

# Market **OUTLOOK**

Week 35: August 26 - September 1, 2024

  
Foodbuy  
Foodservice

Market **ALERT**

Asparagus  
Berries  
Broccoli  
Brussels Sprouts  
Cauliflower  
Citrus  
Grapes  
Green Onions  
Herbs  
Melons  
Pepper Bell  
Pineapples  
Tomatoes

## transportation

Nat'l Diesel Avg: \$3.688↓

Last Year: \$2.987↓

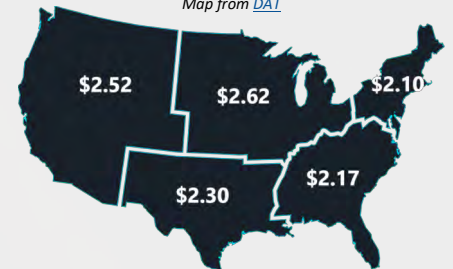
Nat'l Fuel Surcharge: \$0.46

Shortages: Freight rates is flat

- extreme - DE, MD & VA
- slight - IN, IL & MO

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather **OUTLOOK**

**Oxnard, CA:** Partly cloudy and sunny skies with highs in the 70s and lows in the 60s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the high 70s and lows in the 50s.

**Yuma, AZ:** Sunny skies with highs in the 110s and lows in the 80s.

**Immokalee, FL:** Thunderstorms with highs in the 90s and lows in the 70s.

**Idaho Falls, ID:** Partly cloudy and sunny skies with highs in the 70s and 80s and lows in the 40s.



# Market UPDATE

## apples



Golds are expected to be in good supply by the end of August, with many shippers out for the season. Granny Smiths are in good supply, making it to the new crop around mid-September. Gala is 500,00 boxes less than last season, and availability will go through August without gaps before the new crop begins mid-August. Fuji is in good supply, with new crop expected to start around mid-August, and Red Delicious is also in good supply through the summer, with new crop starting around mid-September.

## asparagus



**RADAR** The supply in Peru remains steady, with an expected increase in volume due to the opening of new fields in late August to mid-September. Central Mexico, Southern Baja, and Northern Baja continue to have good availability, with slightly lower volumes for jumbo and extra-large sizes.

## avocados



The Loca crop favors 60s and smaller fruit, with larger fruit and #2s in tight supply for 4-6 weeks. Mexico's transition from Flora Loca to Aventajada and California and Peru's wrap will occur in September and early October. Shipped volume to the US has been less than projections since July. The estimated '24/25 crop from Mexico is 2.5 billion lbs., compared to 2.3 billion lbs. in the '23/24 season. The 6-week deficit and expected larger crop could add a few million lbs. to weekly projections, indicating shipments are behind in a larger crop year, but there will be ample fruit for promotions in late October.

## bananas



The overall quality is excellent, with solid and consistent volumes.

## beans



**Green Beans:** Good supplies and of improved quality. The market price remains elevated.

**Snow Peas:** Guatemala has low volume, fair quality, and low demand, while Peru has high quality, high demand, and good volume.

## berries



**Blackberries:** Prices are slightly up. In Mexico, the quality is good, but the high humidity is causing some issues. In Watsonville, the quality is also good, with minor occurrences of attached calyx, and production is expected to peak from late August to late September.

**Blueberries:** **RADAR** Prices are stable. Mexico's quality is fair, with soft fruit and pest pressure due to high humidity. Volumes peak and decline until early October. Watsonville's quality is good, with weekly production peaking from late August to late September.

**Raspberries:** **RADAR** Prices are down. Mexico's quality is fair, with low volumes expected through August before increasing in September. Watsonville's raspberry quality is good, but volumes are decreasing.

**Strawberries:** **RADAR** Prices are stable from Salinas, Santa Maria, and Watsonville. Good quality from Santa Maria, with occasional bronzing and misshapen fruit. In Salinas and Watsonville, the quality is good, with some occurrences of dark, small fruit. Production is steady and is expected to incrementally increase in the coming weeks.





