

Market OUTLOOK

Week 41: October 7 - 13, 2024



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Market ALERT

Asparagus
Banana
Beans
Berries
Broccoli
Cabbage
Citrus
Grapes
Green Onions
Herbs
Melons
Mushrooms
Pears
Pineapples

transportation

Nat'l Diesel Avg: \$3.544↑

Last Year: \$2.495↓

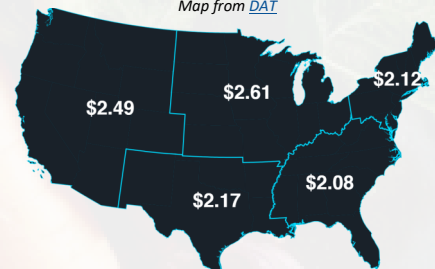
Nat'l Fuel Surcharge: \$0.42

Shortages: Freight rates is flat

- extreme - none
- slight - DE, MD & VA

National Posted Rate per mile

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



weather OUTLOOK

Oxnard, CA: Partly cloudy with highs in the 70s and lows in the 60s.

Salinas, CA: Partly cloudy with highs in the 70s and lows in the 50s.

Yuma, AZ: Sunny skies with highs in the 110s and lows in the 70s with partly cloudy on Tuesday.

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

Idaho Falls, ID: Cloudy and sunny skies with highs in the 70s and lows in the 40s.



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Market UPDATE

apples



The CA storage 2023 apples are finishing quickly due to high demand and supply. Gold delicious is tight. New crop golden delicious has started. New crop CA reds have started. New crop granny smiths have started. 2024 crops are expected to see a price increase due to a 12 million box deficit from the 2023 season.

asparagus



Peruvian volume remains low, but quality remains good despite high demand. High temperatures in the Baja area cause concern. The port strike is being monitored, with increased demand for container space from non-unionized shipping lines and escalating pricing, primarily due to larger sizing.

avocados



Growers in Mexico's Loca/Summer crop have moved to higher elevations, causing the fruit to grow larger on trees and shifting the size curve. Demand is strong for small fruit, which in weeks prior offered promotable volume and pricing. The demand for small fruit has been strong, with promotable volume and pricing. However, a devastating storm in Mexico affected growing regions, limiting harvest and some growers/packers being on holiday on October 1st. The industry supply is below 50 million pounds, and this week will be challenging due to a short supply of avocados. It is uncertain when pipelines will replenish, as weather and Aventajada crop maturity will be the most important variables.

bananas



RADAR Please consider the port strike and the impending hurricane-related weather in the Southeast, advising to make necessary

arrangements with local DCs and promptly submit POs, despite no anticipated interruptions, and ensuring fruit quality.

beans



Green Beans: Due to Hurricane Helene, the supply is expected to be impacted. With the current growing areas ending and a transition to the growing regions impacted by Helene, prorate may be forthcoming. The transition to North Carolina is expected around week 41, but growers still need to fully assess the fields. Georgia will follow suit, and the transition to Florida will occur by the end of October. The last two weeks of October are expected to be challenging in terms of volume and quality; escalated pricing is expected.

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. In Mexico, quality is fair, with some soft fruit and pest pressure due to high humidity. Volumes have increased, resulting in steady volume for October to 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** Prices are escalated due to limited supplies. The Pacific Northwest is experiencing a significant shortage due to quality issues, with minimal remaining volumes. The shortage will persist until Peruvian and Central Mexican imports reach US markets. Forecasts indicate a rapid decline; with a peak in mid-late October before increasing and re-aligning around mid-November. As a result, shortages are expected in October with growing markets.



Market UPDATE

berries cont...



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.

Strawberries: Prices are stable, with fair quality from Salinas, Santa Maria, and Watsonville. The Santa Maria's fall crop quality is good, with some bronzing occurrences. Volume is on track for peak production next week. Watsonville/Salinas quality is good, with some dark fruit occurrences. Overall output volume is decreasing week-over-week as fall progresses.

broccoli



Broccoli: Supply is light from Salinas and Santa Maria, with demand increasing. Mexico is limited, with fair quality. The market pricing is active, expected to escalate for another two weeks.

