



WEEK 49: December 4 - December 10, 2023

MARKET OUTLOOK

Transportation:

National Diesel Average: \$4.146

Compared to Last Year: \$3.299

National Fuel Surcharge: \$0.60

Shortages: Seeing steady freight rates, with **extreme** shortages - WA; **slight** shortages - ID & OR

Regional Weather Update:

Oxnard, CA: Partly cloudy and sunny skies with highs in the 70s and mid-60s and lows in the 50s.

Salinas, CA: Cloudy skies with highs in the upper 60s and lows in the 40s.

Yuma, AZ: Partly cloudy and sunny skies with highs in the 70s and lows in the low 50s.

Immokalee, FL: Partly cloudy and AM showers with highs in the 70s and lows in the 50s.

Idaho Falls, ID: Partly cloudy and sunny skies with highs in the 40s and 30s and lows in the 30s to mid-teens with snow showers on Friday.

National Posted Rate per mile

previous week's average outbound reefer rate for each region

Map from [DAT](#)



MARKET ALERT

Asparagus

Beans: Green Beans & Snow Peas

Berries: Blueberries, Raspberries & Strawberries

Broccolini

Brussels Sprouts

Carrots

Grape Tomatoes

Melons: Cantaloupes &

Honeydews

Mushrooms

Pepper Chili

Squashes

MARKET OUTLOOK

Apples



SUPPLY
GOOD
QUALITY
GOOD

The Washington State Apple Crop is experiencing strong growth and good supply, with an estimated 2023 crop of 134 million boxes, compared to 110 million this past season. The size profile benefits the foodservice industry, with a peak of 100/113ct and more 125s than 88ct. All varieties, from Red Delicious to Cosmic, have seen substantial gains, resulting in better value and availability throughout the season. Summer 2024 won't bring Granny Smith's prices to Washington like they did recently. The growing conditions have been ideal, and no weather issues have been reported.

MARKET ALERT

Asparagus



SUPPLY
LIMITED
QUALITY
GOOD

Asparagus production in southern Baja and Caborca remains steady on Standard, with Large improving, and Jumbo being limited. Peruvian production on Standard and Large remained unchanged, with limited Jumbo. Markets remain less active after Thanksgiving.

Avocados



SUPPLY
GOOD
QUALITY
GOOD

Avocado demand begins to increase and will continue through the Super Bowl. Coming out of a holiday week, standing inventories are a healthy 51.6 Mil pounds, and the size curve is showing signs of sizing up as larger sizes become available. Market conditions are expected to remain steady with minor price adjustments and good availability in the coming weeks.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

The disruptions in Guatemala are more under control and allowing trucks to pass, resulting in an improved supply chain and a return to its pace. No major issues at this time.

MARKET ALERT

Beans



SUPPLY
FAIR
QUALITY
FAIR

Green Beans: The market has slowed down post-Holiday, but production is expected to improve as more Florida fields open.

Snow Peas: Guatemalan production and quality are improving, but the quality is affected by previous rainfall.

MARKET OUTLOOK

MARKET ALERT

Berries



SUPPLY

BAD

QUALITY

FAIR

Blackberries: Prices for Blackberries are trending down. Growers are reporting good quality.

Blueberries: **ALERT** Prices for Blueberries are trending down. Prices for Blueberries are finally coming off after extremely high prices. Production is coming out of Chile, Mexico, and Peru. Growers are expecting the market to tighten up again.

Raspberries: **ALERT** Prices for Raspberries are stable. Production is coming out of Mexico. Growers are reporting post-holiday tight supplies and occasional order cuts.

MARKET ALERT

Broccoli



SUPPLY

FAIR

QUALITY

FAIR

Broccoli: Supplies have improved with good demand. Supplies are available from Santa Maria, Yuma, and Mexico. Growers are reporting improved yields with better availability. Market pricing is stable, and supplies should be steady in the next few weeks. (F.O.B. pricing for this week \$16.00 - \$17.00)

Broccolini: **ALERT** Supplies continue to be light. Demand has increased. Supplies are expected to be limited for a few weeks. Growers are reporting brown bead and flowering defects. Yields are affected by quality issues. Supplies are expecting to improve as harvesting has started in Yuma; however, it might take the market a week or so to catch up. (F.O.B. pricing for this week \$24.55 - \$24.75)

