

# Market OUTLOOK

Week 24: June 10 - 16, 2024



Powered by Foodbuy

Market ALERT

Apples  
Beans  
Broccoli  
Cauliflower  
Celery  
Citrus  
Grapes  
Herbs  
Lettuce  
Melons  
Pepper Chili  
Squashes

## transportation

Nat'l Diesel Avg: \$3.726↓

Last Year: \$3.655↓

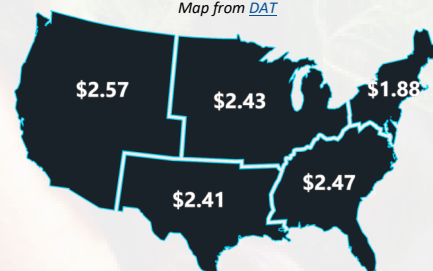
Nat'l Fuel Surcharge: \$0.45

Shortages: Freight rates is flat

- extreme - None
- slight - None

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather OUTLOOK

**Oxnard, CA:** Partly cloudy and morning fog with highs in the 60s and lows in the 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s to 80s and lows in the upper 40s.

**Yuma, AZ:** Sunny with highs in the 100s and lows in the low 70s.

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

**Idaho Falls, ID:** Partly cloudy, windy and sunny skies with highs in the 80s and 70s and lows in the upper 40s.



Powered by Foodbuy





# Market UPDATE

## apples



**RADAR (Gala)** Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

## asparagus



Mexican and Peruvian production has improved due to market normalization, while Washington, Michigan, and Canadian production remain available. White asparagus remains scarce from Peru until mid-July.

## avocados



The demand for fruit in the field has surged due to reduced US inventories and the need to refill the pipeline. Field pricing is being increased, and market adjustments will continue to rise. Mexico is the predominant source for 48s and larger fruit, with all four COOs favoring smaller fruit. The rainy season in Mexico has not started yet, and if drought conditions persist, erratic crop cycles could continue into 2024-25. Peruvian arrivals will become significant in the next two weeks, potentially restoring market stability.

## bananas



Fruit is continuing to show great overall quality, with strong inventories arriving over the next several weeks at all ports.

## beans



**Green Beans:** Heat in GA is causing limited production and an increasing market due to the transition of growing regions north.

**Snow Peas:** Guatemalan and Mexican supply are facing challenges due to heat, lack of rain, and

growing region transitions, leading to increased volumes and market escalation.

## berries



**Blackberries:** Prices are up with good quality. Mexico fruit is showing a nice sheen and color, occasional regression, and overripe fruit. Volumes are steady, though light, in Watsonville as the season begins.

**Blueberries:** Prices remain stable, with good quality. However, soft fruit in the Central Valley and flower debris and shriveled fruit in Mexico may occur due to hot weather, but the volume continues to be strong. Production is expected to decrease in Florida and Georgia, with Mexico following in the coming weeks.

**Raspberries:** Prices are lower and quality remains good, with occasional light-colored fruit from Mexico. Volumes are increasing, though light, in Watsonville as the season begins.

**Strawberries:** Prices are decreasing, Santa Maria yields good quality with bruising, peak production, and strong volumes, while Watsonville/Salinas reports good quality with bruising and overripe fruit.

## broccoli



**Broccoli: ALERT** The supply situation is light and demand is good, with supplies coming from Salinas and Santa Maria. Mexico has limited supplies, and the quality is only fair. Market pricing is active and will escalate this week.

**Brocolini:** Supply is on budget and demand is good, with better quality as production transitions back to Salinas. Harvesting is steady, and contract pricing will not escalate.





# Market UPDATE

## brussels sprouts



The supply has improved, with good quality and demand. Market pricing has also improved, and it is expected to remain steady in the coming weeks. It's a great time to promote.

## cabbages



Supplies are steady and of good quality. Availability from Oxnard and Salinas, and the markets and supplies, are expected to remain stable in the coming weeks.

## carrots



New crops are on the horizon, with improved supply and quality going forward.

