



***** THE A & Z MARKET REPORT *****

A Weekly Produce Report for Our Produce Buyers

July 10, 2017



GENERAL OUTLOOK: The high pressure system that has been over the western growing regions for the past few weeks will continue through this week also. The system extends from the Pacific Ocean through California, over Nevada and even into Utah. Local (Utah) highs will remain between **96--101 degrees** this week. Seasonal weather in California appears near normal with cooler temperatures along the coastal growing locales and inland temps in the low **100s**. The high pressure system will result in occasional brief showers, but nothing that will cause growers any concern. It looks like typical, dry weather in most growing districts. That means harvest levels will be high, and shippers will be looking to A&Z to move extra inventories at promotional pricing. We will keep you informed throughout the week as these deals develop.

***** TIGHT ITEMS *****

PINEAPPLES: This market has made an abrupt turnaround from just a few weeks ago. Recent promotional supplies have now been replaced by an overall scarcity of product. Imports from the tropics will be tight for July and August. This time period is normally a lower supply period and this year is no exception. As a result, **prices have jumped!**



MELONS: With temps hitting as high as **121 degrees** in the southwestern growing regions of SoCal and Western Arizona recently, melon production and quality have been adversely affected by the intense heat. Many fields were damaged or destroyed with sun scald and soft spots and many melons could not be harvested. In addition because of the heat, there was little actual harvesting as crews were pulled from the fields for their own protection. Overall supplies are recovering as we load from the NEW AREAS in the San Joaquin Valley. Good quality CANTALOUPE, HONEYDEW and WATERMELON is now becoming available and we are starting to see good supplies of cantaloupes come on from this new area. Expect pricing to stay higher until better yields become available.

CITRUS: **These markets remain tight** this week. LEMONS continue the normal, summer upward trend as supplies are light while demand is strong. The California VALENCIA ORANGE market is very active because of light supplies and good demand. No change is expected because this year's short crop has already reached the harvest midpoint. Most shippers are limiting harvest days to stretch their remaining supplies into autumn. Domestic MANDARINS have also ended. Pricey citrus imports from Chile are arriving and will eventually make a difference, but not yet. The domestic GRAPEFRUIT season is ending. LIME prices are rising because of ongoing wet weather in Mexico.

FANCY BERRIES: California production has been reduced because of the recent heat wave that severely hurt yield and quality. BLUES were impacted the most with light availability this week. Limited Pacific Northwest production is just starting with good volume expected in two weeks. BLACK and RASPBERRY supplies will remain limited for at least two more weeks too.

*** **PROMOTIONAL ITEMS** ***

POTATOES: The availability of larger size storage bakers (**40-70 counts**) from all growing districts (ID, WA, CO & WI) is diminishing weekly as packers deal with the smaller size profile and quality issues making LARGE BAKER VERY EXPENSIVE on limited supplies. Because more spuds are run to get the large bakers, supplies of the smaller size, retail poly packs have increased. Thus, great deals are available on **5#** and **10# packs**, especially for pallet sales.



CHERRIES: The Northwest crop is about three weeks behind normal this year. California ended early because of the recent heat wave, a huge gap in supply was the result. Fortunately, that gap has ended as abundant supplies are arriving almost daily. Quality is excellent, sizing is good and prices are falling. Now is the time, please call for prices!

TOMATOES: After a delay to start the season, California is in full production shipping extra volumes of large ROUNDS and large ROMAS. Prices are attractive, please call!

LEAF LETTUCES: In spite of lower yields, supplies are still more than sufficient to satisfy the low demand. A marine layer continues to insulate the

Northern Salinas Valley from the extreme heat of the surrounding regions. While slight heat defects (tip/fringe burn) are evident, insects are causing the more damage. RED/GREEN LEAF and ROMAINE prices remain low. Please call for details!



BANANAS: Summer is usually a quiet time for this popular fruit. However, Dole has asked A&Z to move excess supplies. Prices are low while quality is high, call!

SEEDLESS GRAPES: RED pricing is on the floor! Mexican growers (and a few in Coachella, CA) had most of their crop harvested and in cold storage before the recent hot weather arrived. For the most part, they have been spared the heat damage that hit the remaining SoCal desert crop. Thus, price and quality are good. Pallet prices are ridiculously low. GREEN prices, although not as low, are very attractive too. These great prices won't last long as the season transitions to the San Joaquin Valley, CA this month. Now is definitely the time while supplies last. Please call for prices!

STRAWBERRIES: Holiday demand was good as berries in the Golden State were still recovering from previous excessive heat. Production has now finally increased with better weather and excellent quality yields should be available through this month. We expect great promotional deals to develop this week—often with little advance notice. Stay in touch with our sales staff to be included in these great promotional opportunities!

POTATOES: While large size, Idaho storage bakers (**40-70 counts**) are in short supply and expensive, retail poly packs are abundant and very inexpensive—especially for pre-book pallet sales. Please call for more info!

APPLES: Even though some varieties, like GRANNY SMITH and GOLDEN

DELICIOUS inventories are dwindling, other popular varieties are in promotional range. Large size BRAEBURNS, CAMEOS, FUJIS and even RED DELICIOUS are all value priced this week, call!

BROCCOLI: Good production in Santa Maria and increasing volume coming from Salinas will keep BUNCH supplies steady and prices lower this week. Call! (Note: A supply gap in Mexico may put more pressure on California, advancing markets soon.)

CAULIFLOWER: This market is steady to lower this week with ample supplies coming from multiple shippers. Quality has improved too. Please call for details!

***** FRESH FRUITS & VEGETABLES *****

AVOCADOS: HASS consumption for long July 4th holiday period was close to **100 million pounds!** The industry is in the beginning stages of transition over the next **4-5** weeks. California production has peaked and will taper off in July and end in August. Shipments from Peru (that mostly go to the East Coast) are starting to slowly decline too. Mexico's old crop is dwindling and is high in maturity. The new Flor Loca crop will start soon, but initial supplies will be light, sizing smaller and ripening will take longer.

CELERY: The commodity is still active this week because Michigan and local eastern production have been delayed while California production is good, if not great.

CUCUMBERS: Excellent quality supplies are coming from new fields in Baja, Mexico. Color, condition and volumes are consistently good.

ICEBERG LETTUCE: The market is flat with most shippers as recent high temps

have reduced yields and slightly affected quality. Increasing Salinas production and lighter demand this week will keep prices low.



STONE FRUITS: This year's California crop is turning out to be much lighter than the last two seasons. Overall PEACH, PLUM and NECTARINE sizing is larger because of this winter's abundant rain and recent warm weather. Prices are easing as volumes increase. Northwest APRICOTS are starting, followed by other tree fruits in August.

CABBAGE: Supplies have been minimal across the country recently because the Southeast finished early while production in the Northeast is late. Texas volumes are light too. California plantings are also lighter for this time of the year. REDS have been especially short. NAPA and BOK CHOY supplies are decent.

ASPARAGUS: Overall volumes are much lighter than expected and prices have risen as a result. Central Mexico has been experiencing a combination of heavy rains and cooler nighttime temps that has reduced production by nearly **75%**. California and Northwest seasons are ending. Peru has light volume now too.
