



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

A Weekly Produce Report for Our Produce Buyers

August 7, 2017



GENERAL OUTLOOK: Growing regions along the East Coast have been hit with heavy rains due to Tropical Storm Emily. Damage to current crops is being assessed. Out west, growers continue to deal with strong high pressure systems causing near record high temperatures in Oregon, Washington and inland California. There is very little chance of rain this week in these areas while regions south of Central Mexico continue to receive heavy monsoonal rains. California inland growing districts are dealing with excessive heat while coastal regions remain cooler because of the continuous marine layer that acts like an air conditioner. Harvesting continues at full speed as growers take advantage of the dry conditions. Please call our sales team because these short term deals occur with little advance notice.

*** TIGHT ITEMS ***



PEACHES: Strong demand and light supplies continue to be the norm across the country. South Carolina is the 2nd largest peach producing state in the country next to California (#1) and they figure they have lost 85% - 90% of their peach crop this year due to a series of spring freezes. Georgia is known as the 'Peach State' and they lost a quarter or more of their crop. California suffered from record heat which diminished the size of the crop. Local Utah growers and regional Idaho and Colorado growers also suffered hit and miss problems this season with early warmth and then cold and wet weather affecting the 'set' on the blossom and then the growth through the spring and early summer. Long and short pricing on peaches will remain very pricey through the season from all areas. A side note – fruit that is being harvested and hitting the market is high quality and eats well on all varieties.

(<http://www.charlotteobserver.com/living/food-drink/article139682158.html>)

(<https://www.nytimes.com/2017/05/30/dining/peach-crop-georgia-south-carolina.html>)

CALIFORNIA VALENCIAS: Demand for California VALENCIA ORANGES is very strong and will get even stronger with increasing school demand this month. Growers have been limiting harvesting, but even with this measure, most will finish up in September—weeks early. (Note: There will be some softness and re-greening issues, normal for this time of the season.)

AVOCADOS: The California HASS crop is rapidly winding down while Mexico is in transition from old to new crops. There will be light supplies coming from Peru for about another month. Overall, **supplies are short and demand is strong, pushing prices up.**

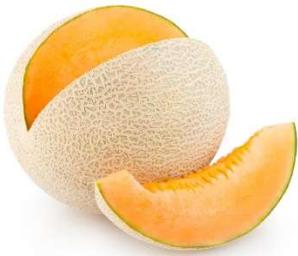
*** PROMOTIONAL ITEMS ***

CHERRIES: As the season comes to the close, this year's Washington crop is expected to be the largest ever. The record set in 2014 was **23.2 million** 20-pound boxes, while this season will top out at close to **27 million!** Only a few dark reds and Rainiers remain. **WE HAVE CHERRIES AT THE CHEAPEST PRICING OF THE ENTIRE SEASON ----** Call today for pricing breakdowns on 10.5 row size and 11 row size.



RASPBERRIES: NOW IS THE TIME FOR CASE LOT SALES! Every year our market waits for the perfect time to promote cases of premium quality raspberries. This particular promotional opportunity usually 'sneaks' up on us because this very delicate berry is hard to predict when Mother Nature will push production.....NOW IS THAT TIME! Call our office for a breakdown on pricing, but don't wait. We expect this opportunity to only last about 5-7 days so react immediately.

CAULIFLOWER: Coastal production in California has picked up while demand hasn't. Thus, competitive pricing is available as many shippers vie for what business there is. As usual, when supplies increase, prices fall and quality improves. We continue to offer the preferred '12ct' size at promotional opportunities.



CANTALOUPE: Good production in Central California coupled with good regional supplies across the country has forced some growers to discount fruit to move inventories. We currently have some JUMBO 9's which weight in about 42lbs gross weight per case. Sizing is exceptional, flavor is exceptional and pricing is exceptional. The three most important things looking for cantaloupes – size, flavor, price – are all aligned for your promotional opportunities. Don't be slow to the dance.....PROMOTE, PROMOTE, PROMOTE!

