



# NEWSLETTER

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Monday, May 15, 2017

**GENERAL OUTLOOK:** Even though the weather forecast this week is void of any significant rain, temperature fluctuations are quite drastic. The cold front that moved in over the weekend pushed temps way below normal, but this cool down will be replaced Wednesday with high pressure system and much warmer weather. Temps could be as much as **26 degrees warmer** than over the weekend! Such extreme temperature swings confuse plant growth resulting in production gaps as growing schedules are thrown out of whack. However, the HOT topic button that most growers are concerned with right now is LABOR. With planting and harvesting time tables in flux, there will be a shortage of workers forcing growers to compete with each other for the available labor.

## \*\*\* TIGHT ITEMS \*\*\*

**SEEDLESS GRAPES:** These markets are very active as storage Chilean supplies end while new crop production in Mexico is hampered by adverse, wet weather. Coachella, CA is just starting too. We have made the switch to new crop GREEN Perlettes. Some nice quality storage RED Crimsons remain as new crop Flames arrive. **The new packs are higher priced—but worth it!**

**LEMONS:** Lemon availability changed in an instant. The district 1 crop is just about over and that is where we have been getting the abundance of large fruit. Now that it is gone there is less fruit and it will be mid sizes for now on limited supplies. Growers have also hit the time of year with rising demand as temperatures heat up so this is a double whammy. Look for pricing to be up significantly on all sizes.

**CELERY:** **Prices continue to climb to historic highs with no immediate end in sight!** The SoCal market is very active this week due to strong national demand! Oxnard is the primary growing and shipping district, but the crop is behind schedule and available supplies are really very tight. The next producing areas (Salinas, CA and Michigan) won't start until June. Larger sizes are especially scarce. Quality reports are better.

## \*\*\* PROMOTIONAL ITEMS \*\*\*

**SWEET CORN:** Ideal weather is helping to produce huge volumes in California's Imperial Valley. Supplies are excellent and quality is superb. With abundant supplies, prices have fallen--especially for pallet sales. Please call our sales staff for details!

**ZUCCHINI SQUASH:** Nice quality supplies are arriving from new fields in Sonora, Mexico. However, YELLOW squash availability is down and pricing is up. New crop SoCal production has been slowed by cool weather. Now is the time, call!

**ASPARAGUS:** This commodity is in flux. Some cheaper grass has arrived from Mexico. California, Idaho and Washington are all in production—but supplies continue to be uneven. The current cool weather will only exacerbate domestic production but for now take advantage of the inexpensive 11lb smalls.

**POTATOES:** Retail poly consumer packs (**5# & 10# POLY BAGS**) are again value priced this week and possibly through Memorial Day (especially for pallet sales) as Idaho shippers process more spuds to fill the large count (**40-70ct.**) baker demand. This is all due to due to the smaller size profile of the remaining Burbank RUSSET storage supply. This scenario should play out through the balance of the storage season. Please call for prices and details!

**DRY ONIONS:** The Northwest storage season has all but ended. However, we are receiving the last shipments this week of YELLOWS, SWEETS and REDS at reduced prices. For now, supplies are abundant, prices are very low and quality is good. Call!

**PERSONAL/MINI WATERMELONS:** Imports supplies from Sonora, Mexico are increasing making these little beauties the best melon value this week. With warmer weather at the growing source, sugar content has improved. Call for pricing!

**MELONS:** The SEEDLESS BIN WATERMELON market has hit a bit of a bump because of the huge holiday demand. Mexican imports are lower this week, but will increase as supplies rebound. CANTALOUPE volumes are increasing because of new crop harvesting in Mexico. Domestic, Imperial Valley production is starting too, adding to the supply total. Prices are easing. HONEYDEW supplies are increasing, quality is good and prices CHEAP!

## **\*\*\* FRESH FRUITS & VEGETABLES \*\*\***

**TOMATOES:** Even as production transitions to new areas in Central Mexico and Baja, supplies are decent and prices are good. ROMAS and GRAPE TOMS are in better position while large ROUNDS are a bit firmer. New San Diego harvesting is also adding to the overall supply. California will have better supplies in June. Please call!