## cauliflower



The supply is light and demand is good, with supplies coming from Salinas and Santa Maria. Mexico has limited supplies, and the quality is fair. Expect limited supplies in the next few weeks. Market pricing is active.

## celery



Supply is improving, with current supplies coming from Santa Maria and Oxnard, and production has started in the Salinas region. Quality is reported as improving, and steady supplies are expected in the next few weeks.

## citrus



**Limes: RADAR** Cinco de Mayo is impacting the limes, with rain and sun patterns favoring small sizes. If this trend continues, 110s and 150s will be tight, potentially pushing the overall size spectrum and necessitating an opening size spec.

**Lemons: ALERT** The industry relies heavily on CA D2 from the Ventura/Riverside area, but is facing high unusable fruit going to juice due to heavy on larger size and quality pressure on the 140-200s market. Demand exceeds supply, and imports from Argentina and Chile are on the horizon. Argentina's heavy size and large shipments may not help alleviate the small market. Chilean imports are expected to arrive in mid-July and run larger, while Mexico is the only alternative. Mexico is running smaller, requiring it to be open and flexible with sizes.

**Oranges:** The transition from CA Navels and FL Valencia to CA Valencia has been completed, with sizing peaking at 72/88's and 113's. The industry may continue with Valencia through the summer, but foodservice sizing will become scarce in August, September, and October. Communication with receivers and sizing up will be crucial. An alternative is to take import Navels and load in New Jersey.

## corn



Pricing is steady. Supplies are plentiful and of good quality in Georgia. It's a good time to promote.

## cucumbers



Pricing is steady. Georgia has good supplies, but recent rains have affected quality. Hot temperatures in Mexican growing regions are causing some quality issues. Baja offers the best quality, but volumes are low.

## grapes



**RADAR** Mexican volumes are expected to increase weekly, with the volume of Flames into Nogales having been strong, while Greens volumes are expected to gradually increase over the next ten days.





# Market UPDATE

## herbs



**ALERT (Dill)** Basil and oregano have improved, while dill is still under watch due to the weather.

**Cilantro: ALERT** Supply is limited, with less than fair quality. Market pricing has increased, and supplies are shipping out of Oxnard and Salinas. Expected supply shortages and increased markets in the coming weeks.

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**Green & Red Leaf:** The supply is good, with improved quality and weights. Market pricing has also improved, and contracts are expected to return to normal pricing in the next few weeks.

**Iceberg: EXTREME** The supply is expected to be light and fair, with lighter weights and smaller heads. Markets are expected to remain increased, and contract pricing will escalate next week. The next few weeks are expected to be active in the markets.

**Romaine: ALERT** Supply is improving with fair quality and good demand in Salinas and Santa Maria, with expected continued improvement in markets in the coming weeks.

**Tender Leaf:** The supply is expected to remain steady, with good to fair quality and good demand. Most have transitioned to Salinas, and improvements are expected in the next few weeks.

## melons



**Cantaloupe: RADAR** Lighter supplies are

expected, with increased production expected next week. Melon sizing improvements are causing larger fruit to become more prevalent, leading to jumbo being the main offering. Smaller sizes may command a premium. Quality is also rising as production moves to unaffected fields.

**Honeydew: RADAR** Limited volume and minimal sizing profile. Expect improvements in sizing/yields as new fields break. The quality is mostly clean, with some external scarring.

**Watermelons:** Production is increasing in Florida and Mexico with good demand.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



**ALERT (Red)** The quality is good in all growing regions, with steady demand. Market prices are down slightly, with red remaining elevated. New Mexico has started giving some relief. The reds will be tight through the summer.

## onions green



Supplies are steady, primarily from Mexico, and demand has increased. Warmer weather is expected to improve supplies, and market pricing and quality are expected to improve in the coming weeks.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjous if possible, which will be available until next season starts.





# Market UPDATE

## peppers bell



Pricing is steady. Georgia has a good supply for the east. The California desert is yielding good numbers and quality products to supply the west.

## peppers chili



Pricing is high. Georgia has started, but supplies of Poblanos and Serrano remain limited, keeping prices elevated. Mexico has good volumes to alleviate pricing pressure on the west coast, though Serrano and Poblanos remain high.

