



WEEK 25: June 19 - June 25, 2023
MARKET OUTLOOK

Transportation:

National Diesel Average: \$3.794

Compared to Last Year: \$1.87

National Fuel Surcharge: \$0.47

Shortages: Seeing high freight rates, with **extreme** shortages - None; **slight** shortages - AZ, FL & SC

National Posted Rate per mile
previous week's average outbound reefer rate for each region
 Map from [DAT](#)



Regional Weather Update:

Oxnard, CA: Partly cloudy and sunny skies with highs in the upper 60s and lows in the upper 50s.

Salinas, CA: Partly cloudy and sunny skies throughout the week with highs in the upper 60s and lows in the 50s.

Yuma, AZ: Sunny and partly cloudy skies with highs in the low 100s and lows in the 70s.

Immokalee, FL: Scattered thunderstorms, and PM thunderstorms throughout the week with highs in the 90s and lows in the 70s.

Idaho Falls, ID: PM showers, partly cloudy and sunny skies throughout the week with highs in the 60s to low 80s and lows in the 40s.

MARKET ALERT

- Asparagus
- Berries: Blackberries & Raspberries
- Brussels Sprouts (Extreme)
- Celery (Extreme)
- Corn
- Grapes
- Herbs: Chervil & Cilantro
- Melons: Cantaloupe & Honeydew
- Onions (Radar)
- Pepper Chili: Anaheim, Poblano & Serrano
- Pineapples (Radar)
- Potatoes
- Snow Peas (Radar)
- Tomatoes

MARKET OUTLOOK



Apples



SUPPLY

GOOD

QUALITY

GOOD

The Washington State Apple Crop is in the final 3 to 4 months left of shipping. The 2022/23 crop will finish slightly more than 100 Mil boxes, which is much less than the 122 Mil boxes finished in 2022. Due to a shortage of availability, weekly shipments have been much lower than usual. Top 5 Apples for Foodservice: **Red Delicious**, for instance, has 1.5 Mil fewer boxes than it did at the same time last year. Peak sizes are 113s and 125s, with 88s and larger still maintaining higher prices. Quality is good. **Gold Delicious** has 220,000 fewer boxes than last year. Quality at the end of the year has been excellent. **Granny Smith** has 2.6 Mil fewer boxes than at this time last year. They have been scarce this season, and costs have been higher than usual. Quality has been good all year, and as the state enters the summer months, the quality will continue to get better. **Gala** is the only variety with 1.1 Mil more than this time last year. Making it to the New Crop Galas this year will not be a problem. **Fujis** is roughly the same as this time last year. Quality has been good. New Crop Washington State apples will be delay 1-2 weeks later than previous season due to the late bloom caused by the cold weather in spring. The new crop estimate has not been sent out to the industry, but rumor has it in the 122 Mil range.

MARKET ALERT

Asparagus



SUPPLY

FAIR

QUALITY

FAIR

Domestic asparagus is coming to an end. Idaho and Washington are done. There is pressure in this region due to a lack of availability, since Michigan is quickly ending, and Canada will be finished in 2 weeks. Yield in Peru is down by 60-70% due to the excessive rain and heat in the past few months. Sizing is primarily small to large, with XL and jbo being limited. Central Mexico has stated with small volume and some delay due to lack of rain. Since rainfall is common during this time of year in central Mexico, the lack of rain has a significantly impacted the growth. Rain isn't in the forecast for the next 2-3 weeks. Supplies will be a challenge going into July. Supplies are expected to get better mid-July. Recommend being flexible with sizing at time of loading and propose substituting green beans or broccoli.

Avocados



SUPPLY

GOOD

QUALITY

GOOD

Mexico has exceeded the anticipated weekly volume most weeks this spring but will see a drastic shift this week. Negra/late season fruit is wrapping up and transitioning to higher elevation. The higher the elevation, the less available orchards to harvest; about 30% less this week compared to the previous three weeks. There is no predetermined timetable for when the lower elevations will begin harvesting the Flora Loca crop because it is dependent on the dry matter of the fruit. The Loca crop size curve is expected to be heavy to small fruit, with the US relying on the high elevation/Negra crop for size. Jalisco harvesting may begin in the coming weeks, depending on dry matter, and is expected to favor small fruit.