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

brussels sprouts



The supply is on budget, quality and market pricing have improved, with good demand. Supplies are now coming from Salinas, and markets are expected to remain steady for the next few weeks.

cabbages



Supplies are light. Growers are reporting field-level challenges and fair quality, with products coming from Oxnard and Salinas. Market pricing has increased this week, and supplies will be light in the coming weeks.

carrots



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

cauliflower



The supply is on budget and demand is increasing, with supplies coming from Salinas and Santa Maria, with some from Mexico. Quality is fair, and market pricing has improved. Expect supplies and market pricing to remain steady.

celery



Supply is steady, with good quality from Santa Maria and Salinas. Expect market pricing and supplies to remain steady for the next few weeks.

citrus



Limes: **ALERT** The market is stabilizing as new crops are harvested. Small fruit is peaking, while large sizes will be limited, creating a noticeable price gap between small and large fruit. Overall pricing should stabilize throughout October.

Lemons: District 3's harvest is ramping up; the fruit is high quality and of normal size. U.S. supply remains limited but improving, incoming imports will help meet volume needs.

Oranges: **ALERT** Pricing is high. Valencia is mostly finished, with few suppliers offering limited volumes and poor to fair quality. Domestic navel crop is expected to begin in late October.

corn



The pricing is up. The east is experiencing lighter supplies due to transitions. Georgia is still assessing damage from Hurricane Helene. The west is also facing lighter supplies and struggling with quality.



Market UPDATE

cucumbers



Pricing is stable. Supplies in the west are plentiful and producing good-quality products. However, the east is a bit unstable due to the recent hurricane that devastated the Southeast. Currently, there is still enough supply to cover demand, but that could change in the upcoming weeks; pricing could firm up due to crop losses caused by the damage.

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



There is a good supply and quality of all herbs.

Cilantro: ALERT 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 an elevated market.

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, demand has increased, and sizing and weights are expected to improve in the coming weeks, with good quality and markets remaining steady.

Iceberg: The supply is good and the quality is fair. Demand has increased, but the Salinas Valley

heat wave is causing lighter weights and sizing changes. Market pricing will increase next week, and harvest is expected in Huron.

Romaine: Supplies are on budget, with fair quality. Good demand, with supplies coming from Salinas and Santa Maria. Excess heatwave in Salinas is expected to affect supplies, causing fringe burn on outer leaves and quality issues. Market pricing is expected to increase next week.

Tender Leaf: The supply continues to be steady, with good to fair quality and good demand from Salinas and Watsonville. Quality and supplies are expected to be steady.

melons



Cantaloupe: RADAR Prices are slightly up. Warmer temperatures have accelerated some fields, pushing sizing up, primarily larger fruit, with a high percentage of 9Js. Quality remains solid with good sizing, decent color, and 12-16% brix levels. California production is expected until mid-October, with Yuma starting mid-October.

Honeydew: RADAR Prices are stable. Production has increased in larger sizes, with 5/5Js being harvested, while smaller fruit (6/8s) is limited. Overall quality is good, with occasional scarring/sugar netting. Brix levels range from 12-16%.

mushrooms



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

onions



Quality is good across all growing regions, with steady demand and market pricing. Overall volumes are up compared to last year.



