



Market ALERT

WEEK 43: October 21-27, 2024

asparagus



Peruvian volume is slowing increasing, with good quality and high demand. High temperatures in the Baja area cause concern. Pricing continues to escalate, mainly on the larger sizing.

corn



Markets are high. Record-breaking temperatures in July and August torched fields where production should be coming from. Southern California will not be ready until November; supplies will be very light through October. In the east, growers are dealing with damage from Hurricanes Helene and Milton. Supplies are extremely tight, and markets remain high.

beans



Green Beans: Prices are escalated. Hurricane Helena caused minimal damage in Georgia and North Florida, while Hurricane Milton's impacts are uncertain. Central Florida experienced flooding, while South Florida experienced tornadoes, causing 400 acres of loss so far. The situation is expected to worsen until December.

Snow Peas: The prices are decreasing. Guatemala's volume is low, with fair quality and low demand, while Peru has good quality and low demand, with a reasonable volume.

berries



Blackberries: **RADAR** Prices remain stable. The

quality in Mexico is fair, with some soft fruit and pest pressure resulting from high humidity levels. Volumes have increased, resulting in steady volume until December. In Watsonville, the quality is good and the flavor is excellent. Production is slowing as it enters a low season with limited availability.

Blueberries: **ALERT** There is a significant supply gap between domestic and imported crops. The remaining volumes in the Pacific Northwest are minimal, as the season ended sooner than expected due to quality issues. This industry-wide shortage will last until Peruvian and Central Mexico imports begin to hit the US markets with significant volume. Current forecasts show a continued rapid decline, bottoming out in mid-late October before volume increases and finally re-aligning around mid-November. As a result, with minimal volume, shortages are expected for October with continually increasing and active markets.

Raspberries: **RADAR** Prices remain stable. In Mexico, the quality is fair and production is steady, while in Watsonville, the production has increased for the final time before the season ends.

broccoli



Broccoli: Supply is steady from Salinas and Santa Maria, with slow demand. Mexico supplies are improving, but growers face quality issues. Fair quality is reported, and market pricing is active, expected to escalate for weeks.



Market ALERT

broccoli cont...



Broccolini: Supply is short with good demand and fair quality. Limited supplies are expected in the coming weeks, along with increased prices.

cabbages



Supplies are light. Growers are reporting field-level challenges and fair quality, with products coming from Oxnard and Salinas. Growers are experiencing quality issues due to insect damage, and market prices have increased this week, causing light supplies in the coming weeks.

grapes



The prices are slightly up. California's early finish due to weather conditions will significantly impact reds in early October, making supplies in October and November challenging.

herbs



Cilantro: Supply is limited, with fair quality. Demand has increased, with supplies shipping

out of Oxnard and Salinas. Supply is expected to be limited for the next few weeks with improved market pricing.

melons



Cantaloupe: **RADAR** Prices are slightly up. California production is starting to wind down next week, with Yuma starting with limited production. The sizing profile in Yuma will be similar, focusing on 9s and 12s, with few jumbos harvested. California's growing conditions have been excellent, with higher temperatures and dry weather contributing to optimal quality. Brix levels are mainly 12-14%.

Honeydew: **RADAR** Prices are stable. There is some external scarring, but it is excellent internally, mostly in the 5s and 6s with a few jumbos. Cleaner external fruit is expected after the desert move, with high Brix levels of 12-16%.

mushrooms



Quality is good, but yields are fluctuating during the summer. Improved availability, and no price increases are expected. End users can be less affected by using a combination of white and brown mushrooms.



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Transition Schedules - Fall 2024

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates
Bengard Ranches	Salinas, CA	Yuma, Az	Broccoli Crowns	November 25, 2024
Bengard Ranches	Salinas, CA	Yuma, Az	Cauliflower	November 29, 2024
Bengard Ranches	Salinas, CA	Yuma, Az	Lettuce Iceberg	November 14, 2024
Bengard Ranches	Salinas, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	November 14, 2024
Bengard Ranches	Salinas, CA	Yuma, Az	Lettuce Romaine	November 14, 2024
Bengard Ranches	Salinas, CA	Oxnard, Ca	Celery	December 2, 2024
Church Brothers	Salinas, CA	Yuma, Az	Broccoli Crowns	November 20, 2024
Church Brothers	Salinas, CA	Yuma, Az	Cauliflower	November 25, 2024
Church Brothers	Salinas, CA	Yuma, Az	Lettuce Iceberg	November 4, 2024
Church Brothers	Salinas, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	November 25, 2024
Church Brothers	Salinas, CA	Yuma, Az	Lettuce Romaine	November 4, 2024
Church Brothers	Salinas, CA	Yuma, Az	Celery	November 4, 2024
Church Brothers	Salinas, CA	Yuma, Az	Value Added / Processing Plant	November 18, 2024
Field Fresh Farms	Watsonville, CA	Yuma, Az	Broccoli Crowns	November 11, 2024
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Iceberg	November 11, 2024
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	November 11, 2024
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Romaine	November 11, 2024
Field Fresh Farms	Watsonville, CA	Yuma, Az	Value Added / Processing Plant	November 11, 2024
Green Gate Fresh	Salinas, CA	Yuma, Az	Value Added / Processing Plant	November 11, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Broccoli Crowns	November 25, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Cauliflower	November 29, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Lettuce Iceberg	November 14, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	November 14, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Lettuce Romaine	November 14, 2024
River Fresh Farms	Salinas, CA	Oxnard, Ca	Celery	December 5, 2024
River Fresh Farms	Salinas, CA	Yuma, Az	Tender Leaf/Value Added	November 14, 2024
Taylor Farms - CA	Salinas, CA	Yuma, Az	Value Added / Processing Plant	November 18, 2024
The Salad Farm	Hollister, CA	Yuma, Az	Value Added / Processing Plant	November 18, 2024

Huron, Ca. October 16, 2024

Huron, Ca. October 14, 2024

Huron, Ca. October 16, 2024

Huron, Ca. October 16, 2024

Huron, Ca. October 16, 2024

Transition Video Links (YouTube):

[Church Brothers](#)

[Mann's](#)

[Taylor Farms Foodservice](#)

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 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