GRANNY SMITH APPLES: This is not a mis-print – GRANNY SMITH APPLES ARE AT THE BEST PRICE OF THE SEASON. Growers are looking to move inventories on 27lb open top boxes in an 80/88ct size as well as 8/3lb cello bags. If you ever wanted to perfect your dehydration skills or apple pie making skills this is the apple of choice and pricing is the cheapest seen in years. Build your displays deep and stack them high with this very popular eating and cooking apple. Did you know that Granny Smith is one of several apple cultivars that are high in antioxidant activity.

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

SEEDLESS GRAPES: California's San Joaquin Valley is the source and volumes are increasing and quality is very good in spite of recent inland heat. Growers expect the yo-yo ride temperature wise of either side of **100 degrees** to continue. Multiple varieties of REDS and GREENS are being harvested as prices normally vary according to size. Call!

ASPARAGUS: This market has peaked due to gradual increasing production in all three current growing areas (Peru, Baja and Central Mexico). Mainland Mexico has been dealing with substantial monsoonal rains until recently. Prices have peaked, but as yields improve, they will gradually ease. With better volume will come better quality too!

DRY ONIONS: As California shippers deal with inland heat, new crop harvesting has started in Washington and will begin soon in Idaho and Oregon. Markets are steady with good YELLOW and RED supplies, but fewer WHITES.

STONE FRUITS: These markets continue to be very active even as new production ramps up in Washington and Idaho. California is expected to end early this year because of their smaller crop size, hot weather and strong demand. Very nice PEACHES, PLUMS and NECTARINES are available. We have excellent quality dark red CHERRIES in stock, but the Northwest season is all but over and these won't last long.

BELL PEPPERS: Prices have peaked as both GREEN and RED production is improving in Fresno, CA. Sizing is running large. GOLD and ORANGE Bells are still limited and more expensive.

PINEAPPLES: Even with the lighter summer harvesting period, arrivals from tropical locales are fewer than usual. Recent heavy rains have hurt production, and this lighter availability will probably last through August.

CARROTS: The hotter than normal weather in California fields has slowed carrot growth and size. Smaller sizing and steady demand have pushed prices higher, especially for jumbo packs. (Note: Supplies and prices on mini/baby packs remain attractive!)

BROCCOLI: Optimal growing conditions along California's coast have increased supplies. Both BUNCH and CROWN production is increasing. Quality is good (with little dehydration), color is excellent and prices are steady.

POTATOES: Many Idaho growers are starting new crop harvesting this week. There won't be much of a gap in supply this year even as storage inventories rapidly decline. So far, growers are seeing large size profiles and nice skin set out of the first new fields thanks to the steady warm weather throughout the growing season. Prices will be a bit uneven as shippers continue to access the quality, condition and volume of the new harvest. Large count bakers remain pricey for the time being.

CITRUS: Excellent values are available on the premium import NAVELS from Chile. Supplies arriving this weekend will be the least expensive we have seen in some time. Import LEMONS are also arriving from Chile and quality is superb as we offer several sizes and grades. There has been a plethora of imported Chilean fruit arrive and this coupled with increasing supplies from Mexico has forced pricing to come down quickly. Domestic GRAPEFRUIT supplies remain limited on all sizes. Very nice, new crop Clementine MANDARINS are also arriving from Chile but there has been some quality issues with 'puff and crease' The Mexican LIME market is dropping after a spike in prices due to heavy rains and hot weather in Eastern Mexico. Increasing production and better supplies crossing the border will help keep lower pricing in check on all sizes.



TOMATOES: In Central California, marketplace prices are high due to previous excessive heat that caused a bloom drop, creating gaps in supply now. Current high temps are NOT helping either yields or quality. Uneven production will last another week or two. Only Baja has sufficient high quality supplies to send across the border because monsoonal rains have limited harvesting and quality in other mainland Mexico regions. Local Utah County, Davis County and Weber and Box Elder County growers have started in earnest. Local product is not stickered with UPC codes and is packed in a loose 25lb box. Color is high and flavor is excellent.

WATERMELONS: All western SEEDLESS production continues to be moving along without much concern. Manteca and Bakersfield California continue to be the prime growing areas in California. Hermiston Oregon area has started in a small way as they ramp up their seasons production with excellent quality and increasing supplies. Green River Utah is in full stride with their SEEDED program and local Utah County and Weber County growers began last week on their premium SEEDLESS harvest and are expected to go through the end of September. There are also melons available out of Colorado.