the FreshPress

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

August 30th, 2019

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The last days of summer

Top 5 Five

1. **ASPARAGUS** ALERT!
   Volume is our main concern.
2. **HURRICANE DORIAN** ALERT!
   Southeast locations are prepping for major hurricane conditions to make landfall early next week.
3. **LIMES** ALERT!
   Extreme heat and lack of rain has affected the quality and size of limes.
4. **PEPPERS – RED & YELLOW** ALERT!
   Volume remains below normal levels.
5. **POTATOES–SWEET**
   The new crop is being harvested but light on sugar.



asparagus ALERT!

Mexican volume continues to decline as the central Mexico harvest is a crop failure and down 35% compared to last year. Peruvian volumes remain low. Improvements are expected in the next few weeks if the hurricane does not affect the harvest.



avocados

Mexico's harvest is increasing. CA and Peru continue to slow down and both countries will have limited volume after next week. Chile is increasing volume and should hit promotional levels mid-September. Overall quality is good, and CA continues to have the best maturity. Quality #2 will remain tight until around mid-October.



beans–green

Markets remain steady out of the East and West Coasts. Quality continues to be fair to good.



berries–blackberry, blueberry, & raspberry

Good supplies and quality on all mixed berries.



berries–strawberry

Strawberries are of mixed quality due to warmer than normal nighttime temps. Santa Maria, CA has started production as the Salinas and Watsonville seasons start to trend downward in volume.



broccoli & cauliflower

Broccoli quality is fairly good with occasional brown bead and initial to moderate hollow core. Markets are active from lower supply and strong demand. Mexico volume is doing better than CA. **Cauliflower** quality is good with occasional discoloration and oversizing. The market is mostly steady from the previous weeks, but may move.

Outlook

WEST COAST

We're coming off a slight warming trend into 10 days of mild conditions that should bode well for overall quality of western fruits and veggies.

MEXICO

Mexico temps will range into 95-115°F. Monsoon rains from Tropical Wave 32 & 33 are in store for Sonora, Chihuahua, and Chiapas.

EAST COAST

The Southeast is preparing for a potential major hurricane to make landfall early next week. Growing areas may be affected.

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celery

Mostly good, occasional discoloration, cracking, and under-sizing. Good supply remains out of CA and MI.



citrus–lemon, orange, & lime ALERT!

Small sized **lemons** are plentiful due to good supplies of imports. Large sizes are increasing. Quality is good. Extreme heat and lack of rain has affected the quality and size of **limes.** Large size (110ct, 150ct and 175ct) availability is minimum, with 200ct supplies limited. Most of the fruit is 230ct and 250ct. Expect a strong market through September. Supplies of small **orange** sizes are very short this season due to heavy school demand and markets are increasing. Large sizes are steady. Quality is just fair due to hot weather. Most fruit is showing re-greening.



cucumbers

Supply is lighter, quality fair, and the market strong.



eggplant

Supply is short in NC, and the market is good. Northern areas are harvesting good supplies and the market is weak. Quality overall is good.



grapes–green & red

Quality is good, and prices are fairly steady. We are still looking at a two-tiered market between good, and fair-to-poor quality.



lettuce–iceberg, leaf, & romaine

Markets on red, green, and butter lettuce remain calm. Iceberg is unsettled with some suppliers in better shape than others. Romaine is a challenge as suppliers disk fields due to quality issues and yields are down. The market is active with shorter supplies. See the FreshPress+ for quality specifics.



melons–cantaloupe & honeydew

Shift in daily pack-outs to large fruit (9s and larger) leaving 12s in a limited position and small fruit (15/18s) being very short. **Cantaloupe** quality remains at optimum levels. **Honeydew** production has dropped off as new fields are late in starting to harvest. Limited production is anticipated with mostly 5/6s being available over the next week. The quality has been very good with Brix levels mostly in the 12-14% range.



onions

Good supplies and quality. Sizing is mostly Jumbo with Super Colossal supplies very short this season.



peppers–green, red, & yellow ALERT!

Colored bells will ease a little next week with newer acreage kicking in along with **green bells,** in which we might see a slight market relief.



potatoes

All suppliers are up and running on the new crop. The quality is good but 40-50 ct is looking to be short this season. The market will start sliding downward in the coming weeks.



squash–yellow & zucchini

Yellow squash and zucchini supplies are lower, and quality is spotty due to weather. Markets are stronger.



tomatoes

Good supplies and demand on much of the tomato varieties from the eastern and western growing regions. Western grape and cherry markets continue to be tight with good demand.

Reality Check

VEGETABLES	Supply: HIGH	Supply: INCREASING	Supply: STEADY	Supply: DECREASING	Supply: ALERT	Price: ALERT	Price: INCREASING	Price: STEADY	Price: DECREASING	Price: LOW
Asparagus					•	•				
Beans - Green			•					•		
Broccoli				•			•			
Cabbage			•					•		
Carrots			•					•		
Cauliflower			•					•		
Celery			•					•		
Corn			•					•		
Cucumbers			•					•		
Eggplant			•						•	
Herbs - Cilantro		•							•	
Lettuce - Iceberg			•					•		
Lettuce - Leaf G/R			•					•		
Lettuce - Romaine				•			•			
Lettuce - Spring Mix			•					•		
Mushrooms			•					•		
Onions - Green			•					•		
Onions - Red		•							•	
Onions - Yellow		•							•	
Onions - White		•							•	
Peas - Snow/Snap			•					•		
Peppers - Chiles			•					•		
Peppers - Green (e)			•						•	
Peppers - Green (w)			•						•	
Peppers - R/Y (e)					•	•				
Peppers - R/Y (w)					•	•				
Potatoes - Russet		•						•		
Potatoes - R/W/Yuk		•						•		
Potatoes - Sweet		•						•		
Spinach			•					•		
Squash - Yellow (e)				•			•			
Squash - Yellow (w)			•						•	
Squash - Zucchini (e)				•			•			
Squash - Zucchini (w)			•						•	
Tomatoes - Gr/Ch			•					•		
Tomatoes - Roma			•					•		
Tomatoes - Round			•					•		
FRUITS										
Apples			•					•		
Avocados			•						•	
Bananas			•					•		
Berries - Blackberry			•					•		
Berries - Blueberry			•					•		
Berries - Raspberry			•					•		
Berries - Strawberry			•					•		
Citrus - Grapefruit			•					•		
Citrus - Lemons		•							•	
Citrus - Limes					•	•				
Citrus - Oranges				•			•			
Grapes - Green			•					•		
Grapes - Red			•					•		
Kiwifruit			•					•		
Melons - Cantaloupe			•				•			
Melons - Honeydew				•			•			
Melons - Watermelon			•					•		
Pears			•					•		
Pineapple			•						•	

e= east w= west

Information is subject to market fluctuations and meant to be used only as a guide. Consider transit time for your area as this is a current condition report, and up to 10 days may pass before the effects show in your market. See the FreshPress Plus+, our extended guide of the current market information at freshpoint.com