

MARKET OUTLOOK



Apples



SUPPLY
FAIR
QUALITY
FAIR

This year's Washington State Apple Crop is now estimated at 121 million boxes vs shipping 133.5 million last year. This is a significant drop from last season but WA will have Apples to sell throughout the Year. Eastern Washington had 2 major wind storms late September/Early October where in some areas devastated orchards. Plus - some varieties did not bounce back from the year before, we call it a light set. Also, late October - we had a few days between 12 and 18 degrees - some apples did not make it through. Reds, Golds, Galas and Gr Smiths are the varieties mostly impacted by the loss. The Farm to Family Box Program has been a huge part of the price Increases seen in the past 2 Months.

Asparagus



SUPPLY
GOOD
QUALITY
GOOD

Peru's volume is low to steady. Quality and demand remains steady.
Central Mexico is expecting to start harvesting next week

Avocados



SUPPLY
GOOD
QUALITY
GOOD

Mexico's harvest lull has rebounded with the pipeline once again filled with fruit. Downward pressure on pricing has once again begun and the delicate balance of harvesting demand vs. the size curve continues. Fruit has sized up on the trees and the size curve is heavy on large sizes. Small fruit and #2s remain in short supply and are expected to remain tight for the next few weeks, and pricing is up for these sizes/grades.

Bananas



SUPPLY
FAIR
QUALITY
FAIR

Demand for Bananas continues to climb as the foodservice industry continues to reopen. This is causing some sporadic supply issues around the country. These supply issues should be eased by early July as higher volumes starts to arrive at US ports.

MARKET ALERT

Berries



SUPPLY
FAIR
QUALITY
FAIR

Blackberries : Prices for Blackberries are trending down this week. Production is coming out of Mexico, California, Georgia and North Carolina. Look from some upward pressure on supplies and pricing around the 4th July holiday as retail chain stores ramp up their ad activity.

Blueberries : Prices for Blueberries is trending up this week. Production is coming out of California, Mexico, North Carolina & New Jersey. Growers are reporting food quality and flavor. Look from some upward pressure on supplies and pricing around the 4th July holiday as retail chain stores ramp up their ad activity.

Raspberries : Price for Raspberries is trending down this week but are still elevated. Production is coming out of Mexico and California. Look from some upward pressure on supplies and pricing around the 4th July holiday as retail chain stores ramp up their ad activity.

MARKET OUTLOOK

Beans, Green



SUPPLY

GOOD

QUALITY

GOOD

We are seeing declining numbers being harvested out of South Georgia and should start transitioning north over the next week. In the west, supply is ramping up out of Fresno and other local regional districts. Overall quality is good.

Broccoli



SUPPLY

GOOD

QUALITY

FAIR

Supplies continue to be steady this week. Demand continues to be good, encountering some hollow core and occasional brown bead due to hot weather. Supplies will tighten up as yields will decrease due to the hot weather the next few weeks. (F.O.B pricing for

MARKET ALERT

Brussels Sprouts



SUPPLY

FAIR

QUALITY

FAIR

Supplies continue to be short for this week. Demand continues to be very good this week, quality has improved. Supplies should start to improve as Salinas crops starts to ramp up. (F.O.B pricing for this week \$33.23 - \$33.55)

Carrots



SUPPLY

FAIR

QUALITY

GOOD

Some fields are finishing the crop in the Imperial Valley. Partial shortages might occur with jumbos this week and the front part of next week. Next crop out of Kern County should have good size and going forward with no supply issues

Cauliflower



SUPPLY

GOOD

QUALITY

FAIR

Supplies continue to be steady this week. Demand for Cauliflower decreased this week, quality is expected to be fair at this time. Supplies are expected to decrease with the hot weather the next few weeks. (F.O.B pricing for this week \$8.05 - \$8.55)

MARKET ALERT

Cantaloupes



SUPPLY

FAIR

QUALITY

FAIR

Cantaloupe availability remains very limited especially on larger sizes. Reduced daily pack-outs combined with strong retail demand this time of year is keeping available supply short and pricing high. Melons that we have seen have shown excellent overall quality.

MARKET OUTLOOK



Celery



SUPPLY
GOOD
QUALITY
GOOD

Supplies continue to be good this week. Celery is mostly coming from Salinas Ca. Demand has decreased the last few weeks, quality has improved. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$9.86 - \$9.96)

Corn



SUPPLY
GOOD
QUALITY
GOOD

Prices for corn is mostly steady this week with a slight upward bias. Corn produced out of the East is a great value. Growers are reporting good quality. Production is also coming out of Scottsdale AZ and Mendota CA. Look for some upward pressure on supplies and prices in the weeks leading up to the 4th of July holiday. Retail ad activity is expected to significantly pick up for the holiday too.

