



WEATHER UPDATE

Yuma— Very little chance of rain with highs in the low 60s and lows in the mid 40s. **Mexico (Culiacan)**— Excellent weather, with chance of rain on Wed. Highs in the upper 70s and lows in the lower 50s. **Florida, Southern**— Showers over the weekend followed by a partly cloudy week and additional showers the following weekend. Varying temperatures with highs ranging from the 60s to the 80s and lows in the 50s. **Oxnard**— Mainly sunshine except for possible AM showers on Monday. Expect highs in the upper 50s and lows in the mid 40s. **Salinas**— Similar to Oxnard, highs in the upper 50s and lows in the mid 40s. **Idaho**— Mixed report with partial sun and possible snow showers mid week. Highs below freezing all week and lows in the mid teens.

TRANSPORTATION

The National Diesel Average has been recorded at \$3.041 down \$0.005 a gal from last week and down \$0.036 gal from last year. NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. **Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers. Trucks are tightening up across the country with slight shortages and shortages in the following regions: San Joaquin Valley, SoCal, Pac North West, Minnesota, Arizona, Central Florida, Eastern North Carolina.**

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MARKET ALERT

CORN
CUCUMBERS
GREEN ONIONS
POTATOES
STRAWBERRIES
TOMATOES

COMMODITIES ON THE RADAR:

ASPARAGUS
CARROTS

MARKET OUTLOOK



Apples



The market is steady this week. New crop Washington MFC Gala, Red Delicious, Granny Smith, and Golden Delicious Apples are available. New crop Washington Fuji stocks are limited. Quality is excellent.

Asparagus



ON THE RADAR—The Peru season is coming to a close and the Mexico markets are starting up. Expect a tighter market from now until late January. West Coast imports are struggling in comparison to import product landing on the East Coast. Markets are beginning to spike and supply is becoming short. No prices at this time, but we will keep an eye on this category as the following weeks unfold.

Avocados



Markets are stable and supplies are plentiful. 48's and larger continue to be stronger than 60's and smaller. Expect to see this trend hold over the coming weeks. Demand remains steady but should begin increasing as we move closer to the holidays. Also, with the holiday's landing on Wednesdays, expect to see lighter picking and a slight drop in supply until after New Years. Volume for #2 fruit is strong and should remain that way as we progress into January.

Bananas



We are beginning to hear that supply is decreasing and expect this trend to continue in the coming weeks. This situation may remain until week 6-7 of 2020. Good supplies on organics, no major issues for the balance of the year. Finally, plantains still remain super tight and expected to remain tight until beginning of December.

Berries



Blackberries— : Product supply is on the rebound and has stabilized for the most part. We expect some improvement as weather in South America continues to improve. Mexico supply is light but steady and will continue to increase into the new year.

Blueberries: Production out of Peru, Argentina, Chile and Mexico has been solid. Expect volumes to remain steady in the coming weeks.

Raspberries: Supply is still steady and should remain that way with current weather patterns holding.

MARKET OUTLOOK

Broccoli



Supply and quality continue to be solid as desert harvested product is in full swing. Expect to see no escalation in the coming weeks and a steady supply to match demand. Quality has been reported as great.

Brussels Sprouts



Supplies are holding steady for this week with promotable volume. Growers are anticipating a very good holiday pull but supply has been solid and should be able to keep up with demand.

Cabbage



Good supply for green cabbage and red continues to stabilize and reach steady limits. We anticipate this to remain moving forward over the next couple of weeks.

Carrots



ON THE RADAR: Jumbo carrots have continued to be tight nationwide. Overall sizing has slowed leaving supply somewhat limited due to colder weather. We will keep a close eye on how supply progresses in the coming weeks. We have seen escalation in pricing last week and this week.

Cauliflower



Good quality is reported by multiple growers and market pressure has fully released. Supply has reached volume and no significant weather changes are on the forecast.

Cantaloupes



Import programs have continued to show good sizing and quality remains very consistent with solid brix levels and good supply. Start of the import season has shown larger sizing with volume in the 9/9J sizing. Expect a stable and solid few weeks ahead.

Celery



Supply continue to be steady and is increasing with Mexico in full swing. New crop celery out of Yuma will begin next week which should help to keep supply and demand balanced. Growers are expecting some release as volumes continue to increase. Sizing has been slightly smaller and heavier on 30s.

MARKET ALERT



Corn



Extreme alert: Corn supplies are extremely limited this week. Due to transitioning, cold weather and the flooding in the growing regions. Expect high markets for the next two weeks or more. Quality is good to fair. Expect loading delays as growers line up product to fill orders. It would be helpful to give growers extra order loading lead time on all orders.

MARKET OUTLOOK



MARKET ALERT

Cucumbers



QUALITY  SUPPLY 

Production is coming out of Florida, Mexico and Honduras. Supplies are on the tighter side due to rains in all growing area. FOB's from FL and product crossing the boarder are up in comparison to last week. Product will remain ON ALERT until supply and quality can catch up and stabilize after continued rain in growing regions over the past month.

