



WEEK 35: August 28 - September 3, 2023

MARKET OUTLOOK

Transportation:

National Diesel Average: \$4.378

Compared to Last Year: \$3.858

National Fuel Surcharge: \$0.52

Shortages: Seeing high freight rates, with **extreme** shortages - None; **slight** shortages - DE, MD & VA

Regional Weather Update:

Oxnard, CA: Sunny skies with highs in the 80s and lows in the 60s.

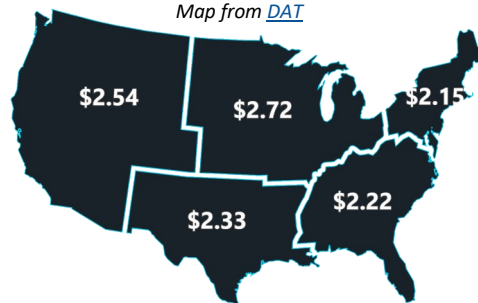
Salinas, CA: Partly cloudy and sunny with highs in the 70s and lows in the 50s.

Yuma, AZ: Partly cloudy and sunny skies with highs in the 110s and lows in the 80s.

Immokalee, FL: Thunderstorms with highs in the upper 80s and lows in the 70s.

Idaho Falls, ID: Sunny skies with highs in the 80s and lows in the 50s.

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



MARKET ALERT

- Apple (Radar)
- Asparagus
- Avocado (Radar)
- Berries: Blackberries & Blueberries
- Brussels Sprouts
- Cilantro
- Grapes
- Green Onions (Extreme)
- Limes
- Pepper Chili
- Pineapples
- Squash: Yellow & Zucchini
- Tomatoes: Grape

MARKET OUTLOOK

Apples



SUPPLY
GOOD
QUALITY
GOOD

RADAR Due to cold temperatures in the spring producing later bloom, the new Washington State Apple crop will be 7 to 14 days later than last season. The new crop estimate has not been released to the industry, although it is rumored to be in the 122 million range. While the New crop is on the horizon, the Golden Delicious and Granny Smith are causing a concern. Both are standing with less boxes than anticipated, resulting in an excess of demand over supply. Granny Smith is 2.6 million fewer boxes than this time last year, showing significantly higher market values than usual. Due of the limited supply, it is strongly advised to avoid Granny Smith as much as possible until the new crop is released.

MARKET ALERT

Asparagus



SUPPLY
LIMITED
QUALITY
FAIR

Due to persistent weather-related challenges in the growing regions of Mexico and Peru, the Asparagus market will continue to be short on larger sizes. Sizing continues to be a challenge. Large and jumbo asparagus are extremely limited or non-existent. Expecting quality issue on the standard. The effects of Hurricane Hilary passing through Baja, Mexico, will complicate an already strained supply chain and be felt in the future. Anticipating a sizing disruption until end of September. The market continues to be elevated. Recommend being flexible with sizing at time of loading and/or offer broccolini.

Avocados



SUPPLY
GOOD
QUALITY
GOOD

RADAR The avocado market is being impacted by a few changes. Volume dropped slightly last week across all Country of Origins, but the market reaction on 48s and 60s dropped due to US inventory still being in good shape vs demand. The market will remain volatile for a few weeks until the new MX crop takes over. 48s are more accessible, but due to the scarcity of larger sizes, they continue to command high market prices. It appears that 48s are not at risk due to supply, if at all possible, avoid this size until the market stabilizes.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Overall quality continues to be good, and there is currently no significant issues with bananas.

Beans



SUPPLY
GOOD
QUALITY
GOOD

Green Beans: Supply is good, and market is stable. Steady supply through September on the East coast. Due to the rain and extreme heat, Mexico production and quality have been impacted. Limited availability out of Mexico.

Snow Peas: Supplies are improving in the east. The market is active. Demand are good with fair quality. Guatemalan production is improving. Peru is also improving with good quality.

MARKET OUTLOOK

MARKET ALERT

Berries



SUPPLY
POOR
QUALITY
FAIR

Blackberries: **ALERT** Prices for Blackberries are trending down. Production out of California is peaking while Mexico's volumes are down due to the Hurricane earlier this week.

Blueberries: **ALERT** Prices for Blueberries are trending up. Production for Blueberries is coming down as the season in the Pacific Northwest is past the peak.