# Market UPDATE

## broccoli



**Broccoli:** **ALERT** Supply is limited, with increased demand coming from Salinas, Santa Maria, and Mexico. Quality is reported as fair, and market pricing remains active. Growers report lower available supplies.

**Brocolini:** Supply is on budget and demand is good, with good quality from Salinas. Harvesting and market pricing are steady.

## brussels sprouts



**EXTREME** The supply is light, with only fair quality. Demand is good, but market pricing continues to increase. Supply is improving, and harvest in Salinas has started. Markets will remain escalated for a few weeks.

## cabbages



Supplies are steady and of good quality from Oxnard and Salinas. The markets and supplies are expected to remain stable in the coming weeks.

## carrots



New crops are on the horizon, with improved supply and quality going forward.

## cauliflower



Supplies are light. Demand has increased, with supplies coming from Salinas and Santa Maria, with some from Mexico. Quality is reported as fair, but market pricing has escalated, causing supply limitations in the coming weeks.

## celery



Supply is steady, with good quality from Santa Maria and Salinas. Expect market pricing and supplies to remain steady for the next week.

## citrus



**Limes:** **ALERT** Pricing is high. High temperatures and humidity in Mexico are damaging the quality, causing light coloring and skin breakdown. Fruit is being repacked and sorted before shipping, but quality is declining in transit.

**Lemons:** Pricing is high. Scarcity of small California fruits are expected until late summer. However, the market has turned around with Argentina shipping large sizes and Mexico starting to supply, causing price drops.

**Oranges:** Pricing is high. California Valencia is 90% through the season, with an early finish expected by late September due to a light crop set, thrip damage, and high temperatures. Chilean navels are also 90% harvested, facing reduced volume and sizing challenges due to rain and freezing temperatures. It's advisable to start considering alternative fruit options, as a supply gap seems inevitable.

## corn



Pricing is higher. Colder temperatures in Michigan and Indiana have slowed down production.

## cucumbers



The market is steady, with abundant supplies and good quality.

## grapes



**RADAR** The Flame Seedless harvest is nearly complete, with Sweet Celebration and Scarlet Royals performing well. High-quality red seedless availability is expected to improve in the next two weeks. Green seedless prices vary due to inconsistent quality, with superior varieties charging higher prices.



# Market UPDATE

## herbs



**Chervil:** Supplies continue to be challenging due to the heat in the growing region. All other herbs are in good supply.

**Cilantro:** Light supplies with fair quality. Market pricing has increased, and supplies are shipping out of Oxnard and Salinas. Supply is expected to be limited, and the market will increase for the next few weeks.

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**Green & Red Leaf:** Supply is light and of fair quality. Salinas has experienced warm weather, leading to tip burns on outer leaves. Markets are active due to limited supplies.

**Iceberg:** The supply is light and of fair quality, with lighter weights and potential sizing impacts. Cosmetic issues are expected due to a previous heat wave in Salinas. Supplies are expected to remain limited for the next few weeks.

**Romaine:** Supplies are steady, of fair quality, and in good demand from Salinas and Santa Maria. However, warm weather in Salinas has caused tip burn on outer leaves, and markets are expected to remain steady in the coming weeks.

**Tender Leaf:** The supply continues to be steady, with good to fair quality and good demand from Salinas and Watsonville. Quality and supplies are expected to be steady.

## melons



**Cantaloupe:** Lower production leads to larger

fruit and increased demand, with bloom drops impacting yields. Market is expected to reach double-digit levels, with new fields delivering larger fruit this summer. Overall quality remains strong, with excellent color and Brix levels.

**Honeydew:** **ALERT** Production has decreased due to bloom drops and cooler temperatures, limiting fruit availability. 4Js make up 70% of the daily packout, necessitating flexibility in sizing until the new field opens around Labor Day weekend.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



The quality is good in all growing regions, with steady demand and market pricing. California and New Mexico are finishing up, while the Northwest has started. Market pricing is expected to have price gaps between jumbo, colossal, and supers, with white being limited this season.