**APPLES:** GRANNY SMITH, GOLDEN DELICIOUS and HONEYCRISP prices are trending higher with smaller sizes of almost every variety in short supply. Northwest apple markets are strengthening because Michigan and New York storage seasons are ending. Pricey new crop Southern Hemisphere imports are arriving to the West Coast.

**STRAWBERRIES:** Its berry season, and all California growing districts are producing. Improving weather helped supplies build for Mother's Day promos. However, heavy demand and lighter availability by the end of last week pushed this market higher. Cooler weather has now slowed plant growth, curtailed berry ripening and limited supplies. Product is available, but not at the promotional prices of last week. Santa Maria production should last into June while Watsonville and Salinas districts will start to ramp up as warmer weather returns.

**PINEAPPLES:** Poor weather this winter in Costa Rica had reduced production and hurt export volumes. Finally, import supplies from the tropics (especially Costa Rica) are slowly improving. This scenario will apparently continue into June according to shippers/importers. Ideal weather in Mexico has produced plentiful supplies that are helping to satisfy good market demand.

**BROCCOLI & CAULIFLOWER:** These commodities are the first ones to be impacted by the next gap in supply and resulting higher markets. Recent warm California temperatures are now replaced by an unseasonable cold snap. Price declines will be replaced by price increases and limited supplies. This is all the result of planting gaps in January and February due to heavy rains.

**AVOCADOS:** The industry estimates that **123 million pounds** of Hass avocados will be consumed for Memorial Day weekend activities. Retail prices across the country have increased to record levels recently. A sharp rise in demand and low yielding crops in both Mexico and California are the cause. (Popularity has increased significantly for the past few years due to heavy marketing. Avos are considered a "super food" with many health benefits. They are also a favorite of media chefs too. U.S. consumption grew to **7 pounds person in 2014**, up from **1.1 pounds in 1989**. Even with California now at peak season harvest, Mexico still produces **74% of the U.S. market share!**—marketwatch.com.) Prices will remain firm!

**CILANTRO:** This high market has peaked as better supplies arrive from Mexico as production transitions to new districts within Mexico. Harvesting in California is still light, but slowly improving.

**ICEBERG LETTUCE:** The recent strong demand has diminished because of increasing supplies in Salinas. Prices have fallen as a result while quality has improved. Keep in mind that this market could change as production gaps develop from earlier rains.

**LEAF LETTUICES:** ROMAINE supplies have improved substantially in the last ten days. GREEN and RED LEAF harvesting has increased too. Overall leaf supplies are quickly coming back into the normal ranges for this time of year. However, quality does vary from shipper to shipper and from item to item.

**ORANGES:** The California NAVEL crop is quickly winding down. Most of the remaining fruit is larger in size than normal. Smaller sizes are very scarce. Quality is good--if not great. Chilean navels will start to arrive in June. More VALENCIAS are being harvested, but domestic availability is still light. There are some pricey smaller sizes available. This year's crop will be short so expect this market to be strong.

**OTHER CITRUS:** The LEMON market is very tough and prices are rising again. The Central California crop is finishing, leaving an abundance of larger sizes--but fewer small ones. As usual, prices will continue to rise through the summer months. California Star Ruby GRAPEFRUITS are selling well. Hot temps and the lack of rain have created a smaller size profile for the new LIME crop in Veracruz, Mexico. Thus, larger sizes are significantly more expensive than the smaller ones.

**BLACKBERRIES:** Harvest yields in SoCal are way below normal while harvesting in Mexico is winding down. New crop production in Salinas and Watsonville is still two weeks away.

**STONE FRUITS:** Now it begins! New crop harvesting has started in earnest in California's San Joaquin Valley. Excellent spring weather has growers excited. Early CHERRIES and APRICOTS are available. Early PEACHES and NECTARINES are also arriving too. PLUMS will start next week. Good volumes should be available for Memorial Day.

**\*\*\* PLEASE CHECK OUT OUR NEW FACILITY \*\*\***

**400 W 450 North, North Salt Lake City, UT 84054**