

# Market Report



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**News that is as fresh as our produce!**

February 13, 2012

## MARKET ALERT!

Artichokes, Cantaloupes, Green Beans, Honeydews, Kale and Strawberries

## Overview

Favorable growing conditions have resulted in continued plentiful availability for most row crop lettuce and vegetable items in the West and East; also Navel oranges. Active markets, characterized by high prices and tight supplies, include cantaloupes, honeydews, strawberries, beans and artichokes. Red grapes are also in moderately tight supply from various shippers.

## Avocados

The Avocado market is stable after the Super Bowl pull. Typically, the 2nd largest pull of the year (behind Cinco de Mayo), demand is good. The market is not in an over-supply situation. Prices have most likely reached their peak and will remain stable into Week 4. The steady 48 price increase in the last few weeks has caused some major retailers to switch to size 60s. This is helping keep a healthy overall supply and demand relationship. California: Some growers have begun harvesting some larger sizes to get some weight off the trees ahead of the big crop year. Volume will stay very light for the coming 3-5 weeks and increase in early March. Overall fruit is looking good and growers are eager to begin the season. There still remains the threat of freeze damage as we are still in winter.

Commodity	Price	Quality
Iceberg	Low	Good
Romaine	Moderate	Excellent
Romaine Hearts	Moderate	Excellent
Green and Red Leaf	Low to moderate	Good
Broccoli	Low	Good
Celery	Moderate to lower	Good
Carrots	Moderate	Good
Artichokes	Moderate	Fair
Asparagus	Low to moderate	Good
Green Onions	Low	Good
Parsley (curly)	Moderate	Very good
Cauliflower	Moderate	Good
Parsley (Italian)	Moderate	Very good
Spinach (bunched)	Moderate to lower	Excellent
<b>Kale (Green)</b>	<b>Extreme</b>	<b>Good</b>
Cilantro	Moderate	Very good
Green Cabbage	Low to moderate	Good
Red Cabbage	Moderate	Good
Bok Choy and Napa	Moderate	Good
Snow Peas	Low to moderate	Good
<b>Garlic</b>	<b>Moderate to extreme</b>	<b>Good</b>
Spring Mix	—	Good
Spinach (Baby)	Moderate	Good
Raspberries, Blues	Moderate	Very good
Blackberries	Moderate	Good
Strawberries	Moderate to low	Good
<b>Oranges</b>	<b>Moderate to high</b>	<b>Very good</b>
Lemons	High	Good
Limes	Moderate	Excellent
Grapefruit, Pineapple	Moderate	Good
Cantaloupes, Honeydews	High	Good
<b>Red and Golden Delicious Apples</b>	<b>Moderate to high</b>	<b>Good</b>
Grapes-Green and Red Seedless, Kiwi (Cal), Peaches, Nectarines, Plums	Moderate	Good
<b>Avocados-Mexican and California</b>	<b>Moderate to high</b>	<b>Good</b>
Zucchini, Yellow Squash	Low to moderate	Good
Cucumbers	Low	Excellent
Red Bells	Moderate	Good
Eggplant	Low	Good
Green Bells	Low to moderate	Good
<b>Green beans</b>	<b>High</b>	<b>Good</b>
Round , Roma Tomato	Low	Good
Cherry and Grape Tomato	Low	Good
Idaho Russets	Low to moderate	Good
Yellow, Red Onions	Low	Good
<b>White Onions</b>	<b>Moderate to high</b>	<b>Good</b>

## California Lettuce

**Iceberg Lettuce:** The lack of demand for lettuce has kept the market at a constant low. Industry volume is still slightly above budget; however, most shippers are now walking past fields and not harvesting the lettuce. This will decrease future volume. Quality and condition is good and weights range between 38 and 40 pounds.

**Romaine:** Romaine supplies continue to be very good industry wide. Demand is fair. Quality, color and condition all continue to be very good with a dark green color. Weights are in the 36- to 37-pound weights with lengths ranging from 12 to 13 inches.

**Green and Red Leaf:** Good supplies, quality continues to improve.

**Green Beans:** The recent extended period of depressed prices has caused growers to cut production. Prices have advanced sharply, with extremely tight availability.

**Cantaloupes:** Cantaloupes are more available with limited supplies.

**Honeydews:** There are no supplies on honeydews for this week and next.

**Specialty Citrus Items:** Good supplies on Clementine's, Fairchild's and Sweeties. Demand is strong for 14s large Pummelos and good for choice on 8s-12s. The Moro Blood Orange crop is anticipated to finish around the 3<sup>rd</sup> week of February. This is an alternate bearing crop, with this year being a lighter crop, and demand has exceeded supply! Large Minneola's (64lgr) will be very limited from the Yuma growing district with sizing peaking heavy to 80-100ct.

**Strawberries:** Mexico harvests remain strong with good weather. Florida continues moderate harvests through February. Oxnard harvests are progressing with moderate volume; prices are higher on new crop California strawberries. Strawberry prices are moderate overall, while proprietary variety berries continue to command a premium. Stem strawberries remain in very high demand through Valentine's Day. Allocation on stem strawberries is probable.

**Grapes:** Early season Chilean and Peruvian red and green seedless are available with promotable prices. Pricing is moderate with no great swings that we've experienced this month.

## \*Potatoes (Idaho) and Onions

**Potatoes:** The less expensive supply of the Norkotah variety is shrinking. Demand is light but the stocks on hand are very manageable. The Burbanks which typically bring a higher fob return back to the grower because of the higher solid content (less water in the potato) and longer shelf life will be the predominant variety left to run in Idaho. We don't expect any dip in the F.O.B's. Higher pricing in subtle jumps should be expected for the remainder of the season.

**Onions:** Abysmal situation for the next few weeks. Too many onions, not enough outlets.

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