week. The Mexican blackberry season will start in late October. Overall quality is good.

ONIONS

Idaho, Oregon, and Washington prices are low; supplies are ample. Colorado prices are steady; stocks are average. Expect comparable prices for several weeks. Overall quality is very good. MFC and MVP Onions are available.

ORANGES

The California Valencia market is high; stocks are tight. The season will end by late October. Quality is average; scarring and blemishes are problems. The new crop Navel season will start next week; approximately 72 hours of ethylene gas will be required to increase the color of early season fruit. MFC and MVP Valencia Oranges are sporadic.

PEARS

Washington prices are climbing; supplies are limited, but will increase. New crop Bartlett and D'Anjou stocks are available. Quality is very good.

PINEAPPLE

The market is elevated in Costa Rica and Ecuador; stocks are tight but they are expected to increase by next week. Hawaiian and Mexican prices are stable; supplies are adequate. Quality is very good in Costa Rica, Ecuador, and Hawaii; Mexican quality is average. MFC Golden Pineapple is available.

POTATOES

Prices are low in all regions except Nevada, where the market is up. Supplies are ample in Colorado, Idaho, Michigan, Nebraska, Washington, and Wisconsin; stocks are adequate in Nevada and Oregon. Quality is good in all areas. MFC and MVP Norkotah Potatoes are available. Packer label Idaho Burbank potatoes are on the market; MFC and MVP Burbank Potatoes will become available in late October.

ROMAINE LETTUCE

The market is inching off the bottom; stocks are not as abundant as last week. Cool weather is slowing growth. Quality is very good. MFC Premium Romaine is available.

SPRING MIX

Prices are unchanged; supplies are adequate. Quality is good. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

The market is near the bottom in all areas, including California, Georgia, and Mexico; supplies are abundant. Quality is very good in California and Mexico; Georgia quality is average.

STRAWBERRIES

California prices are high; Salinas/Watsonville supplies are limited. Quality is average. Softness, bruising, and bleeding continue to be problems in some fields, but cooler weather will improve overall quality. The Santa Maria and Oxnard seasons are starting; stocks are light but will increase next week. MFC Strawberries are sporadic; MBA is being substituted as needed.

TOMATOES

The overall market is inching up from last week's low levels. California supplies are adequate. Quality is average. Florida growers are moving from the northern growing region to the central area; stocks are tight. Quality is fair. The Virginia season has ended. Mexican harvesting will start in mid-December.

TREE FRUIT

California nectarine, peach, and plum prices are climbing; stocks are tight. Quality is average. The season will end in the next two weeks. The Chilean tree fruit season will start in early December.

WATERMELON

The California market remains elevated; the season is ending. Supplies are very limited, especially large sizes and seedless varieties. Quality is average. The Mexican season will begin next week; loading will be in Nogales. Expect prices to ease.

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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 | CA | | | ✓ | | | | ✓ | | | | | ✓ |
| | MX | | | ✓ | | | ✓ | | | | | | ✓ |
| Mixed Berries | CA | | | ✓ | | | ✓ | | | | | | ✓ |
| | OR | | | ✓ | | | ✓ | | | | | | ✓ |
| Onions | CO | | ✓ | | | ★ | | | | | | ✓ | |
| | ID | ★ | | | | ★ | | | | ★ | | | |
| | OR | ★ | | | | ★ | | | | ★ | | | |
| | WA | ★ | | | | ★ | | | | ★ | | | |
| Oranges | CA | | | ✓ | | | ✓ | | | | | | ✓ |
| Pears | WA | | | ✓ | | ★ | | | | | | | ✓ |
| Pineapple | Costa Rica | | | ✓ | | ★ | | | | | | | ✓ |
| | Ecuador | | | ✓ | | ★ | | | | | | | ✓ |
| | HI | | ✓ | | | ★ | | | | | | ✓ | |
| | MX | | ✓ | | | | ✓ | | | | | ✓ | |

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|-----------------|----------------|---|------|-----|-----------|-----------|------|------|------|-------|------|------|
| Product | Growing Region | Supplies | | | Quality | | | | | Price | | |
| | | 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 | CA | | | ✓ | | | ✓ | | | | | ✓ |

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