Produce that’s Fresh. Information that’s to the Point.

The Fresh Press

JULY 12TH, 2019

Top 5 Five

1. **ASPARAGUS ALERT!**
   Supplies are short and prorates are expected.

2. **AVOCADO ALERT!**
   The market is coming down but will take a few weeks to stabilize.

3. **CUCUMBERS ALERT!**
   Supply is very short and will remain strong until MI starts.

4. **LETTUCE ALERT!**
   Supplies remain very short overall and active conditions are expected through the rest of July.

5. **PEPPERS – BELL ALERT!**
   Demand is very strong.

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**Outlook**

**WEST COAST**
Favorable, mild conditions will give way to a warming trend this weekend, as we expect upper 70s/low 80s coast side. We should see a return to seasonably average conditions by the middle of next week.

**MEXICO**
High temps (110-115°F) in the northern and western part of the country are followed by very wet weather in ¾ of the country.

**EAST COAST**
There is a high possibility of a hurricane forming in the Gulf region. Regardless of development, this system has the potential to produce heavy rainfall along portions of the northern and eastern U.S. Gulf Coast later this week.

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**Top Five**

1. **ASPARAGUS ALERT!**
   Mexican supply is quickly declining, as production has slowed due to hot weather and rain—affecting availability. This, coupled with lower Peruvian volume as the northern region season ends, will affect supplies for the next 4 – 5 weeks. Subbing to alternative sizing may be needed to fill orders as prorates are expected.

2. **AVOCADO ALERT!**
   The Mexican Flora Loca crop has started peaking on 48’s and smaller. The crop is very clean and pack outs are less than 5% of #2’s. The market is coming down and will take a few weeks to stabilize.

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**Berries – Black, Blue, & Raspberry**
Raspberries and blackberries are in good supply with good demand and steady markets. Blueberry supplies are shorter, and the market will be active due to weather.

**Berries – Strawberry**
The market is seeing signs of recovery as the plants start to show fruit that is not deformed. Yields are increasing each day and better production is being seen out of Watsonville and Santa Maria.

**Broccoli & Cauliflower**
Broccoli quality is fair to good with occasional bruising and discoloration. Salinas Valley volumes are average with better demand and more active markets. Cauliflower quality is fair to good, with occasional under-sizing. The market is gaining strength as yields are dropping and demand increases. Look for an active market for the next two weeks.

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**Beans – Green**
Supply and quality are good from TN, but rain is expected. The West Coast market is active with limited supply from CA.

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Tangy, sweet... plums are a summer treat!

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FreshPoint
A Syngenta Company
onions—white, yellow, & red
The yellow market is strong. Supplies remain tight on steady demand, but with not enough volume to get ahead. The market has come off and volume is better on red onions. White onions are steady.

peppers—green, red, & yellow
San Joaquin Valley peppers are ramping up, production on all colors is in full swing, with volume on reds to start around the 17th, which should bring that market down. Quality is very good. Current demand on reds & yellows is very strong, with good demand on green bells in the West.

celery
Quality is good, with occasional light discoloration and cracking. The market continues to be lower with better supplies, as production out of MI has started.

citrus—lemon, lime, & orange
Supplies of small lemon sizes are lighter and markets are rising. Quality is good. The lime market is steady on all sizes of limes. August is expecting tighter supplies due to previous drought (loss of flower). Orange markets are starting to come off slightly as production picks up. The sugar has improved on Valencias and quality is good.

cucumbers
Supply is very short and will remain strong until MI starts. Quality is good in NC.

eggplant
Supply is starting to shorten. The market is increasing and will stay strong for two weeks.

grapes—green & red
Supply is starting to shorten. The market is increasing and will stay strong for two weeks.

lettuce—iceberg, leaf, & romaine
Supplies remain very short overall and active conditions are expected through the rest of July. Refer to our FreshPress+ for specifics on quality.

potatoes
The market is active on lighter supplies as the storage pack outs decline and suppliers start to manage the inventory to get through a potential gap. The new crop appears to be about a week behind.

squash—yellow & zucchini
Steady supplies and good quality on zucchini. Yellow squash supplies are short, and quality is fair. The market is stronger.

tomatoes
East: Limited availability on all varieties out of VA and TN will keep the market active for the short term. Hot temps combined with rain in TN is causing inconsistent quality. West: CA is in season and the round market is lower on increased supplies. The grape market is active with tighter supplies, but cherries are steady.

melons—cantaloupe & honeydew
Cantaloupe supplies and quality are good as the southern regions overlap with the Westside region. Honeydew supplies are tighter on 5/6’s. Mexico production is winding down, and domestic supplies are starting to increase, so we should see good availability.