

MARKET REPORT

POWERED BY:

Fresh
ALLIANCE

June 13, 2024

OVERVIEW

Corn is the item of the week out of the south with plenty of yellow and bi color corn and the quality is outstanding! South Georgia production continues to increase on several items, but squash will remain the shortest due to weather related pressure. We expect to see tight markets in the region and on the west coast for the next ten days. Hot peppers remain very short with tomatillos, shishitos and serranos all being the most volatile for the next several weeks. Tomato markets have tightened up a bit on both coasts; new crop out of the California desert on mature greens have ramped up and lighter supply on romas this week crossing from Baja. Steady supply crossing in McAllen this week on rounds; Florida spring production is rapidly declining on rounds and snacking tomatoes while romas will be short this week. Table grapes are finally easing back as more production becomes available out of Mexico. We should see domestic fruit next month. The offshore melon season is done, and we have transitioned to the desert where supply is lighter this week but anticipate better supply next week. The Mexican market has experienced a recent tightening due to a decrease in supply and an increase in field prices. This trend is anticipated to persist through July as the current Aventajada crop season ends. The upcoming Flor Loca crop from Mexico is projected to gradually increase in volume starting in the latter part of June, primarily consisting of smaller sizes. Shipments from Peru and Colombia are helping to offset the supply shortage from Mexico. Meanwhile, California is at its peak production, but prices and demand have risen due to the constrained market conditions. Shippers are particularly focused on sizing; as summer approaches, most crops are peaking in smaller sizes. Guatemala's temperatures remain very warm. Some regions, mainly where French beans are grown, have started to see rain that has affected production. The weather in the Salinas Valley continues to hold acreage back. The industry continues to harvest early to meet demand which is reflected in the limited supplies. Ground temperatures are below normal, and crops are just not growing. As a result, we still have extreme markets on most commodities. Unfortunately, it seems that this weather trend will be following us into June.

MARKET ALERTS



ASPARAGUS – ESCALATED

Obregon/Southern Baja production continues to improve. Washington, Michigan, and Canada's production continues to be good. We should soon start to see these three regions slowing down due to seasonality. Peruvian volume remains unchanged from last week. Markets continue to be sluggish to do multiple regions in production. White asparagus remains very limited to non-existent from Peru, likely until July.



ARTICHOKES – ESCALATED

Overall supplies are still light, and quality is good.



AVOCADOS – ESCALATED

32.9M pounds were shipped to the U.S. out of Mexico. The quality is good, and supply is tight as the industry nears the end of the season. The dry matter continues to increase in Michoacán, with the Aventajada Crop averaging dry matter levels of 39%. With high dry matter, fruit color is expected to be dark, but this is not an indicator of ripeness. Out of California, 15.2M pounds were harvested for week 23, and the total harvest to date is reported at 156.1M pounds. The CA crop's dry matter is averaging 29%. California volumes are expected to peak through June as growers try to support the overall short supply. The overall sizing curve from



HOT PEPPERS – EXTREME

Record low supplies and higher demand is pushing prices higher across the entire category. Overall, the quality is fair, but we expect to see a large imbalance in supply over the next 3-5 weeks on items like shishito pepper, serrano and tomatillo. California and the Baja will start in 4 weeks which are expected to bring much needed relief to the entire category.



LIMES – ESCALATED

Lime market is strengthening on all sizes as supplies are decreasing from Mexico. Quality is also becoming a struggle as the lack of rain is impacting growing conditions. Expect pricing to continue to strengthen with as large sizes remain in extremely short supply.



LEMON (SMALL SIZES) – EXTREME

We continue to see small lemons in California exceptionally short with no relief in sight until district 3 fruit gets started late in the summer. Import lemons are starting to arrive in a small way with small fruit available. Flexibility on sizing and loading areas will be mandatory to get orders filled on orders loading in California.



LETTUCE – ESCALATED

- **Iceberg:** Lettuce supplies are steady this week, but forecast is for supplies to be lighter into next week. With good quality and condition. Pricing has adjusted down but expect pricing to stabilize next week.

MARKET REPORT



all three COOs is peaking on the 60 counts and smaller.



BOK CHOY – ESCALATED

Supplies are improving and quality is good. The market is active.



BROCCOLI – ESCALATED

Overall quality is good, but volumes are decreasing as we head into next week. Market is strengthening with higher pricing anticipated.



CABBAGE, RED – ESCALATED

Pricing is escalated, and quality is good although supplies continue to be tight. Market remains very active



CANTALOUPE - ESCALATED

Very good cantaloupe demand continues with limited production forecasted over the next ten days. We anticipate a decrease in daily pack-outs by the end of this week which will remain lower through next week. The region has started to experience hotter temperatures which is conducive to providing better sizing. We are seeing a few more 9s the past two days but still too many 12/15s being packed which is negatively impacting yields. Quality from what we have seen has been very good with strong netting, good color and solid internal quality with brix levels now maintaining a 12-15% range.



