



MARKET REPORT

June 17 - 23, 2013

FRUITS

Avocados: California Hass volume remains solid with all sizes available with 48/60's the best sizes to promote. Fruit is eating very well.

Berries: The strawberry market is steady but firm with very good demand. All shippers are sold out a day or two in advance. Heavy retail ads are keeping this market firm. There is a wide range in quality out of all areas. Some of the quality defects include, bruising, overripe, white shoulder and green tips. Raspberry supplies continue to build. Lack of demand is keeping the market at lower levels. Supplies are coming out of Mexico, Oxnard and Salinas/Watsonville areas. Light blackberry demand and moderate supplies have kept this market in check. Mexico growers will finish for the season this week. Watsonville is being reported as good. California Blueberry supplies are winding down and a few shippers have already finished for the season. The next areas to start will be Oregon & Washington

Melons: New crop cantaloupes will be available in San Joaquin Valley in significant volume by the week of June 24th. Continued plentiful availability for honeydews. Nogales harvest will continue through mid-July with a wide range in price and quality. Variety mixed melons out of Arizona are going strong. Watermelon prices have eased toward normal levels, with strong production volume going.

Seasonal Fruits: Good availability of peaches, apricots and nectarines. Tight or nil availability on California cherries. The harvest in Washington has started but any real volume has been delayed until mid-June.

VEGETABLES

Asparagus: The Asparagus market is steady. Supplies are currently being harvested in, USA, Mexico and Washington State. Eleven pound (large size), units are the value.

Broccoli, Cauliflower & Celery: Improved broccoli supplies with good demand. Crowns continue to have stronger in availability with light supplies. Celery has steady volume.

Iceberg & Leaf Lettuces: The romaine market has gained some strength. Supplies have tightened up with many suppliers. All other leaf items are slightly up. In general, the quality has been good, with only occasional tip burn being reported. Iceberg, as well, is firming up. There has been a planting gap with a few suppliers and this has caused a gap in pricing by two- three dollars. Various issues of quality plague the commodity; mechanical damage, light weights, and slight decay in some lots. Santa Monica has only light production with the predominance coming from Salinas.

Mixed Vegetables: Zucchini and yellow squash production is winding down in Mexico. Central California has only started with modest volumes. Prices are expected to remain firm. On the mushroom front, shiitakes remain extremely tight. Green and red bell peppers are in steady supplies from Coachella & Oxnard. Domestic cucumber supplies are increasing but still limited with most of the volume still coming out of Mexican shade houses. Prices remain split with Mexican fruit at a bargain. English cukes are still tight and spendy with no relief in sight. Quality is excellent with good green color and tight compact head shape. The eggplant market is clicking upward.

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