MARKET ALERT

Brussels Sprouts



SUPPLY

FAIR

QUALITY

FAIR

Supplies are much better. Quality is reported as improved. Demand is good. Market pricing continues to improve. Better availability with improved yields. Expect market pricing to continue improving. Supplies and pricing should be steady for the next few weeks. (F.O.B. pricing for this week \$27.00 - \$28.00)

Cabbages



SUPPLY

GOOD

QUALITY

GOOD

Supplies are steady with good quality. Growers are reporting better availability. Market pricing has improved. Products are coming from Oxnard and Santa Maria. (F.O.B. pricing for this week \$16.00 - \$17.00)

Cantaloupes



SUPPLY

GOOD

QUALITY

GOOD

RADAR Melon production is expected to be limited in the next three weeks due to cooler temperatures in the growing region. Lower yields and smaller sizing are expected, pushing the market higher, especially for larger fruits. Internal quality remains good, with consistent brix ranges of 12-16%.

MARKET OUTLOOK

MARKET ALERT

Carrots



SUPPLY
FAIR
QUALITY
GOOD

Mexico's carrot region is facing challenges due to water and germination issues, causing crop losses and further complicating the domestic market. California and other regions are also facing weather-related challenges, with jumbos and cellos in low supply. Prorates may be expected, and table carrots may be a good substitute. Tropical storm Hilary disrupted plantings in Imperial Valley, Riverside County, and Kern County, causing a week delay in planting and reduced yields. Hurricane Idalia's devastation in Georgia has significantly affected carrot farms, potentially impacting January volume.

Cauliflower



SUPPLY
GOOD
QUALITY
GOOD

Supplies have improved with good demand. Supplies are available from Santa Maria, Yuma, and Mexico. Yields have improved with better availability. Supplies are expected to remain steady for the next few weeks. Expect market pricing to improve. (F.O.B. pricing for this week \$13.00 - \$14.00)

Celery



SUPPLY
GOOD
QUALITY
GOOD

Supplies are better with fair quality. Supplies are currently coming from Oxnard and Santa Maria. Market pricing has improved. Supplies have improved now that the transition to Oxnard is complete. Supplies should remain steady for a few weeks. The market prices will remain stable for a few weeks. (F.O.B. pricing for this week \$15.00 - \$17.00)

Citrus



SUPPLY
FAIR
QUALITY
FAIR

Limes: The market is approaching stability due to a slow decline in pricing and holiday demand. Volume has increased, and quality/shelf life is improving. Peak sizing consists of small fruit, with large fruit limited until Q2 2024. Supply is expected to decrease in December.

Lemons: Fruit has started in District 3 (Desert region), with loading in Yuma and Mecca. Mexico's limited availability and 75% choice yield, prices will remain high.

Oranges: Navels are expected to begin the second week of November if the fruit meets the required Acid to Brix ratios. Production of packable fruit is slightly down by 5% from last season, with more Choice than Fancy. The late Navel crop is expected to be light industry wide.



MARKET OUTLOOK

Corn



SUPPLY

GOOD

QUALITY

FAIR

Prices for Corn are trending up. Production for the East is transitioning to South Florida. Bad weather in Florida has impacted the Eastern markets. Production out of the West is coming out of California. Supplies remain on the tight side.

Cucumbers



SUPPLY

GOOD

QUALITY

GOOD

Prices for Slicing Cucumbers are trending down. Production out of Georgia is winding down. Central and South Florida is shipping fruit as they wait for Honduras to start. Production out of the West is coming from Baja and Sinaloa.

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

GOOD

QUALITY

GOOD

Peruvian grape volumes are increasing, with availability primarily in large and extra-large sizes. Pricing remains steady but may increase once California are done.

MARKET OUTLOOK

Herbs



SUPPLY

GOOD

QUALITY

GOOD

The quality of herbs has improved with better weather conditions on the east coast, but inconsistent supply on the west coast remains due to weather-related issues.

Cilantro: Supplies are slightly better with fair quality. Market pricing has improved. Supplies are shipping out of Oxnard and Santa Maria. Growers are expecting supplies and markets to improve in the next few weeks. (F.O.B. pricing for this week \$15.00 - \$16.00)

Honeydews



SUPPLY

GOOD

QUALITY

GOOD

RADAR The Mexican honeydew market is moving higher due to reduced crossings, potentially boosting east coast markets. Primary sizing from Guatemala remains 5s and larger, and fruit is clean externally with brix levels mostly 11-14%.

