



# MARKET OUTLOOK



## Apples



SUPPLY  
FAIR  
QUALITY  
GOOD

As we move forward with the new apple crop, volume starts to ease with some varieties. Gala and Honeycrisp already started and will be followed this coming weeks by Granny, Red Delicious and Fuji. Pipelines will soon be filled with new seasonal fruit. Fall will be a good time to promote adding apples into any dish.

Note:

We are expecting to have some insight about predominant sizes and overall crop size around late September.

**MARKET ALERT**

## Asparagus



SUPPLY  
TIGHT  
QUALITY  
GOOD

Volume continues to be low this week due to heavy rains in Peru, so much so that the container ships cannot make it into the port to load. In addition, container availability is limited due to them going to Asia for loading goods and not being available to ship products from other countries. Add to that logistic issues with air transport and when added together are causing the markets to move higher due to high demand and low incoming volume.

**MARKET ALERT**

## Avocados



SUPPLY  
FAIR  
QUALITY  
GOOD

Demand is still exceeding supply and field pricing continues to rise. Volumes out of Mexico continue to be very light with the size curve causing the biggest concerns. There is no big fruit being harvested – 40s and larger are practically non-existent. 48s and 60s continue to be light and in high demand. 70s and 84s are the majority of the harvest, but with overall volumes being so light the price point is ticking up on small fruit. #2s have dropped to less than 2% of the harvest, with extremely limited availability on 48# 2s and larger. Mexico is projected to harvest 7.5 MIL lb. more than last week. The industry is still below the 55 MIL lb. mark – which is not enough, and demand for fruit in the field is high.

## Bananas



SUPPLY  
GOOD  
QUALITY  
GOOD

Banana quality and availability are good. No problems with supply.

**MARKET ALERT**

## Berries



SUPPLY  
FAIR  
QUALITY  
FAIR

**Blackberries** : Prices for Blackberries are trending up this week. Product from California and Mexico is tight. Growers are expecting production out of Mexico to pick up a bit in the weeks to come.

**Blueberries** : Prices for Blueberries are trending up this week. The domestic season is coming to an end and growers out of Peru and Argentina are facing challenges with getting fruit unloaded at the ports. Growers and Importers are not expecting any relief for the weeks to come.

**Raspberries** : Prices for Raspberries are trending up this week. Mexico experienced rains and that cut into production. Look for improved supplies in the weeks to come.

# MARKET OUTLOOK

## Beans, Green



SUPPLY  
TIGHT  
QUALITY  
FAIR

Due to constant rains we are seeing delays in harvesting. In addition, there are logistic opportunities with imports coming into the States, add in the heavy demand we are currently experiencing all of which are causing the markets rise. We see this continuing for the next several weeks until the supply chain is able to catch up.

**MARKET ALERT**

## Broccoli



SUPPLY  
FAIR  
QUALITY  
GOOD

Supplies will continue to be light this week. Market pricing has increased, demand continues to be good this week. Quality is fair, supplies will be limited for another week. (F.O.B pricing for this week \$19.46 - \$20.46)

**MARKET ALERT**

## Brussels Sprouts



SUPPLY  
FAIR  
QUALITY  
FAIR

Supplies will continue to be limited this week. Demand continues to be steady, growers are seeing some quality issues. Supplies are expected to improve next week. (F.O.B pricing for this week \$31.50 - \$33.45)

## 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  
GOOD

Supplies continue to be good this week. Demand has decreased a little. Overall quality is good, supplies are expected to be steady the next few weeks. (F.O.B pricing for this week \$11.98 - \$12.26)

## Cantaloupes



SUPPLY  
FAIR  
QUALITY  
GOOD

Cantaloupe volume has started seeing it's seasonal decrease as we reach the end of the California harvest which will end mid-October. Arizona production is expected to be ready by early October.

Current production has actually been shifting to larger fruit. The San Joaquin Valley has seen temperatures over 100 degrees over the past week which helped push the sizing to mostly 9s and 9Js with fewer 12s. Quality remains strong both externally and internally. As, the days are getting shorter we are seeing a loss of some external color do to less daylight hours this will continue over the next weeks.

# MARKET OUTLOOK



## Celery



### SUPPLY

GOOD

### QUALITY

GOOD

Supplies continue to be very good this week. Demand continues to be steady. Supplies are expected to remain steady for a few weeks. (F.O.B pricing for this week \$10.15 - \$10.35)

## Corn



### SUPPLY

FAIR

### QUALITY

GOOD

Prices for Corn are trending up this week. Production out of the North East, California and Local Programs are winding down. Georgia will start shipping product in a few weeks. Look for tight supplies until volumes out of the South pick up. Growers out of California are expecting a gap as production out of Northern California ends and until South California comes on line.