Raspberries: Prices for Raspberries are trending down. Production out of California is peaking while Mexico's volumes are down due to the Hurricane earlier this week.

Broccoli



SUPPLY
FAIR
QUALITY
GOOD

Broccoli: Supplies will be fair with strong demand. Supplies are available Salinas, Santa Maria, and Mexico. Growers are reporting lower yields due to growing gaps. Market pricing for Broccoli has increased and is expected to remain strong for a few weeks. (F.O.B. pricing for this week \$17.00 - \$18.00)

Broccolini: Supplies continue to be very good with slow demand. 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
FAIR
QUALITY
FAIR

Supplies are light with fair quality. Demand is strong. Market pricing and contracts will remain escalated. Supplies are expected to remain light causing markets to remain high and prices will continue to remain escalated. (F.O.B. pricing for this week \$48.00 - \$50.00)

Cabbages



SUPPLY
GOOD
QUALITY
GOOD

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

Cantaloupes



SUPPLY
GOOD
QUALITY
GOOD

The cantaloupe market had been trending higher for the previous 10 days, but Hurricane/ Tropical Storm Hilary has swiftly changed the entire melon situation. A few growers were impacted worse than others and were unable to harvest. Good volume is expected to continue over the next three weeks, but demand should pick up as eastern regional deals start to wrap up by Labor Day. The percentage of jumbo fruit has increased, but there are still plenty of 9/12s to satisfy all needs.

MARKET OUTLOOK



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 with slow demand. Markets remain steady. Supplies are available from Salinas, Santa Maria, and Mexico. Supplies are expected to be steady for the next few weeks. Great time to promote Cauliflower. (F.O.B. pricing for this week \$11.00 - \$13.00)

Celery



SUPPLY

GOOD

QUALITY

GOOD

Supplies have improved with good quality. Supplies are currently coming from Salinas and Santa Maria. Market pricing has improved and no longer escalated. Salinas celery harvest is in full swing. Markets are expected to be good for the next few weeks. Good time to promote Celery. (F.O.B. pricing for this week \$11.00 - \$12.00)

MARKET ALERT

Citrus



SUPPLY

GOOD

QUALITY

GOOD

Limes: **ALERT** Costs are steadily increasing. Heavy rain fell in northern Mexico last week/this past weekend. Extreme heat and humidity are affecting quality and shelf life, contributing to low yields/availability. Overall crossings have declined, and current pack-out yields account for a 20-25% loss on the line, which has improved from prior weeks. Most operations are transitioning to the new production cycle. Peak sizing consists of 230/250s with limited availability in larger fruit. As the summer progresses, the weather will continue to play a role in overall quality. Pricing may vary depending on current supply and demand.

Lemons: Due to this year's heavy rains in California, many lemons were lost. As a result, 140s and smaller are very tight, which has driven up prices to levels that are unusual for this time of year. The 165s and 200s have become quite tight in the last month and are very challenging to cover. Picking has begun in D2 coastal area. There is more choice fruit than normal due to the heavy scarring. Due to the damage, lemons have been difficult to manage.

Oranges: This season's Valencia, which run heavy to 138/113/88s, are ideal for food service. Fruit is tasty, firm, and color great. Brix is at 13-14. In most years, when schools reopen in August because the fruit has grown out of the smaller sizes, the industry faces a demand-supply imbalance. With the amount of small fruit this year, not expecting any big issue. Valencia is not in high demand in July, which will help the overall supply. Valencia is expected to go through October until Navels starts without any gaps.



MARKET OUTLOOK

Corn



SUPPLY
FAIR
QUALITY
GOOD

Prices for Corn is trending up. Production out of the West was impacted by the Hurricane. Supplies out of the East are steady but growers are seeing some challenges with heat.

Cucumbers



SUPPLY
FAIR
QUALITY
GOOD

Prices for Slicing Cucumbers are trending up. The market is tighter due to the Hurricane out West. Production out of the East is being reported as steady.

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.

MARKET ALERT

Grapes



SUPPLY
FAIR
QUALITY
GOOD

The grape supply has been impacted by the unusual weather that has occurred on the West Coast because of Hurricane Hilary. Early estimates put the number of cases lost at 10-30 million.