Bananas



SUPPLY

GOOD

QUALITY

GOOD

Bananas are currently solid and consistent.

MARKET OUTLOOK



Beans



SUPPLY
GOOD
QUALITY
GOOD

Green Beans: Florida and Georgia is finishing up and will transition to north. Quality is outstanding. Overall supply is good with the market back to normal on the East coast. Mexico production continues to be light during the transition and expecting to improve in the next week. The market is expected to be escalated first week of July.

Snow Peas: **RADAR** Offshore supplies have been affected by the rain on for the East coast. Market is trending up. California production is steady. Peruvian has light supply.

MARKET ALERT

Berries



SUPPLY
FAIR
QUALITY
FAIR

Blackberries: **ALERT** Prices are trending up. Production out of Mexico continues to trend down as expected for this time of year. Harvesting in California is just starting and is expected to ramp up. Expecting the market to remain tight for the next 2 to 3 weeks.

Blueberries: Prices are trending down. Production is coming out of California, the Pacific Northeast, Georgia, and North Carolina. Volume is expected to pick up in the weeks to come. Look for challenges with quality fruit from California.

Raspberries: **ALERT** Prices are trending down. Production out of Mexico continues to trend down as expected for this time of year. Harvesting in California is just starting and is expected to ramp up. The market is expected to remain tight for the next 2 to 3 weeks.

Broccoli



SUPPLY
FAIR
QUALITY
GOOD

Broccoli: Supplies will be light with good demand. Markets are not escalated. Supplies are available from Salinas, Santa Maria, and Mexico. Supplies are expected to be light going into next week. (F.O.B pricing for this week \$17.00 - \$18.00)

Broccolini: Supplies continue to be good. Demand has slowed down. Supplies are expected to continue improving. Supplies should be steady for the next few weeks. Great time to promote Broccolini. (F.O.B pricing for this week \$21.95 - \$22.75)

MARKET ALERT

Brussels Sprouts



SUPPLY
LIMITED
QUALITY
FAIR

EXTREME Supplies continue to be extremely limited with fair quality. Demand continues to remain steady. Supplies from Mexico are finishing up. Supplies are expected to be very limited in the next few weeks until Central California has better volume. Market pricing and contracts will remain escalated. (F.O.B pricing for this week \$50.00 - \$52.00)

Cabbages



SUPPLY
GOOD
QUALITY
GOOD

Supplies are steady with good quality. Growers are reporting better availability. Market pricing has also improved. Products are coming from Salinas and Oxnard. (F.O.B pricing for this week \$12.00 - \$14.00)

MARKET OUTLOOK



MARKET ALERT

Cantaloupes



SUPPLY
GOOD
QUALITY
GOOD

Desert production has increased. Size is peaking on 9/9Js. Supplies are expected to decrease in the last week of June and transition to California. There will be a supply gap during the transition due to the start of California production being delayed until mid-July. Growers are trying to stretch out the production into the first week of July in hopes California will start sooner. The quality is good and brix has been excellent with 14-16% range.

Carrots



SUPPLY
GOOD
QUALITY
GOOD

Overall, the quality and supply are good. All contracts are being fulfilled.

Cauliflower



SUPPLY
GOOD
QUALITY
GOOD

Supplies are very good. Demand has slowed down. Markets are not escalated. Supplies are available from Salinas, Santa Maria, and Mexico. Supplies are expected to be good for the next few weeks. Great time to promote. (F.O.B pricing for this week \$11.00 - \$12.00)

MARKET ALERT

Celery



SUPPLY
LIMITED
QUALITY
FAIR

EXTREME Supplies continue to be very limited. Quality is reported as only fair, seeder is present and disease pressure. Supplies are currently coming from Oxnard and Santa Maria. Very good demand continues for celery. Market pricing will be escalated for next week. Supplies are expected to be limited for the next two weeks. Salinas is expected to start early next week. (F.O.B pricing for this week \$43.00 - \$44.00)