Market UPDATE

onions green



EXTREME Limited supplies, primarily from Mexico, with an increased demand. Growers are recovering from previous market conditions, and market pricing has reacted to these shortages, expect increased pricing in the coming weeks.

pears



RADAR The Northwest pear crop in Washington/Oregon has experienced a significant decrease in volume due to below-average temperatures in late February/early March, affecting bud development in higher elevation areas. The Pacific Northwest has seen a 14% decrease in bartlett volume, affecting the grade and increasing the size profile. Anjous have experienced a 30% decrease, while Red Anjous are down 7%. Bosc is down 63% from last year, with market pricing expected to escalate all season. The market pricing is expected to be escalated all season.

peppers bell



Pricing is slightly up. Michigan and the Carolinas are wrapping up their season in the east. The market forecast looks unstable due to losses from Hurricane Helene. Steady supplies are coming from the west, and colored bell supplies are good, with the market remaining stable.

peppers chili



Pricing is stable. Supplies from the West remain good, while Eastern supplies are lighter as several growers are winding down and damage from the hurricane is still being assessed.

pineapples



RADAR Please consider the port strike and the

impending hurricane-related weather in the Southeast. Supplies are limited, so consider being flexible in sizing and exploring 8ct and possibly 7ct for optimal service levels. Volumes are increasing week-over-week, reaching strong volumes in September and peak volumes on larger sizes in October.

potatoes



The Idaho market pricing is down, with good quality. Yields are down by 2.7% from last year. Idaho is expected to continue to have plentiful availability. Harvesting is wrapping up for the season. Good time to promote.

squash



Pricing is stable with overall good quality. California and Mexico are producing good volumes to meet demand. New Jersey, New York, and North Carolina are covering demand in the east.

tomatoes



Grape: The pricing is stable. Although lighter in volume, supplies have been consistent from both coasts. The east has received a lot of rain, so quality is something to keep an eye on.

Roma & Round: The market is active, with damage in the Quincy area being assessed. Eastern Tennessee crops were mostly wiped out, ending the season early. Eastern Shore Virginia crops are still producing and being shipped. Market prices are expected to rise in late October and early November due to the transition back to northern Florida, potentially causing a supply gap from the Quincy region. California's season is largely wrapped up, with Central Mexico stepping in to provide fair-quality produce to meet demand.



Market UPDATE

in the news...

Port strike ends with tentative agreement

By Ryan Beckman | October 4, 2024 | The Produce News

Fresh produce importers can breathe a little easier now that the three-day dockworker strike that shut down more than 30 East Coast and Gulf Coast ports has come to a close. Last night dockworkers and port operators reached a tentative deal resulting in the immediate cessation of the work stoppage. Workers will operate under the established contract until Jan. 15.

Prior to the strike crews had been working double time and overtime to unload ships and clear the docks of containers; however, there are currently at least 45 container vessels that have been unable and are anchored outside the strike-hit ports, according to Reuters.

In a joint statement, the two sides said, "The International Longshoremen's Association and the United States Maritime Alliance Ltd. have reached a tentative agreement on wages and have agreed to extend the Master

Contract until Jan. 15, 2025 to return to the bargaining table to negotiate all other outstanding issues. Effective immediately, all current job actions will cease and all work covered by the Master Contract will resume."

A June 2023 dockworker strike affecting West Coast ports lasted about two weeks and produced a six-year contract. ILA was looking for a similar contract for East Coast dockworkers, whose pay scale lags far behind their West Coast counterparts. The existing union rate for the East Coast and Gulf Coast ports is currently about 30 percent below what the ILA negotiated in their June 2023 contract for West Coast dockworkers.

The tentative deal has been reported to be an increase in wages of around 62 percent over six years — ultimately up to about \$63 an hour from \$39. The ILA had been asking for a six-year deal with a 77 percent increase in wages;



USMX's previous offer was a 50 percent increase.

"The retail industry is relieved to see positive progress in the ILA and USMX contract negotiations that ensures the vital East and Gulf Coast ports are open and fully operational," Retail Industry Leaders Association said in a statement. "Without the specter of disruption looming, the U.S. economy can continue on its path for growth and retailers can focus

[Read full article HERE](#)

produce in **PEAK** *for October*

Apples	Cranberries	Pears
Artichokes	Figs	Plums
Beets	Leeks	Turnips

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