## onions green



**EXTREME** Mexico's current supplies are limited, with an increased. The market pricing is expected to increase with most contracts hitting price caps, and growers anticipate limited supplies in the coming weeks due to a strong heat wave in the last few weeks.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjous if possible, which will be available until next season starts.





# Market UPDATE

## peppers bell



**ALERT (Green, Red & Yellow)** Red bell prices are high due to limited supply, but increased green bell volume should lead to lower prices next week.

## peppers chili



Pricing is decreasing, with improved supply from the East and West, including Baja, Mexico, and California, while Habaneros remain scarce.

## pineapples



**RADAR** Due to tight supplies, it's crucial to be flexible in sizing for optimal service levels. Volumes are slowly increasing for larger sizes, reaching strong volumes in September and peak volumes in October.

## potatoes



The Idaho market is slightly up for larger sizes with good quality, with Norkotahs starting. The early forecast for the upcoming season is down

by 0.4% due to growers planting less acreage. Despite the decrease, Idaho is expected to continue to have plentiful availability. The USDA's first estimate for 2024 is expected in early November.

## squash



The market is steady, with good supplies and excellent quality across all areas.

## tomatoes



**Grape:** The market for Virginia grapes is expected to remain stable through the fall due to strong production and Mexico's upcoming crop.

**Roma:** The market has stabilized due to favorable easterly weather, boosting supply, and California and Mexico meeting demand, resulting in low prices.

**Rounds:** **ALERT** Rounds prices remain high due to Virginia's production delay and Tennessee's limited supply, while California's increased volume has slightly lowered prices. Sizing issues persist, but quality remains good.

## commodities alert overview

**Asparagus** continues to be limited. **Brussels sprouts** continue to be limited at an elevated price. **Honeydew** is limited. **Limes** are elevated with quality issues. **Onions green** are on extreme alert due to limited supplies, and prices are elevated. **Pepper bells** are elevated on color bells. **Pineapples** are limited, with improvements in September. It's a good time to promote **Mushrooms** and **Potatoes**.



# Market UPDATE

## in the news...

### Analysis says pesticide policies could impact California lettuce production

By [The Packer Staff](#) August 15, 2024 | THE PACKER

Californians for Smart Pesticide Policy has released a comprehensive economic analysis highlighting what it says is possible negative implications of elements of California’s proposed Sustainable Pest Management framework.

The proposed framework would result in impacts on the state’s lettuce production industry, according to a news release. The study, conducted by economists Jarrett Hart, Duncan MacEwan, Jay Noel, and Amrith Gunasekara, underscores the critical need for effective and timely pest management solutions to safeguard the state's agricultural productivity.

The economic impact of pesticide restrictions is profound, with projections indicating a 7.3% decrease in California's lettuce production due to restrictions on key pesticides such as neonicotinoids and pyrethroids,

according to the analysis. The pesticide reductions would result in an annual loss of \$160.3 million to producers and an additional cost of \$694.28 million to consumers, the release said.

Additionally, the shift in production from California to other regions like Arizona and Mexico would increase production costs and consumer prices, further straining the state’s agricultural economy, the group said.

The consequences of delays in pesticide registration are equally concerning, according to the study, which shows that California’s "stringent and lengthy" registration process leads to a reduction in lettuce production, with producers losing \$42.8 million and costing consumers \$139.3 million annually.

The state’s process, which can extend one to three years following federal approvals, hinders innovation and delays the availability of new, effective

pest management products to California growers, according to the release.

Market shifts and regulatory leakage are anticipated because of these proposed policies, the group said. The economic analysis predicts a modest short-run decrease in lettuce prices and a production shift from California to Arizona and Mexico. In the long run, more stringent pesticide policies would drive a significant portion of lettuce production out of California, resulting in increased prices throughout the supply chain, including for consumers,, the release said.

Californians for Smart Pesticide Policy said the implications of the proposed Sustainable Pest Management framework are significant. While the framework aims to....

[Read full article HERE](#)

*produce in* **PEAK** *for August*

Apples	Gooseberries	Stone Fruits
Berries	Mango	Summer Squash
Corn	Okra	Watermelon