Citrus



SUPPLY
GOOD
QUALITY
GOOD

Limes: While yields remain elevated, the market has stabilized. Recent rain events have aided fruit growth and color, but they may also result in conditioned flaws such as styler-end breakage and oil spots which can show days after initial shipment. With limited volume anticipated for large sizes until the current production cycle ends towards the second half of July, the crop is at its peak for small and mid-sized fruit. Pricing per size has nearly bottomed out and is likely to remain steady through the second or third week of July. Extreme heat and humidity throughout the summer will have a significant influence on quality and shelf life, which will eventually affect yields and availability.

Lemons: Weather has been holding up. Shippers will try to stretch current supplies to the end of June. Some very late ranches in D1, but this year will end a little early. Fruit is sizing up. Rain has hurt pack-outs for many growers. Peaking on 115s. 140s Fancy are tight as this is the size/grades preferred by national retailers. Argentina will start in June.

Oranges: Navels are projecting to end mid-June. Brix is nice with an excellent color. Size is still small and will continue until the end of the Navel season. Peaking on 88s with very limited 48s/56s.



MARKET OUTLOOK

MARKET ALERT

Corn



SUPPLY
FAIR
QUALITY
GOOD

Prices for Corn are trending up. The market has tightened up in the East and West coast. The market could tighten up a bit more going forward due to wind and rains in the Southeast this week.

Cucumbers



SUPPLY
GOOD
QUALITY
FAIR

Prices for Slicing Cucumbers are trending up. Prices for English and Persian Cucumbers are trending down. Production is coming out of North Carolina, Georgia, Mexico, and California. The market could tighten up a bit going forward due to wind and rains in the Southeast this week.

Garlic



SUPPLY
GOOD
QUALITY
GOOD

Domestic garlic has improved with steady supplies. Quality is good and the price remains elevated.

Ginger



SUPPLY
FAIR
QUALITY
GOOD

The market for imported ginger is active, and supplies are light.

Grapes



SUPPLY
LIMITED
QUALITY
GOOD

Fruit crossing Nogales has improved, and the California season has already begun with good quality reds. The pipeline is refilling. Greens are a little behind and the market is reacting to those but should have a healthy domestic season going forward.

MARKET OUTLOOK

MARKET ALERT

Herbs



SUPPLY
LIMITED
QUALITY
FAIR

Herbs from Colombia continues to struggle due to the weather with short shelf life.

Chervil: ALERT Both imported and domestic production continues to be a struggle due to weather. Light supplies through the summer.

Cilantro: ALERT Supplies continues to be very light with fair quality. The market is much higher compared to last week. Supplies are shipping out of Salinas and Santa Maria. Less yields are being reported. Market pricing has escalated due to high demand and limited availability. (F.O.B pricing for this week \$23.00 - \$26.00)

MARKET ALERT

Honeydews



SUPPLY
LIMITED
QUALITY
GOOD

Despite a little increase in Mexican border crossings through Nogales, domestic honeydew supplies are still extremely limited from the desert. Volumes continued to be a challenge. The Imperial Valley could have new fields break by the last week of June, which should help ease the pressure on the market. Sizing has been primarily 5/6s with a few jumbos. As is to be expected from this region, quality will likely have some exterior scarring but should be fine. Current brix ranges from 12-14%. Suggest being flexible at time of loading.

Iceberg



SUPPLY
FAIR
QUALITY
GOOD

Supplies continue to be good. Quality is reported as good. Weights and sizing on Iceberg have also improved. Supplies are forecasted to be lighter in the next few weeks. Growers are expecting market pricing to increase due to lighter supplies. (F.O.B pricing for this week \$14.00 - \$15.00)

Kale



SUPPLY
GOOD
QUALITY
GOOD

Supplies are steady with good quality and demand. Supplies should remain steady for a few weeks. Market pricing is steady this week. (F.O.B pricing for this week (\$12.65 - \$14.45)