## Cucumbers



### SUPPLY

FAIR

### QUALITY

FAIR

Prices for Cucumbers are trending up this week. Much like the Green Pepper market, the Cucumber market is tighter than usual. Production out of the North East as well as many local programs is winding down too. Production will be moving South to Georgia in the upcoming weeks.

## Eggplant



### SUPPLY

FAIR

### QUALITY

GOOD

Prices for Eggplant are trending up this week. Supplies are expected to be tight for at least the next few weeks. Production out of the North East will transition from the North to Georgia. Production out of California will transition to Nogales over the next few weeks.

## Grapes



### SUPPLY

GOOD

### QUALITY

GOOD

Grape market remained flat from last week. Supplies are good and quality is good.

**MARKET ALERT**

## Honeydews



### SUPPLY

FAIR

### QUALITY

FAIR

As has been forecasted the honeydew situation continues to worsen and no relief anticipated for the remainder of the California growing season, which will go into early to mid-October at which point the Dessert and Mexican harvest will have begun and will increase the volume of melons on the market. With that said, please keep in mind we will could be seeing a tightening in supply over the next four weeks at least.

# MARKET OUTLOOK



**MARKET ALERT**

**SUPPLY**

FAIR

**Iceberg**

**QUALITY**

FAIR



Supplies will continue to be light this week. Demand is better, overall quality is only fair. Weights will be on the lighter side until supplies improve. Supplies will be light for another week. (F.O.B pricing for this week \$20.01- \$21.01)

**MARKET ALERT**

**SUPPLY**

FAIR

**Leaf**

**QUALITY**

FAIR



**Romaine:** Supplies will continue to be limited this week. Demand has increased, overall quality is only fair at this time. Growers are encountering some quality issues at field level. Expect market increases for another few weeks. (F.O.B pricing for this week \$15.50- \$16.48) Hearts (\$20.80 - \$22.50)

**Green & Red Leaf Lettuce:** Supplies will be steady going into next week. Demand is good, overall quality is good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$8.90 - \$9.20)

**Tender Leaf:** Supplies continue to be excellent this week. Demand is good on tender leaf, quality is very good. Supplies should remain steady for a few weeks. (F.O.B pricing for this week \$4.65 - \$4.75)

**Lemons**

**SUPPLY**

FAIR

**& Limes**

**QUALITY**

FAIR



**LIMES:** Mexican lime crossings continue to escalate as availability increases. Color/shelf life is beginning to improve on small fruit from the new production cycle. Overall quality (on all sizes) will not totally ameliorate until approx. the end of September.

**LEMONS:** California lemon crop is mainly choice fruit, with very little fancy. Quality is getting compromised as temperatures have reached three digits over the past few weeks. Chilean lemons are in good supply mainly on 140s and 165s. Large lemons more to be tighter a few more days.

**MARKET ALERT**

**SUPPLY**

SHORT

**Mushrooms**

**QUALITY**

GOOD



**Shitake Mushrooms:** Due to uncontrollable rise in cost of imported Shitake logs from China. Shitake mushrooms supplies will be short, prices will be changing almost weekly. Long delays to unload shipments at the ports have caused some interruptions with supplies. This is caused by labor shortage and limited freight availability.

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.

**MARKET ALERT**

**SUPPLY**

FAIR

**Onions**

**QUALITY**

GOOD



The onion market has increased this week due to poor yields and sizing issues. Mediums are abundant and on the lower end of the market. All other sizes remain elevated as supplies are extremely tight. The quality on white onions is questionable. Growers are really concerned but won't know the true extent of the situation until end of harvest in the next month or so. The NPC team is in Oregon this week accessing the crops. FOBs from Idaho and Oregon for Reds are \$12.50, yellows other than mediums are \$11.50 and mediums are \$5.00, whites are \$17.00.

