

Produce that's Fresh. Information that's to the Point.



Top 5 Five

- 1. ASPARAGUS** **ALERT!**
Larger sizes will continue to be limited.
- 2. AVOCADOS** **ALERT!**
Supplies are extremely short on 32/36cts and larger.
- 3. BRUSSELS SPROUTS** **ALERT!**
Supplies continue to be tight.
- 4. PEPPERS—CHILIES** **ALERT!**
Markets are high with fair quality.
- 5. PINEAPPLES** **ALERT!**
Supplies are tight especially on large sizes.

Outlook

WEST COAST

Expect above average temperatures this week in the Salinas growing area. Precipitation is looking to be near normal.

EAST COAST

Above average temperatures will blanket the entire Eastern Seaboard. Precipitation will be above average in the Northeastern states and Florida with normal predictions elsewhere.



asparagus **ALERT!**

Jumbo and extra-large sizing is extremely short with shippers experiencing issues with other sizes as well. Hail in Central Mexico has delayed harvest for 2 days this week. Volume will continue to be limited for 8 weeks.



avocados **ALERT!**

Markets remain elevated on 48cts and larger. Supplies are very tight and extremely limited on 32/36cts as demand exceeds supplies. The "Loca" crop is peaking on 60/70/84cts, and #2 fruit is extremely limited as the "Loca" variety is very clean and produces few #2. Flexibility on size, grade and COO is needed to fill orders. As a result of the low maturity, "Loca" fruit will take longer to ripen and can stay bright green.



beans—green

Eastern and western markets are steady, demand and quality are good.



berries—blackberry, blueberry, & raspberry

Blackberry supplies and quality are good with a steady market. **Blueberry** supplies and quality are good with the main production coming from the Pacific Northwest and MI. The market is steady. **Raspberry** supplies are light, and demand is strong. Quality is good and markets are steady.



berries—strawberry

Supplies are lighter than normal but remain steady. Quality and demand are good with markets trending higher. Some growers are having to grade out more fruit than normal.



broccoli & cauliflower

The **broccoli** markets continue to hold firm to a bit higher. Some shippers mentioned very slight damage associated with the heat. Expect things to remain like this for another week or two. **Cauliflower** supplies, quality and markets are steady, and demand is light.



celery

Celery supplies are much better, the quality is very good, and the market is reacting down.



citrus—oranges, lemons, & limes **ALERT!**

Valencia oranges are peaking on 72/88/113cts. Choice grade volume is increasing. Valencia oranges are **re-greening** due to the extreme heat which is also affecting shelf life; keep inventories tight if possible. The **lemon** supplies in CA are tight and expected to remain so through mid-September. There are some Argentinean, Chilean and Mexican lemons in the market that may be a better-quality

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Reality Check

alternative. Fancy grade and small sizes are extremely tight. **Lime** supply is heavier in combo quality and small sizes, with limited supply in large sizes 110/150cts. Expect tighter volume on anything larger than 175cts next week.



cucumbers

Eastern supply is much lighter, quality is good, and market is increasing. Western quality and volume are declining due to transition. Market is set to increase.



eggplant

Western demand is strong with light supplies and an elevated market. Better supplies are expected within two weeks. Eastern eggplant supply is lighter, quality is hit and miss, and markets are steady.



grapes—green & red

Great quality coming from the San Joaquin Valley, this market remains steady.



lettuce—iceberg, leaf, & romaine

The **iceberg** market is active, and supply varies by grower. **Leaf lettuce** supplies are decent including **Boston Green** and **red leaf**; however, markets are up as demand is picking up. The **romaine** supplies are good, quality is fair to good, and the market is steady.



melons—cantaloupe & honeydew

Great quality coming from the San Joaquin Valley, both cantaloupes and honeydew came off a touch this week.



onions—yellow, white, & red

This market is active as growers from NM and Central CA are winding down. Recent rain in the Pacific Northwest has slowed production and is adding pressure to the market.



peppers—green, red & yellow **ALERT!**

Red and **yellow** peppers are extremely short in the East while **green** pepper supplies and quality are good with the markets trending down. In the West, a growing area shift has **colored** peppers in short supply with moderate quality. **Green** peppers have improved, and the market is steady.



potatoes—russet

Demand remains light. Markets are declining on large sizes as growers unload inventory prior to the new crop in ID ramping up. The old crop is getting tired and pack outs are decreasing. New crops in ID and WA have started and the outlook is for average yields and sizing.



squash—yellow & zucchini

In the East **zucchini** and **yellow squash** supply are very light while quality is hit or miss due to the weather. The market is strong. Western supplies are steady with moderate demand. There are quality issues in **yellow squash**.



tomatoes

Round and **Roma** supply remains steady with light demand and good quality. **Grape** and **cherry** markets are increasing due to light supply both in the East and West. **Hot House – Medley **ALERT!**** tomatoes in the West are in a very low production cycle and demand exceeds supplies.

HIGH INCREASING STEADY DECREASING ALERT ALERT INCREASING STEADY DECREASING LOW

VEGETABLES

	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
Arugula										
Asparagus										
Beans - Green										
Broccoli										
Broccolini										
Brussels Sprouts										
Cabbage										
Carrots										
Cauliflower										
Celery										
Corn										
Cucumbers										
Eggplant										
Garlic										
Lettuce-Iceberg										
Lettuce-Leaf G/R										
Lettuce-Romaine										
Lettuce-Spring Mix										
Mushrooms										
Onions-Green										
Onions-Red										
Onions-Yellow										
Onions-White										
Peas-Snow/Snap										
Peppers-Chiles										
Peppers-Green										
Peppers-R/Y										
Potatoes-Russet										
Potatoes-R/W/Yuk										
Potatoes-Sweet										
Spinach										
Squash-Yellow										
Squash-Zucchini										
Tomatoes-Gr/Ch										
Tomatoes-Roma										
Tomatoes-Round										
FRUIT										
Apples										
Avocados										
Bananas										
Berries-Blackberry										
Berries-Blueberry										
Berries-Raspberry										
Berries-Strawberry										
Citrus-Lemons										
Citrus-Limes										
Citrus-Oranges										
Grapes-Green										
Grapes-Red										
Melons-Cantaloupe										
Melons-Honeydew										
Melons-Watermelon										
Pineapple										

Information is subject to market fluctuations and meant to be used only as a guide. Consider transit time for your area as this is a current condition report, and up to 10 days may pass before the effects show in your market. See the FreshPress Plus+, our extended guide of the current market information at freshpoint.com.