MARKET OUTLOOK



MARKET ALERT

Herbs



SUPPLY
FAIR
QUALITY
FAIR

Mexican production has improved. The availability and quality of most herbs are still impacted by rain in Colombia. Domestic and Mexican options are available on the east coast.

Cilantro: ALERT Supplies are limited and quality is fair. Market pricing has escalated. Supplies are now shipping out of Salinas and Santa Maria. Growers are reporting lower yields. Growers are reporting market conditions to continue for a few weeks. (F.O.B. pricing for this week \$24.00 - \$26.00)

Honeydews



SUPPLY
FAIR
QUALITY
GOOD

The honeydew market had been trending higher for the previous 10 days, but Hurricane/ Tropical Storm Hilary swiftly changed the entire melon situation. A few growers were impacted worse than others and were unable to harvest. Honeydew sizes are primarily jumbo with a good percentages of 5/6/8s allowing all orders to be fulfilled.

Iceberg



SUPPLY
FAIR
QUALITY
FAIR

Supplies have improved with fair quality. The weight is expected to be light and lettuce heads will be under sized. Yields are looking better, causing the market to improve. Market pricing is lower and is expected to continue improving. Contract pricing will not be escalated. (F.O.B. pricing for this week \$16.00 - \$17.00)

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. (F.O.B. pricing for this week \$11.65 - \$13.65)

Leaf



SUPPLY
GOOD
QUALITY
GOOD

Green & Red Leaf: Supplies are good with fair quality and slight insect presence. Sizing and carton weights are good. Expect markets and supplies to remain steady for the next few weeks. Great time to promote Green and Red Leaf Lettuce. (Green Leaf F.O.B pricing for this week \$11.00 - \$12.00)(Red Leaf F.O.B. pricing for this week \$10.00 - \$11.00)

Romaine: Supplies are very good with good quality. Carton weights are good. Expect market pricing to be steady along with supplies. Great time to promote Romaine. (Romaine F.O.B pricing for this week \$11.00 - \$12.00)(Hearts F.O.B pricing for this week \$14.00 - \$16.00)

Tender Leaf: Supplies are good with good demand. Quality is fair to good. Supplies and availability are improving due to better weather. 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.

Onions



SUPPLY
GOOD
QUALITY
GOOD

Quality is good with steady demand. The market is strong and steady. Tropical storm Hilary has caused a delay in harvesting but is not expected to cause a disruption in supplies. Idaho and New York are ramping up. Colorado is expecting to start around September 10th. Wisconsin is scheduled to begin harvesting around Labor Day and continue until the end of the year, while Utah will begin harvesting in early fall. Freight is slightly higher in the Northwest. This will also have an impact on pre-cut.

MARKET ALERT

Onions Green



SUPPLY
FAIR
QUALITY
FAIR

EXTREME Supplies will be very limited for the next few weeks. Hurricane caused heavy rains and extreme wind conditions resulting in damage to the crops. Current supplies are coming from Mexico. Escalated markets are to continue for a few weeks. Expect fair quality only on the green onions for the next few weeks. (F.O.B. pricing for this week \$42.00 - \$44.00)

Peppers Bell



SUPPLY
FAIR
QUALITY
GOOD

Prices for Green, Red and Yellow Bell Peppers are trending. Supplies have come off and that has firmed up prices. Growers are looking for the market to remain tight for the next couple weeks.

MARKET ALERT

Peppers Chili



SUPPLY
POOR
QUALITY
POOR

Prices for Chili Peppers are trending slightly down. Prices are expected to trend up next week due to the Hurricane out West earlier this week. Growers are expecting the market to remain tight for another 4 weeks.

MARKET ALERT

Pineapples



SUPPLY
FAIR
QUALITY
GOOD

Unique weather patterns in the tropics are driving an off sizes fruit market. Pineapple continues to be extremely tight, particularly in the 5ct and 6ct sizes. Crownless pineapples are tight because of the overall decline in crop yields. Currently, 8ct pineapples are the most availability. In September, the size curve is likely to shift toward larger fruit. Advise being flexible with sizing on both crown and crownless (open your size spec) for the majority, if not the entire summer, to ensure all fruit supply.