Leaf



SUPPLY
GOOD
QUALITY
GOOD

Green & Red Leaf: Supplies continue to be very good with good quality. Sizing and carton weights are improving. Expect markets and supplies to remain steady for the next few weeks. Great time to promote. (Green Leaf F.O.B pricing for this week \$8.00 - \$9.00)(Red Leaf F.O.B. pricing for this week \$9.00 - \$11.00)

Romaine: Supplies continue to be good with good quality. Weight is improving. Expect market pricing to remain steady for the next few weeks with steady supplies. (Romaine F.O.B pricing for this week \$10.00 - \$11.00)(Hearts F.O.B pricing for this week \$14.00 - \$16.00)

Tender Leaf: Supplies are very good with good quality and demand. Improved weather will bring better supplies and availability. Steady Market pricing and supplies are to be expected in the next few weeks. (F.O.B pricing for this week \$4.75 - \$5.00)

MARKET OUTLOOK

Mushrooms



SUPPLY
FAIR
QUALITY
GOOD

Mushrooms supplies have improved in the last few months. Growers are reporting better availability across the mushroom category. Price increases seem to have stabilized. Markets are expected to remain steady for now.

Onions



SUPPLY
GOOD
QUALITY
GOOD

RADAR Quality is very good. Demand is slightly down. The market is steady. Imperial Valley is done. North Carolina will be done in the next week. Wisconsin is wrapping up. Central Valley has started. New Mexico volumes are good. Yellow Medium onions are tight and fetching premium price. Colorado is expected to start on time, around Labor Day. Kansas will be ready late August while Washington will be ready in early August. This will also have an impact on pre-cut.

Onions Green



SUPPLY
GOOD
QUALITY
GOOD

Supplies continue to be very good with normal market pricing. Green onions are coming from Mexico. Warmer weather will bring better supplies and availability. Growers are expecting steady market pricing and steady supplies for the next few weeks. (F.O.B pricing for this week \$8.00 - \$10.00)

Peppers Bell



SUPPLY
GOOD
QUALITY
GOOD

Prices for Green, Red and Yellow Bell Peppers are trending down. The market could tighten up a bit going forward due to wind and rains in the Southeast this week.

MARKET ALERT

Peppers Chili



SUPPLY
FAIR
QUALITY
GOOD

ALERT (Anaheim, Poblano & Serrano) Prices for Chili Peppers are mixed this week with a slight downward bias. Production is coming out of Florida, Georgia, Mexico, and California. Growers are expecting the market to come down a bit in the weeks to come.

Pineapples



SUPPLY
FAIR
QUALITY
GOOD

RADAR Droughts are reducing pineapple yields in certain Costa Rican regions this summer. Recommend being flexible with sizing and giving plenty of lead time when ordering. Keep your inventory well stocked.

MARKET OUTLOOK

MARKET ALERT

Potatoes



SUPPLY

FAIR

QUALITY

GOOD

Some of the larger sizes are starting to become scarcer, which is driving up the market price. Overall demand exceeds supply slightly. Potatoes will shrink somewhat during storage due to water loss. Remaining supplies are Burbank, which typically have a smaller size profile than Norkotah, therefore, its anticipated that the remaining supplies will have a smaller size profile than those shipped earlier in the season. This indicates that, while there is still availability in the 40s to 60s, as the season progresses, there will be further pressure on the market. Growers were able to get into the field to evaluate the progress of the new crop after a couple of weeks delay due to the abnormal winter. They are reporting good soil temp which means the potatoes are coming up slightly faster than last year. Because of the delayed planting, there may be a gap in August between the old and new crops. Overall, it seems to be a week or two weeks later than usual. This will also affect precut.

Squash



SUPPLY

GOOD

QUALITY

GOOD

Prices for Yellow Squash are trending up. Prices for Zucchini Squash are stable. Production is winding down out of Georgia while the Northeast is seeing volumes pick up. The market could tighten up a bit going forward due to wind and rains in the Southeast this week.

Strawberries



SUPPLY

GOOD

QUALITY

FAIR

Prices for Strawberries are trending up. Growers are reporting unstable harvesting yields. Temperatures in the main growing areas have been on the cooler side. Growers are expecting warmer weather later this week.