Value Item

Cucumbers



SUPPLY
GOOD
QUALITY
FAIR

Prices for Cucumbers are trending down this week. Production is currently coming out of Georgia, Mexico. The Carolina's is getting ready to start with low volumes. New Jersey is expected to start up in a week or so. Growers are reporting some heat related quality challenges for product out of Georgia.

Eggplant



SUPPLY
GOOD
QUALITY
GOOD

Prices for Eggplant are trending down this week. Production is coming out of Georgia, and California. North Carolina will come online in a week to 10 days. Looks for prices to remain stable for the next couple weeks.

Grapes



SUPPLY
FAIR
QUALITY
FAIR

The import grape season is over. The Mexican grape market is showing pretty high prices but will come down here within the next week or so. Markets continue to decrease. Mexico continues to experience heavy rains this week delaying the harvest process and causing quality issues on the fruit. Product will take around 3-4 days to start showing quality issues. With the excess of rain and high temperatures shelf life will be affected.

MARKET ALERT

Honeydews



SUPPLY
FAIR
QUALITY
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Honeydew production continues to be in an extremely limited situation easily being the shortest of the two melon commodities. An overall lack of production both domestically and from Mexico is being realized while negatively affecting the supply chain. There is no anticipation of any relief on the honeydews until the Westside region begins in early to mid-July. Flexibility of sizing may be required dependent upon availability at time of loading.

MARKET OUTLOOK



Iceberg



SUPPLY

GOOD

QUALITY

FAIR

Supplies continue to be steady this week. Demand continues to increase, overall quality is good and weights are very good. Supplies should remain steady, markets are expected to increase with the Hot weather. (F.O.B pricing for this week \$10.48 - \$11.48)

Leaf



SUPPLY

GOOD

QUALITY

FAIR

Romaine: Supplies continue to be good for this week. Demand is light this week, occasional fringe burn due to hot weather. Supplies should remain steady, markets are expected to increase with the warmer weather. (F.O.B pricing for this week \$8.78 - \$9.50) **Hearts** (\$11.61 - \$12.65) **Green & Red Leaf Lettuce:** Supplies continue to be steady this week. Demand continues to be very light for this week, occasional fringe burn due to hot weather on Red & Green leaf. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$7.08 - \$7.28) **Tender Leaf:** Supplies continue to be excellent this week. Demand is steady on Tender Leaf, occasional fringe burn due to hot weather. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$4.25 - \$4.75)

MARKET ALERT

Lemons

& Limes



SUPPLY

GOOD

QUALITY

GOOD

LIMES: This market is steady with big fruit remaining tighter than the rest. Wide range of FOBs being seen across the market. Small fruit is in the single digits; ranges on 175+ from \$6-15 with 150s and bigger in the \$20s

LEMONS: Lemons are absolutely crazy tight right now due to a major labor shortage in CA. Losing picking crews daily due to Cherries and blueberries being picked. Shippers doing everything they can to cover contract business but struggling daily. Chilean import lemons to arrive the 2nd week of July which will help supply and hopefully relieve this shortage.

MARKET ALERT

Mushrooms



SUPPLY

FAIR

QUALITY

GOOD

The mushroom industry continues with a shortage of labor, as well as cost inflation increases in raw materials. Specifically corrugated cardboard and packaging materials. Additionally, the price increases in freights nationally have greatly impacted cost to mushroom growers. Pricing on mushrooms must increase at this time due to Labor, Transportation, and packaging.

Onions



SUPPLY

GOOD

QUALITY

GOOD

Onions remain steady and competitive out of CA. Whites dropped a buck or two and everything else remains around \$7-8.

MARKET OUTLOOK

Onions, Green



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be good this week. Demand is steady on Green Onions. Quality remains good this week, supplies should remain steady for a few weeks. (F.O.B pricing for this week \$9.05 - \$9.45)

Oranges



SUPPLY

FAIR

QUALITY

FAIR

The pipeline is starting to flow, excess inventories are gone. Most of the new fruit is on medium and big sizes (72/56s/48s). Small sizes (138/113) starting to be limited and will be for the rest of the season.

Pears



SUPPLY

FAIR

QUALITY

FAIR

Pears are reaching the end of the season out of WA. Some varieties available out of CA but small sizes very limited.