Iceberg



SUPPLY

GOOD

QUALITY

GOOD

Supplies are much better with improved quality. Weights are expected to be on the lighter side with smaller lettuce heads. Yields have improved now that the transition to Yuma is complete. Market pricing is expected to improve as better yields and availability. Expect market pricing to be steady for a few weeks as well as supplies. (F.O.B. pricing for this week \$12.00 - \$13.00)

Kale



SUPPLY

GOOD

QUALITY

GOOD

Supplies are steady with good quality and demand. Supplies should remain steady for a few weeks along with market pricing. (F.O.B. pricing for this week \$11.65 - \$13.65)

Leaf



SUPPLY

GOOD

QUALITY

GOOD

Green & Red Leaf: Supplies are light. Quality is fair with irregular sizing on the smaller size and light fringe burn. Markets are expected to be active in the next few weeks. Transition to Yuma is complete. Steady supplies are expected for the next few weeks with a stable markets. (Green Leaf F.O.B. pricing for this week \$11.00 - \$12.00)(Red Leaf F.O.B. pricing for this week \$11.00 - \$12.00)

Romaine: Supplies are steady with fair quality. Romaine Hearts is experiencing some light cupping. Carton weights are fair. Expect market pricing to be steadier as the transition to Yuma is finished. (Romaine F.O.B. pricing for this week \$13.00 - \$14.00)(Hearts F.O.B. pricing for this week \$18.00 - \$20.00)

Tender Leaf: Supplies are steady with good demand. Quality is good to fair. Supplies and availability are improving due to better weather. Steady market pricing and supplies are to be expected next week. Supplies have not been impacted as the transition to Yuma is finished. (F.O.B. pricing for this week \$4.75 - \$5.00)

MARKET OUTLOOK



<p>MARKET ALERT</p> <p>Mushrooms</p> 	<p><u>SUPPLY</u> FAIR</p> <p><u>QUALITY</u> FAIR</p>	<p>Mushroom supplies are expected to be tightened up for the holidays due to quality issues with raw ingredients in compost. Markets are expected to react to these limited supplies, leading to a escalated price.</p>
<p>Onions</p> 	<p><u>SUPPLY</u> GOOD</p> <p><u>QUALITY</u> GOOD</p>	<p>The quality is good to excellent in all growing regions, with strong demand. The market is trending up and expected to continue through the holiday. Medium red and white continues to be tight. Colorado is winding down. Freight is slightly up with trucks starting to get a little tight. This will also have an impact on precut.</p>
<p>Onions Green</p> 	<p><u>SUPPLY</u> GOOD</p> <p><u>QUALITY</u> GOOD</p>	<p>Supplies have improved. Current supplies are coming from Mexico. Markets will not be escalated. Expect good quality for the next few weeks. Supplies and quality will improve in the next few weeks. (F.O.B. pricing for this week \$12.00 - \$14.00)</p>
<p>Pears</p> 	<p><u>SUPPLY</u> GOOD</p> <p><u>QUALITY</u> GOOD</p>	<p>The Pear crop is expected to be of excellent quality, like the Apple Crop. Bartlett Crop is projected to have the same amount as last season, while Bosc is expected to have a larger crop, making prices on 100s and smaller better. Red Pears are expected to peak on 80/90ct, while Anjou's in the Pacific Northwest is down by 20%. Overall, the quality is good with size a profile 80/90/100ct.</p>
<p>Peppers Bell</p> 	<p><u>SUPPLY</u> GOOD</p> <p><u>QUALITY</u> GOOD</p>	<p>Green and Yellow Bell Peppers are trending down. Red Bell Peppers are trending up. Production is coming out of Georgia, Central and South Florida. Volumes out of Florida are ramping up. Some products are crossing through Nogales. Production out of Coachella is ending soon.</p>
<p>MARKET ALERT</p> <p>Peppers Chili</p> 	<p><u>SUPPLY</u> BAD</p> <p><u>QUALITY</u> POOR</p>	<p>Prices for Jalapeno and Serrano peppers are trending up. Supplies for all chili peppers are escalated as the market remains extremely tight. Production out of Georgia is winding down as Florida is getting started. Volume for the West is coming out of California and Mexico. Supplies remain extremely tight but are expected to increase in the weeks to come.</p>

MARKET OUTLOOK

Pineapples



SUPPLY

GOOD

QUALITY

GOOD

Pineapples are showing good quality and are gradually moving into larger sizes curve. Pineapple availability is stable, but demand is higher due to upcoming holidays. Proactively plan with your local distribution center for the upcoming holidays.

