

Market Report September 17th, 2024

800-300-2727 WWPRODUCE.COM



Strawberries

Market steady with moderate demand. Northern California – stable volume continues with sharp decline expected end of September. Good to fair quality. Santa Maria volume uptrend until late Sept/Early Oct. Quality improving on summer planted fruit. New production in Oxnard remains slow. CMex expected to start late September.



Blackberries

Market steady with good demand. Northern California in post-peak production. Quality remains consistent. Santa Maria continues ramp-up until beginning of Oct. Occ reversion or malformed on older plantings. Oxnard minimal volume until October. CMex starting late September.



Blueberries

Supply light with fairly good demand. PNW minimal volumes. M.A. fruit shipping. Quality variable. Peru volume increasing. Overall decent quality. CMex light volumes.



Raspberries

Market steady with very good demand on tighter supply. Northern California and Santa Maria volume tight and production downtrend continues. Stable quality. Oxnard production flat for next 5 weeks then downtrend. Good overall quality despite heat wave.



Mexican Chayote Squash

After record-high prices due to heat damage, rainfall in Veracruz lowered prices. Prices are now stabilizing, and quality remains good.



Avocado

Last week of harvest in California, great flavor & supply. Mexican fruit up to 26% maturity, excellent supply.



Green Onions

On the rise again as of last week. Quality is fair at best.



Iceberg, Romaine & Hearts

Great quality, dense heads and minimal to zero burnt tips.



Limes

Market stopped rising & leveled off in Los Angeles.



Mexican mango season almost over, Keitt variety limited availability & not the best quality. Brazilian product with better quality. Expecting price increase.



🥖 Chili Peppers

Hot weather in Baja & Central California last week damaged more chili peppers and tomatillos than anticipated, leading to lower #1 quality volumes & higher prices. Growers now receiving better margins, which are expected to rise. Influx of good quality produce has ended, with prices returning to typical seasonal levels in the high 10s to low 20s. Manzano peppers still unavailable & won't arrive for 1–2 weeks.



Mexican Maridol Papaya

After lower prices from Nayarit and Colima in July & August, costs are rising due to declining volumes & sporadic harvesting interruptions caused by hot, humid weather. Slight increases.



Cactus Pears

We're past halfway mark of the season, with rising prices expected to continue into early fall. Quality is good & large sizing.



Jicama

The season in Nayarit has ended, but "storage crop" supplies are still reaching Western states. Showing signs of aging, with darker, thicker, spotted skin. Prices are expected to rise until harvesting begins again in late September or October, starting with Guanajuato.



Cauliflower

Pricing is decreasing as supplies increase, should continue to fall this week.



Burgundy Truffles

Summer truffles no longer available. We're in Burgundy truffle season, the 'twin cousin' to summer truffles. Slightly deeper fragrance & darker brown interior flesh. Sourced in areas of Umbria & 200 meters higher elevation than the summer truffle. Prices have increased.



Market Report September 17th, 2024

800-300-2727 WWPRODUCE.COM



Shell Eggs

Egg market prices have decreased and are expected to continue decreasing.



Asparagus

Remains tight out of Baja, hurricane scares weren't as bad as expected.



Kiwis

Short supplies from Chile and California barely started. Expecting high prices.



Tiger Figs

Out of season now. Expecting Kadota in the Next 4-5 days.



Loose Red Radish

No change. Continue to be short out of the Midwest region (Michigan, Ohio, Indiana & Canada). Demand exceeds supplies. Higher prices than normal. Some supplies out of Oregon.



Parsnips

Stable. New crop supplies out of Oregon and Michigan. Good quality. Supplies are starting to come on. Price starting to drop.



Turnips

Stable, starting to see a good mix of sizes. New crop supplies out of Oregon and Michigan. Solid quality. Supplies are also starting to come on. Price starting to drop.



Rutabaga

Stable out of Oregon and Washington. New crop Oregon to start this week. Prices are stable.



Very active. Light volumes of Mexico and California. New crop out of Oregon. Excellent quality. Price slightly up with very strong demand. Gold beets will be short for the next 3 to 4 weeks. Poor sizing.



Netherlands /Holland product, now available.



English Peas

Now available.



Hot House Cukes/Euros

Extremely short and very active. Still short for another 2 to 4 weeks. Typically, get short around this time of year as crops transition from Canadian and US greenhouses to Mexico.



Heirloom Tomatoes

Baja Crop lighter supplies. However, tons of local supplies throughout California.



Cantaloupes & Honeydew

Fall harvest is beginning on cantaloupes & honeydew. Pricing is up slightly as we transition out of summer crop melons.



Red Seedless Grapes – Strong availability. Allison, Scarlet Royal, Jack Salute, Magenta, Timco harvesting well. More extra-large fruit than large. Smaller fruit harder to find. Import fruit arrives late October.

Green Seedless Grapes – Quality has been reliable. Availability on greens is declining. Autumn Kings, Crisps, and Pristines will finish the California season. Great Greens, Sweet Globes, and Epic Crisps will end soon. Green seedless grapes have large berries, more than red seedless. Expect few large berry fruit and more extra-large/jumbo. Import fruit will arrive in October.

Black Seedless Grapes – Harvests of Adora and Autumn Royals are strong. Midnight Beauties are limited. Black grapes remain scarce until the end of the California season.

Red Globes - Globes are available, but prices are high due to low supply. Prices will likely remain high for a few weeks.

Organics -Limited stock. Prices high. Quality good. Tight availability next week.





Gaping 1-2 weeks.



Pineapples

Better supplies this week. Pricing getting better weekly.



Broccoli

Broccoli demand exceeds supply in the Salinas Valley, but Santa Maria is providing some relief with great quality, despite the supply issue.



Cheese

The cheese market is evolving weekly, and the overall milk shortage is impacting cheese prices.



Oil prices are stable, with minor fluctuations.