MARKET ALERT

Tomatoes



SUPPLY

FAIR

QUALITY

GOOD

Prices for 20 lb & 25 lb Round Tomatoes are trending down. Prices for Grape and Roma Tomatoes are trending up. Prices for Round Tomatoes remain elevated. Growers expect volumes out of Mexico to come down in the weeks to come and domestic supplies out of the East to pick up. Many summertime local deals will start adding volume to the market as the season progress.

Watermelons



SUPPLY

FAIR

QUALITY

GOOD

Supplies will be tight for another couple of weeks. Georgia has start with primarily 36ct seedless. Mississippi is starting soon. Mexican melons are shipping out of Edinburg and Nogales, but production is starting to slow down. Arizona just started.



MARKET OUTLOOK

Produce Category Overview

Asparagus will be tight going into July due to Mexico experiencing lack of rain and domestic finish for the season. **Melons** have transitioned from imports to domestic but are limited in availability due to desert region starting late. Extreme alert for **Celery** as seeders and other quality issues continues to be challenged in production and expected to be very limited for a few weeks. **Brussels sprouts** are on extreme alert due to Mexico finishing up and waiting for Central California to start. With the recent wind and rain in the Southeast region, **Bell Peppers, Corn, Cucumbers, Yellow Squash, and Zucchini** market could get a bit tight. Good time to promote **Broccoli, Cauliflower, Green and Red Leaf**.

Targeting Gen Z consumers? It's not so simple

Alicia Kelso | May 31, 2023

There's a reason nearly every brand is trying to figure out Gen Z consumers' sweet spot right now. The demographic makes up nearly 70 million Americans, or about 20% of the U.S. population, and has amassed \$360 billion in disposable income.

This perhaps explains why the session "The Gen Z Effect: Redefining Dining Choices and New Experiences for a New Generation" at the National Restaurant Association Show attracted a standing-room-only crowd. The session was presented by Lindsay Lyons, group director of customer strategic insights at The Coca-Cola Company, and Robert Byrne, director of consumer and industry insights at Technomic. Their lede? A simple reminder that the generation is far from homogenous, which is a detail that often gets lost in the chase.

"They are 13-to-24, which comes with a wide spectrum of wants and needs," Lyons said.

For added context, the younger consumers in this demographic tend to be more trendy and less eco conscious. Ages 15-to-18 are an "inflection point," where these consumers start to drive and make money. At 18, when many go to college or start working full-time, they become more influenced by social issues, they're more convenience seeking and they're more likely to cook.

Essentially, the older cohort of Gen Z prioritizes convenience, while the younger cohort is looking for social, fun experiences and "a vibe." That said, they're also extremely health conscious, but they define that focus much differently than their predecessors.

"Healthy to them is comprehensive – it means things like balance, hygiene, diet, exercise, sleep, therapy. Doing things they want to do. It also means immunity, focus, natural, hydration, all of that together," Lyons said.

Of course, they're also digital and Byrne notes this is the demographic where digital curiosity is moving into digital dependency. However, that doesn't necessarily mean they want their entire world, including restaurants, to be fully digital. In fact, Byrne said expectations versus reality for this age group may be a bit surprising compared to their older peers. Consider that 23% of Gen Zers find food delivered via robot to be unappealing, for instance, while 38% find it to be appealing. This is compared to the 22% of millennials who find food delivered via robot to be unappealing, while 45% find it to be appealing.

Further, 30% of Gen Zers find food delivered via drone to be unappealing, while 32% find it to be appealing, versus 23% and 48% of millennials, respectively. As for those robot servers? Just 32% of Gen Zers find them to be appealing, versus 47% of millennials. What does this mean?

"Be careful with your extension of technology. There may be less receptivity to technology than one might think," Byrne said.

Value consciousness

One of the most important attributes sought by Gen Z is value, as 46% of these consumers have a second job according to Deloitte research. Byrne said price consciousness is based on necessity as many of these consumers are living hand-to-mouth.

[Read full article HERE](#)

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to dforsythe@nproduce.com and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

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