Potatoes



SUPPLY

GOOD

QUALITY

GOOD

Good quality from all growing regions. The market continues to trend down. Because of improved yields and increased acreage, Idaho is expected to have abundant Russet potato supplies this year. Good time to promote potatoes. This will also affect precut.

MARKET ALERT

Squash



SUPPLY

POOR

QUALITY

POOR

Prices for Yellow and Zucchini Squash are trending up. Production out of Florida has been impacted by rain. Production out of the West is transitioning to Sinaloa. The market is extremely tight. Please keep an eye out for quality issues.

MARKET ALERT

Strawberries



SUPPLY

POOR

QUALITY

FAIR

Prices for Strawberries are stable. Growers are reporting tight post-holiday supplies due to rains in the California growing areas. Growers are also reporting occasional order cuts. Production is coming out of Florida, Oxnard, Salinas, Santa Maria, Watsonville, and Mexico. Growers are loading Mexican product out of South Texas.

MARKET ALERT

Tomatoes



SUPPLY

FAIR

QUALITY

FAIR

ALERT (Grape) Prices for 20 lb Rounds, 25 lb Rounds and Roma are trending down. Grape tomatoes are trending up and are extremely tight. Production continues to transition to Central and South Florida. Due to the hurricane activity earlier this year, growers anticipate a late start for the winter Sinaloa and Culiacan crops.

Watermelons



SUPPLY

GOOD

QUALITY

GOOD

Watermelons are in good supply on seedless and minis, with limited supplies in Florida. Mexico volumes are crossing in Texas and Nogales. The market is slightly trending down.



MARKET OUTLOOK

Produce Category Overview

Asparagus are limited in all growing regions but expected to improve in 2-3 weeks. **Blueberries** prices are trending down but supplies are expected to tighten up again. **Carrots** are short on jumbo and cello due to weather. **Chili Peppers** remain tight due to the weather. **Limes** market is escalated, particularly on large fruit. **Mushrooms** are tight for the holiday. **Raspberries** are a little tight post-holiday. **Strawberries** are tight due to the cold weather in California. Great time to promote **Potatoes**.

Report: Online food delivery to grow 60% by 2027

By **THE PACKER STAFF** November 28, 2023

The global online food delivery market is expected to grow by 60% and reach \$1.65 trillion in value by 2027, according to new research.

Data from AltIndex.com indicated food delivery services generated \$1.02 trillion in revenue in 2023, 20% more than 2022.

According to the report, consumers will spend \$1.1 trillion on grocery delivery and \$510 billion on meal ordering in 2027.

The convenience of ordering food from the comfort of your home has drawn billions of users to the market and helped companies like Uber Eats, Just Eat, Deliveroo and Doordash double and triple their revenue, according to a news release.

According to Statista Digital Market Insights, the global online food delivery market is expected to gross \$1.02 trillion in 2023, 20% more than last year and 185% more than in 2019, according to the report.

Over 60% of that value, or around \$630 billion, will come from grocery delivery, the market's largest and highest-grossing segment. Meal delivery will bring in the remaining \$390 billion, the report said.

Statista expects consumers worldwide to spend a whopping \$1.14 trillion on grocery delivery in 2027, or 80% more than this year, the report said. The meal ordering segment will see a 30% growth in this period, causing the total spending to jump to \$510 billion by 2027.

In regional comparison, Asia is by far the largest online food delivery market, generating \$564 billion in revenue or more than half the world's total in 2023. Statista also expects the Asian market to see the biggest revenue growth of all regions, jumping by 54% to \$870 billion by 2027, the report said.

North America, the second-largest market, will hit \$355 billion in total spending in 2023, the report said. This figure is projected to surge by 42% to \$507 billion by 2027, the report said.

Europe follows with \$194 billion in revenue by 2027, up from \$144 billion this year.

The rising number of people using apps for meal and grocery delivery will push the total user count in the market to impressive highs, the report said.

The Statista survey shows roughly 2.7 billion people used online food delivery services in 2023. Around 70% of all users, or 1.9 billion, used apps like....

[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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