## pineapples



Supplies are limited, and size curve availability fluctuates weekly, requiring flexibility in sizes.

## potatoes



The market is flat, with good quality. Idaho is

shipping Burbank with a sizing profile smaller than Norkotahs, which is causing the 40–60ct price to increase and be a bit short. Idaho has plenty of availability, making it a good time to promote potatoes.

## squash



Pricing is up due to extremely limited supplies. Georgia is still recovering from last week's rain. Supplies are expected to improve after this week, but demand remains high, keeping availability tight. Cooler temperatures in California are limiting supplies in the west.

## tomatoes



The market remains firm. Florida is winding down in the east with a fair volume. Georgia has started, which will help with supply. East Mexico and Baja are seeing increased volumes with good quality.

## commodities alert overview

**Gala apples** are expected to be tight until September. **Green beans** are limited due to the weather in Georgia. **Raspberries** prices are down with fair quality. **Iceberg** are on extreme alert with light availability. **Lemons** are peaking on large fruit, with small fruit being limited. **Chili peppers** are on remain high with poblano and serrano being limited. **Zucchini and yellow squash** are extremely limited due to the weather in Georgia. It's a good time to promote **Brussels Sprouts, Corn, Mushrooms and Potatoes**.





# Market UPDATE

## in the news...

### Consumers prioritize sustainability in produce purchase decisions

By JENNIFER STRAILEY | May 29, 2024 | THE PACKER

Sustainability remains an important concern for consumers into 2024, according to The Packer's Sustainability Insights 2024 survey, which found that more than three-quarters of consumers surveyed place at least some priority on sustainability in their buying decisions, up 4% from 2023. Thirty percent of consumers surveyed place primary priority on it.

Fielded April 2-11, 2024, the web-based quantitative survey of 491 consumers from across the country found that younger consumers in particular prioritize sustainability and associate terms such as "eco," "climate," "energy" and "friendly" with the movement.

All respondents were age 18 or older, live in the U.S. and do most or all of their household grocery shopping.

The younger the respondent, the higher a priority sustainability is when

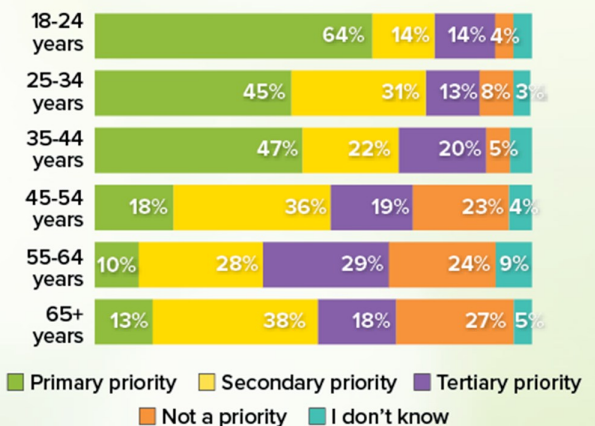
making a purchase. Sustainability Insights 2024 found that 78% of 18-24-year-olds ranked sustainability as a primary or secondary priority versus 51% of those aged 65 or older. Meanwhile, 27% of those 65 and older said that sustainability was not a priority compared with just 4% of 18-24-year-olds.

Consumers polled also represented a range of income levels, with 22% of respondents reporting household incomes of \$25,000 to \$49,999, followed by 21% reporting household incomes of \$100,000 to \$149,000.

Forty-two percent of survey respondents indicated they're married, with 46% reporting two adults living in

#### How important is sustainability to you?

Younger consumers rate sustainability as a top priority



the household. Sixty-six percent reported no children living in the household, 17% reported one child in the household and 15% reported two children living in the....

[Read full article HERE](#)

*produce in* **PEAK** *for June*

Arugula	Cherries	Kiwi
Asparagus	Corn	Radish
Blueberries	Cucumber	Strawberries

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to [jhoppe@nproduce.com](mailto:jhoppe@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 Powered by Foodbuy Staff

