

the Fresh Press ALERT

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

Updated October 30TH, 2020

Beans—Green **ALERT!**

Supplies have improved in the East; quality is good, and markets are lower. Supplies in the West remain limited as production is light.

Berries—Blueberries **ALERT!**

There is slow improvement for mixed berries due to reduced demand. Blueberries are the shortest with imports waiting to start. Very few are coming from Mexico and Argentina.

Carrots **ALERT!**

Markets are steady in the West. Demand is good on baby and snack pack carrots and supplies will be short for the upcoming weeks due to capacity issues at the processors. CA Jumbo sizing is still challenged.

Corn **ALERT!**

Supplies are better for fancy corn from GA; however, production is slowing down. A production gap may happen where GA finishes before FL starts. In the West, production from Coachella is limited.

Herbs—Parsley **ALERT!**

The markets on parsley remain challenged due to quality issues caused by the heat. Conditions on cilantro are improving with better availability.

Lettuce—Iceberg, Leaf, & Romaine **ALERT!**

Markets on all **romaine**, **leaf** and **iceberg** remain volatile and unsettled. Increasing quality issues in the fields coupled with strong demand has led to the current market conditions. Supplies will be impacted on all items both commodity and value-added packs for the next 2-3 weeks. Iceberg: Salinas continues to

struggle with underweight, misshapen, and INSV disease, while Huron is yielding improved quality (inconsistent sizing, cracking, and dehydration). Leaf: Salinas quality has improved slightly, watching for mildew. Huron is developing nicely, good quality for the next week. Romaine: Salinas quality remains poor, excessive cupping, and INSV disease.

Mushrooms—Crimini & Portabella **ALERT!**

Due to strong demand and several crop failures, **Crimini** and **Portabella** supplies will be limited through the end of the year.

Peppers—Hot House Heirloom & Mini **ALERT!**

In the East, supplies are better, quality is good, and markets are adjusting. In the West, all chiles are active. Mexico production is starting which is helping as the CA season wanes. For **heirloom** and **mini peppers**, demand exceeds supplies.

Peppers—Green, Red & Yellow **ALERT!**

In the East, **green bells** quality is good. FL will begin soon, and supplies should improve. **Red and yellow bells** are short, quality is good, and markets are strong. In the West, green bell supplies are limited (especially larger sizes). Coachella started last week, and Mexico should begin in a couple weeks. In Oxnard, colored bells are waning, and Coachella should begin mid-November.

Tomatoes **ALERT!**

Round supplies are critical. Relief will not come until the Ruskin/Palmetto fruit is available in mid-November. **Roma** and **Grape** tomatoes are rebounding due to increasing volume from FL & Mexico. **Cherry** tomato volumes remain active.