Peppers, Bell



SUPPLY

GOOD

QUALITY

GOOD

Prices for Green, Yellow and Red Bell Peppers are trending down this week. Production is coming out of Florida, Georgia, the Carolina's, California and Mexico. Production out of Bakersfield CA & The Carolina's is ramping up. Lot's of small local growers are putting pressure on pricing too. Canada is producing good volumes on color varieties right now.

Peppers, Chili



SUPPLY

GOOD

QUALITY

GOOD

Prices for Chili Peppers are trending down this week. Good volume is coming out of Florida, Georgia, and Mexico. Growers are reporting good quality too.

Pineapples



SUPPLY

FAIR

QUALITY

GOOD

Volumes of 6cts are tight but 5s, 7s and 8s are available. Quality is good and supply will be really good for the foreseeable future.

MARKET OUTLOOK



Potatoes



SUPPLY

GOOD

QUALITY

GOOD

Big spuds keep increasing as FOBs have reached \$16-17. Small potatoes remain steady around \$6-10.

Russet table potato prices continue to climb. Idaho's weighted average shipping point price (FWA) has increased for eight weeks straight. The state's FWA was \$12.94 on April 16. Idaho's FWA advanced \$0.18 this week, to \$15.00 per cwt. That is the strongest FWA the state has seen since last December.

Combined North American potato acreage is projected to increase by 41,000 acres. At 1.32 million acres, that is 3.2% larger than the 2020 crop. It is 1.3% larger than the average of the previous three years.

Squash



SUPPLY

FAIR

QUALITY

GOOD

Prices for Green and Yellow Squash is trending significantly up this week. Growers are reporting some heat related quality issues with product out of Georgia. Production is getting ready to come online out of Kentucky, North Carolina and New Jersey. Growers are seeing higher volume out of Central Valley California, Santa Maria and Baja Mexico.

Strawberries



SUPPLY

GOOD

QUALITY

FAIR

Prices for Strawberries is trending down this week. Production is slowing down out of South and Central California but is picking up in Northern California. Growers are reporting good size and quality at this time. Look for some upward pressure on supplies and pricing around the 4th July holiday as retail chain stores ramp up their ad activity.

MARKET ALERT

Tomatoes



SUPPLY

FAIR

QUALITY

FAIR

Prices for tomatoes are trending down this week. Prices for Cherry and Grape Tomatoes are still elevated. Production is picking up out of multiple areas as well as in many local regions. Production is currently coming out of Quincy FL, South Carolina, Baja, Nogales & California.

Watermelons



SUPPLY

GOOD

QUALITY

GOOD

Prices for Seedless Watermelons are trending up this week. Prices for Seeded Watermelons are trending down. Production is coming out of California, Texas, Mexico, Florida as well as many small local deals. Look for some upward pressure on supplies and pricing in the upcoming weeks associated with the 4th of July holiday. Retail chain stores are expected to heavily promote watermelons in their weekly ads.



MARKET OUTLOOK

10% of Contiguous U.S. Experiencing Exceptional Drought, Highest Since 2011

By [AGDAY TV](#) June 15, 2021

The latest U.S. Drought Monitor shows nearly 10% of the contiguous U.S. is now under an "exceptional drought," which is the highest the rate has been since 2011.

Right now, California, Oregon, Utah and Nevada are entirely under drought conditions, as a look at how the drought has changed over the past year shows just how intense the drought has become in the West. And with a [dome of heat](#) hanging over much of the country this week, it could make drought matters worse.

Monday's Crop Progress Report from USDA showed soil moisture conditions continue to decline. Just over half of the country soil's are considered to have "adequate" soil moisture, while 38% of the country is experiencing soil moisture conditions in the "short to very short" categories.

The Cost of Drought

As surface water disappears, one California water district says it's causing the prices to soar for the limited water resources left.

"Because the entire state, or almost all of the state is in an exceptional drought, everyone is trying to buy surplus or emergency water, what's left on the market, but it's bidding the price up-and-up," says Gary Kremen, vice chair of the Valley Water Board of Directors.

It's not just the West Coast dealing with a lack of rain, the entire upper Midwest is also dealing with dryness, which is sparking concern for Wisconsin farmers.

"We do water it, but it evaporates and dries up right away that's one of the challenges we've been having," says Shawn Fideler, of Fideler Farm in southeast Wisconsin, who grows fresh produce such as berries and vegetables.

Wildfire Worries

The dryness is also creating more concerns for a very active wildfire season. California has already seen a 26% increase in wildfire activity. This year has already produced a 58% increase in acres burned compared to last year, and last year ended up being the worst wildfire season in history for California.

<https://www.thepacker.com/news/produce-crops/10-contiguous-us-experiencing-exceptional-drought-highest-2011>

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!