# MARKET OUTLOOK



**MARKET ALERT**

**Onions, Green**



SUPPLY

FAIR

QUALITY

GOOD

Supplies will continue to be light this week. Demand is good, Quality remains good. Supplies are expected to improve next week as well as pricing. (F.O.B pricing for this week \$22.85 - \$23.43)

**Oranges**



SUPPLY

FAIR

QUALITY

FAIR

The Valencia market is very active, and inventory will be down as schools ramp up this week across the country. We expect the market to tighten causing a “demand exceeds supply” situation before the end of the week on 113ct and smaller. Markets will continue to trend upward until October. Most growers are limited in labor and harvesting/ packing hours due to the shortages in the labor force and the extreme heat. Causing fruit to stay on the trees longer and sizing-up. With Schools and program business taking all the small sizes available the leave very little for open the market business

**Pears**



SUPPLY

FAIR

QUALITY

FAIR

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

**Peppers, Bell**



SUPPLY

FAIR

QUALITY

FAIR

Prices for Green Peppers are trending up this week. Prices for Red and Yellow Peppers are trending down. The Green Pepper market is tighter than usual. Production out of the North East is winding down as well as many local programs. Production will be moving South to Georgia in the upcoming weeks. Demands are up out of California and that's helping to keep a bottom on pricing.

**Peppers, Chili**



SUPPLY

GOOD

QUALITY

GOOD

Prices for Chili Peppers are trending up this week. Availability is improving out of McAllen TX. Product is also available out of Baja and California. Growers are reporting challenges with quality. It is recommended to keep product turning as fast as possible.

**Pineapples**



SUPPLY

FAIR

QUALITY

GOOD

Pineapple volume is where it should be for this time of year. The quality is exceptional.

# MARKET OUTLOOK

**MARKET ALERT**

**Potatoes**



**SUPPLY**

**FAIR**

**QUALITY**

**FAIR**

Potato markets are trying to stabilize but yields and sizing issues are still a big concern Norkotahs are currently doing well. But there are supply concerns with the Burbanks for December and January and we could be looking at significant supply concerns May through August as both Norkotahs and Burbanks size and yields are appearing to be down dramatically from last year. We will have more information to share as harvest finishes up over the next month. The NPC team is in Idaho this week to review first hand.

**Squash**



**SUPPLY**

**FAIR**

**QUALITY**

**FAIR**

Prices for Green and Yellow Squash are trending up this week. Production out of the North East as well as many Local Programs are winding down. The Carolinas and Georgia are in the front end of their season. Expect volumes to stabilize up in the weeks to come.

**Strawberries**



**SUPPLY**

**FAIR**

**QUALITY**

**FAIR**

Prices for Strawberries are trending down this week. Production out of Watsonville and Salinas is past it's peak. The same goes for the Quality. The fall crop out of Santa Maria is picking up. Growers are reporting good size and quality for Santa Maria fruit.

**MARKET ALERT**

**Tomatoes**



**SUPPLY**

**FAIR**

**QUALITY**

**FAIR**

Prices for 20 lb. Round, 25 lb. Round & Roma tomatoes are trending up this week. Prices for Cherry Tomatoes are stable and prices for Grape Tomatoes are trending down. Tomatoes traditionally get tighter this time of year. Production starts to wind down out of the North East and transitions to the South East. Supplies are tighter out of Mexico this time of year too.

## Goodbye summer, hello fall in the produce aisle

By [ARMAND LOBATO](#) September 10, 2021

“Though we gotta say goodbye for the summer ...”

That classic Bobby Vinton song line reminds me of summer love interests that never carried over once school started, that were never much to begin with, and those that only existed in my mind.

It also reflects a pivotal point in the produce aisle: the switch from summer to fall merchandising.

On one hand the end of summer (which is actually not until late September) marks the end of long days of handling pallets of melons, stone fruit, local fare, and other labor-intensive summer merchandising. We get a breather.

On the other hand, the end of summer means that along with reduced tonnage comes a reduction in sales. Lower sales mean fewer labor hours. That hurts as you have just as much work to do setting up your produce department, just as much effort needed to close shop, keep things rotated and clean – and not near as many hours to maintain standards.

Say the fading summer sales, “Do you miss me yet?”

So, farewell to summer, hello to fall. Keep your chin up though. Fall is, of course, a welcome season too. Fall is all about the harvest bounty. Images of bubbling hot jonathan apple pies adorned with sugary laced lattice tops. It’s knee-deep fall leaves amid jack-o-lantern pumpkins, ornamental gourds, sweet fall grapes, hard squash for baking and crunchy apples for school snacks and candy apples.

All that’s missing from that scene is the little moths fluttering in the lights at the Friday night football game.

It’s time to remerchandise the produce department for fall. A good merchandising plan can be executed in one concerted overnight effort to completely transform your stand from summer to a fall look.

[www.thepacker.com/opinion/goodbye-summer-hello-fall-produce-aisle?](http://www.thepacker.com/opinion/goodbye-summer-hello-fall-produce-aisle?)

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](mailto: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!

Your Dedicated NPC, LLC Staff