CAULIFLOWER – ESCALATED

Industry supplies are increasing with very good quality. Contract pricing remains escalated although market is adjusting lower.



CELERY – ESCALATED

Supplies continue to increase as the Salinas season gets ramped up and overall quality improves. Pricing is still escalated although the overall market has adjusted slightly. Expect steady supplies.



CILANTRO – ESCALATED

Cilantro supplies are steady; quality is improving although market remains very active.

- **Romaine, & Romaine Hearts:** Romaine, and Romaine Heart production is improving with very good quality. Pricing on hearts is still escalated.



NAPA – ESCALATED

We continue to see some quality issues, but we should see an improvement over the next few weeks. Quality and supplies are improving.



ORANGES (MEDIUM & SMALL SIZES) – EXTREME

No Changes this week on the orange crop from California. The Valencia season is underway, as the Navel season continues to wind down. Small size oranges, including Valencia's, continue to be in extremely short supply and will remain in short supply until the Navel crop gets started in the fall. **FLEXIBILITY ON SIZING AND LOADING AREAS WILL BE MANDATORY IN ORDER TO GET ORDERS FILLED!**



PARSLEY – ESCALATED

Supplies will be limited for the next few weeks, quality is fair.



SOFT SQUASH – ESCALATED

Recently we have seen availability on soft squash become very short. This is all due to weather-related pressure impacting the current crop in South Georgia, combined with Mexico finishing early, and the transition to California being very slow to start. We are seeing some pro-rates on our program business with our grower partners and expect this to gradually improve over the next 7 to 10 day



SNOW & SNAP PEAS – ESCALATED

Guatemala is experiencing low snow pea production due to high temperatures and insufficient rainfall. However, sugar snap production is good. The demand for snow peas remains high, while Peruvian peas are now entering the market. Snow peas from the west are still scarce, but sugar snap pea supplies are consistent.

WEATHER

SALINAS, CA

Thu 6/13 63° 51°F AM Clouds/PM	Fri 6/14 68° 51°F Partly Cloudy	Sat 6/15 68° 49°F Partly Cloudy	Sun 6/16 65° 49°F Partly Cloudy	Mon 6/17 67° 47°F Partly Cloudy	Tue 6/18 68° 47°F Partly Cloudy	Wed 6/19 70° 53°F Partly Cloudy	Thu 6/20 72° 54°F Partly Cloudy
--	---	---	---	---	---	---	---

OXNARD, CA

Thu 6/13 67° 58°F AM Fog/PM	Fri 6/14 69° 59°F Partly Cloudy	Sat 6/15 73° 60°F Partly Cloudy	Sun 6/16 70° 58°F Sunny	Mon 6/17 70° 57°F Partly Cloudy	Tue 6/18 70° 58°F Sunny	Wed 6/19 70° 59°F Sunny	Thu 6/20 73° 61°F Sunny
---	---	---	-------------------------------------	---	-------------------------------------	-------------------------------------	-------------------------------------

MARKET REPORT



COACHELLA, CA

Thu 6/13 108° 79°F Sunny	Fri 6/14 113° 78°F Sunny	Sat 6/15 113° 76°F Sunny	Sun 6/16 108° 72°F Sunny	Mon 6/17 103° 69°F Sunny	Tue 6/18 101° 72°F Sunny	Wed 6/19 104° 76°F Sunny	Thu 6/20 109° 80°F Sunny
--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------

JALISCO, NAYARIT

Thu 6/13 83° 67°F AM Showers	Fri 6/14 84° 67°F Partly Cloudy	Sat 6/15 83° 67°F Mostly Cloudy	Sun 6/16 84° 66°F Partly Cloudy	Mon 6/17 82° 66°F Partly Cloudy	Tue 6/18 79° 66°F Partly Cloudy	Wed 6/19 81° 66°F Partly Cloudy	Thu 6/20 81° 67°F Isolated Thunderstorms
--	---	---	---	---	---	---	---

VIZCAINO, BAJA SUR

Thu 6/13 109° 66°F Partly Cloudy	Fri 6/14 104° 62°F Sunny	Sat 6/15 102° 66°F Sunny	Sun 6/16 101° 63°F Sunny	Mon 6/17 99° 60°F Sunny	Tue 6/18 95° 59°F Sunny	Wed 6/19 97° 62°F Sunny	Thu 6/20 101° 68°F Sunny
--	--------------------------------------	--------------------------------------	--------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	--------------------------------------

LAKE PARK, GA

Thu 6/13 95° 71°F Sunny	Fri 6/14 96° 71°F Sunny	Sat 6/15 99° 74°F Mostly Sunny	Sun 6/16 98° 73°F Mostly Sunny	Mon 6/17 95° 72°F Partly Cloudy	Tue 6/18 94° 72°F Partly Cloudy	Wed 6/19 94° 72°F Partly Cloudy	Thu 6/20 94° 72°F Partly Cloudy
-------------------------------------	-------------------------------------	--	--	---	---	---	---