Eggplant



QUALITY  SUPPLY 

Supplies and Costing remain steady. Production is coming out of Florida and Mexico.

Grapes



QUALITY  SUPPLY 

Grapes have now become 100% import fruit and markets are still high. Peruvian Red Seedless—The market is up on import product reaching the high 20's and low 30's. Supply is limited and arrival of heavier volume and varieties will not happen until after the new year. Peru Green Seedless—Some Sugs and Thompson are available but overall supply is very limited and won't keep up with demand. Chilean red and green grapes will help some with supply shortage but not enough to keep demand at bay.

Green Beans



QUALITY  SUPPLY 

Green bean prices have decreased considerably in the past week as we draw closer to the end of the holidays. Beautiful weather in Florida has brought more harvesting with quality being good to excellent. The green bean market is projected to return to normal in the next two weeks.

Herbs



QUALITY  SUPPLY 

Chervil & basil are limited this week due to weather issues in the growing areas. Supplies are expected to improve next week. All other herbs are expected to remain steady with good quality.

Honeydews



QUALITY  SUPPLY 

Import programs have continued to show good sizing and quality remains very consistent with solid brix levels and good supply. Start of the import season has shown larger sizing with volume in the 5/5J sizing. Expect a stable and solid few weeks ahead.

MARKET OUTLOOK



Iceberg



QUALITY  SUPPLY 

Product is in good supply and in good condition. We anticipate this to remain steady for the upcoming weeks. Growers are reporting good yields and quality.

Kale



QUALITY  SUPPLY 

Supplies have remained steady and are looking good with numbers in the coming weeks. Good quality reported by multiple growers.

Leaf



QUALITY  SUPPLY 

Romaine: Romaine has fully rebounded and has seen good supply this week and can expect good supply in the coming weeks. Overall quality has been good and the market has come down leaving a spread in pricing. Expect for this drop to continue as the markets fully stabilize.

Green Leaf/ Red Leaf/ Butter (Boston) Lettuce: Product has been in good supply and also good quality. With good weather on the 10-day forecast, we expect to continue to see good volume on green and red leaf in the coming weeks.

Tender Leaf



QUALITY  SUPPLY 

Supplies and quality are reported as good but slightly down as weather has lead to a slightly tighter production. Expect steady supply and overall quality to improve in the coming weeks.

Lemons & Limes



QUALITY  SUPPLY 

LIMES: Lime market and supply has continued to climb, especially on smaller sizes. Limited harvest over the holiday and overall instability have lead to tighter supply and increase in FOBs.

LEMONS: Lemons are steady this week. Very little fluctuation from last week with FOB pricing out of CA and AZ markets. Peak sizing on smaller fruit with tighter supply on 95s and 115s.

MARKET OUTLOOK



QUALITY  SUPPLY 

Onions



This market remains steady but there has been a slight increase on larger size onions. For the most part, an increase of about .25 to .50 on Supers and Colossals compared to two weeks ago. is slightly lower markets than what suppliers were anticipating. Medium size yellows are firming but still in the \$5-6 range. Reds and whites are following suite and beginning to firm up. Red jumbos are in the \$7 range while whites have seen an increase from \$8 three weeks ago to about \$11 with possible increases in the future.

MARKET ALERT

QUALITY  SUPPLY 

Onions, Green



Supply has dropped coming out of Mexico due to decrease in labor over the holidays. There is an expectation for the market to rebound after the new year, but for now green onions are **ON ALERT**.

QUALITY  SUPPLY 

Oranges



The CA and FL orange markets are still flush and seeing low prices across the board. The choice market has been hovering around the low to mid teens and fancy market stronger on larger fruit. Better prices in the low teens on small fruit. No signs of immediate change in the orange market in the upcoming weeks.

QUALITY  SUPPLY 

Pears



Barts are now available with sizes peaking on 100/110/120ct. New crop Washington D'Anjou are available and quality is excellent.

QUALITY  SUPPLY 

Peppers, Bell



Production is coming out of Florida and Mexico. Weather is a factor in respect to quality and has limited supply. Supplies and costing are expected to stay steady and should hopefully rebound some if weather patterns remain sunny.

QUALITY  SUPPLY 

Peppers, Chili



The chili pepper market is steady this week with good supplies in the east and west. Jalapeno, Anaheim, Poblano peppers, and tomatillos are in good supply with good quality. Serrano peppers are lighter this week. Good demand and good quality. Expect the markets to remain steady into next week.

MARKET OUTLOOK



Pineapples



No market concerns and product quality has been great. Expectation is for this to continue into the new year with fruit sizing up on the larger size.

Potatoes



EXTREME ALERT: Fresh potato shipments from the 2019 crop are likely to fall 11.19 million cwt short of 2018 movement. **Expected shipments would be the lowest in modern history.** Russet table potato prices have exceeded year-earlier values by an average of 70.6% in past years when fresh shipments have fallen more than 5% short of year-earlier movement. The potato market is steady from last week but still on EXTREME alert. We recommend flexibility on sizing to get through the holidays and we will continue to monitor the situation and keep you updated on this unprecedented market.