MARKET OUTLOOK

Potatoes



SUPPLY
FAIR
QUALITY
GOOD

Demand is solid with good quality from all growing regions. The market is trending down as more growing areas begin to ship new crops. Idaho started with Reds, Yellows, and Russets. Washington is shipping new crops with size primarily small with few 40-60ct. Michigan and Wisconsin new crops are starting soon. San Luis Valley new crop usually starts early September. Expecting better yields this year due to more acreage compared to last few years. This will also affect precut.

MARKET ALERT

Squash



SUPPLY
FAIR
QUALITY
FAIR

Prices for Yellow and Zucchini Squash are trending. Supplies are stable in the East. Heat is a challenge. Product continues to cross out to McAllen. The West has been impacted by the recent hurricane.

Strawberries



SUPPLY
GOOD
QUALITY
GOOD

Prices for Strawberries are trending down. Production wasn't impacted by the Hurricane. Growers are expecting an uneven market throughout the month of September.

MARKET ALERT

Tomatoes



SUPPLY
FAIR
QUALITY
FAIR

ALERT (Grape) Prices for all Tomatoes except Roma is trending up. Roma are trending down. The Grape tomato market is extremely tight. Production has been impacted by heat in the East and the recent hurricane out of the West. Supplies out of the East were already tight. The lack of Grape tomatoes out of Mexico has tightened up all Grape tomatoes markets out of all areas.

Watermelons



SUPPLY
GOOD
QUALITY
GOOD

Supplies are good. Supplies are available in Central and Southern California, Delaware, Indiana, Missouri, North Carolina, Oregon, Texas, and Washington. Limited supplies in Texas.



MARKET OUTLOOK

Produce Category Overview

Asparagus are extremely limited on Large, Jumbo, and XL. **Blackberries** volume from Mexico has been affected by Hurricane Hilary. **Brussels Sprouts** are slightly better but remain escalated. **Chili Peppers** remain tight due to the weather. **Grapes** supplies have been impacted by Hurricane Hilary. **Grape Tomatoes** production has been impacted by heat in the East and Hurricane Hilary in the West. **Iceberg Lettuce** is light in weight with an undersized head. Good time to promote **Broccolini, Carrots, Cauliflowers, Celery, Green and Red Leaf Lettuce, Kale, and Romaine.**

Intense rains keep Chilean fruit regions on alert

FreshFruitPortal.com | August 24, 2023

Just two months after the most damaging weather front that Chilean fruit growers have faced in the last 30 years, damaging 250,000 acres, the President of the Republic of Chile, Gabriel Boric, announced on Monday a new state of catastrophe for the O'Higgins and Biobío regions, as well as economic support measures for farmers as the country faces another intense weather front bringing floods.

O'Higgins Region is Chile's main fruit exporting region, with over 25% of all production.

More rainfall continued in central and southern Chile through Aug. 22-23, so emergency measures will remain, given the floods and overflows.

The National Service for Disaster Prevention and Response is maintaining a red alert from O'Higgins to Ñuble regions in case of more damage.

Ag situation and price increases

Esteban Valenzuela, Chilean minister of agriculture, indicates these floods will impact the price of beans, onions, carrots, melons, watermelons, cherries and raspberries. He adds that the most impacted regions were Maule and the northern part of Ñuble region, as well as in certain areas of O'Higgins.

The President of the National Society of Agriculture, Antonio Walker, adds: "We sympathize with the people who have been affected by the rains and floods. It is very complex to make a balance of damages and losses for now, but we know that the situation in O'Higgins, El Maule, Ñuble and Biobío is very complicated. There are farmers and agricultural workers who have lost their homes and jobs. Many had already been affected by the June frontal system. We are especially concerned about the frontal system forecast for the central-southern part of the country. At least four inches of water would fall, which would further aggravate the situation of fruit, vegetable and wine crops, as well as the water and work infrastructure in the fields."

Meanwhile, the president of Fedefruta, Jorge Valenzuela, is receiving reports from O'Higgins, Maule, Ñuble, and Biobío regions on the impact of rains in fruit production areas.

"Right now, fruit growers are fighting the rains in the orchards," says Valenzuela. "During the past week we have been preparing for this new event and we are trying to give no respite to the rain, which is once again affecting damaged areas."

He warns that it is very difficult to quantify the damage beyond the testimonies...

[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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