Squash



Production out of Florida has decreased over the past week. Overall, quality has improved this week and has been decent on zucchini and yellow, outside of some minor scarring. In the West, we are seeing quality and production issues from mainland Mexico on all soft squashes. With some better weather patterns in the forecast, we hope to see a slight increase in the numbers over the next few weeks.

Strawberries



Winter time supplies are still tight. Growers are expecting production increases as well as lower costing after the holidays. California and Baja CA have experienced rain and more is in the forecast for this week. This has resulted in lower than normal production. Mexico has also experienced lots of rain and challenges with disease on the plants. Florida has also experienced rain last week with more coming this week. The size of fruit has been running smaller than usual and growers have lost some volume from culling. Production will pick up and quality will improve as the weather clears up later in the week.

Tomatoes



This category will remain under an extreme alert. Supplies are tight out of Florida and Mexico. Production has been impacted by rain and cooler than normal temperatures in Florida and rains in Mexico. Supplies and costing will slowly come down as production out of Mexico increases during the next few weeks. **We highly recommend opening spec when requested to ensure product availability.**



MARKET OUTLOOK

Year in Produce — Plant-Based Diets

THE PACKER: December 27, 2019

“Plant-based diets seemed to be all the rage in 2019, making it a hot topic among industry professionals trying to determine the best ways to market, sell and promote fruits and vegetables to consumers. Plant-based was front of mind for Whole Foods, the United Fresh Produce Association, the Produce Marketing Association and Produce for Better Health Foundation, among many other organizations and firms.

Oct. 22

[Be the holiday plant-based destination with help from Frieda's](#)

By Cristin Shepard <https://www.thepacker.com/article/be-holiday-plant-based-destination-help-friedas>

Los Alamitos, Calif.-based Frieda's is offering solutions for plant-based eating during the holiday season. Frieda's wants to be sure shoppers have the option to shop a variety of items, as 60% of people say they are more likely to include at least one plant-based main dish this year than in the past, according to a news release.

Oct. 21

[2020 food trends predicted by Whole Foods Market](#)

By Ashley Nickle <https://www.thepacker.com/article/2020-food-trends-predicted-whole-foods-market>

Fresh snacking, plant-based foods beyond soy and regenerative agriculture made the list of Whole Foods Market's 2020 food trend predictions. The company noted in a news release that the grab-and-go food category has expanded significantly and will continue to do so. Plant-based is an area in which there are more options than ever as companies get creative. Other trends that could dovetail with produce include meat-plant blends and flours and sugars derived from produce — think cauliflower flour, reductions from fruit like pomegranates, coconuts and dates, and syrups made from sweet potato are a few examples Whole Foods gave.

Aug. 20

[Chefs convene at Markon summit to focus on plant-forward dishes](#)

By Amy Sowder <https://www.thepacker.com/article/chefs-convene-markon-summit-focus-plant-forward-dishes>

Salinas, Calif.-based Markon Cooperative Inc. gathered 26 chefs from its foodservice members and operators to focus on plant-based recipes at its fifth annual Chef Summit. At the July summit, the chefs toured Brussels sprouts, mushrooms and mixed berries production areas, participated in roundtable discussions about the produce industry and trends, and spoke with suppliers and growers about produce innovation and new products, while working together to create new recipes and usage ideas.

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!



MARKET OUTLOOK

Year in Produce — Plant-Based Diets (cont.)

THE PACKER: December 27, 2019

June 5

[Plant-based dips among United Fresh award finalists](https://www.thepacker.com/article/plant-based-dips-among-united-fresh-award-finalists)

By Ashley Nickle <https://www.thepacker.com/article/plant-based-dips-among-united-fresh-award-finalists>

Pleasant Prairie, Wis.-based Good Foods plans to feature its plant-based dips at the United Fresh Produce Association expo June 11-12. The dips are finalists for the United Fresh Innovation Awards in the Best New Vegetable Product category.

April 23

[Have a Plant succeeds PBH's Fruits & Veggies — More Matters](https://www.thepacker.com/article/have-plant-succeeds-pbhs-fruits-veggies-more-matters)

By Tom Karst <https://www.thepacker.com/article/have-plant-succeeds-pbhs-fruits-veggies-more-matters>

Have a Plant will succeed Fruits & Veggies — More Matters as the new consumer marketing message from the Produce for Better Health Foundation to promote fruit and vegetable consumption. Fruits & Veggies — More Matters succeeded the 5-a-Day for Better Health campaign in 2007. The 5-a-Day program began in 1991, when PBH was founded as a national organization. know that more and more consumers, regardless of whether they're a millennial, or Gen Z — although that subset is very interested in the plant-forward movement — are looking to add plant-based products to their diets," said Wendy Reinhardt Kapsak, president and CEO. PBH's message is aligned with the Dietary Guidelines for Americans, which endorses a plant-based dietary pattern for better health. "

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