



Strawberries

Watsonville/Salinas: Weather this week has been nice and warm this week, with daytime temps in the low 70's, and nights in the mid 50's. Next week is looking to stay around the same with daytime temps in the high 60's to low 70's and nighttime temps in the mid 50's. Production has been steady, though overall output volume is decreasing week-over-week as we get further into the Fall—expecting numbers to drop more drastically in late September through early October. Sizing is decreasing a bit, with sizing of conventional counts at about 24–26 a case and organic counts at about 30–35 a case. We are seeing issues of darker, soft, and overripe fruit, along with mildew due to the foggy mornings. Overall, both methods have good sheen, small-to-medium size, strong red color, and good flavor. Labor is very tight, ranches are doing their best to keep up with harvest schedules.

Santa Maria: Weather has been cool in the mornings and warm in the afternoon this week, with highs in the low 80's and overnight lows in the low 50's. Next week is looking to be the same, with days also in the low 80's. Fall Crop have continued to see good, strong fruit as the season continues to pick up every week. Plants are loaded with flowers, so we are expecting large numbers to be produced during the peak. All FC acres are in a consistent harvest schedule and will be cycling some nice fruit and enter a peak in the middle of September to early October. Fall Crop conventional counts are about 14–18 count a basket, are nice in shape, color, and firmness, though we are seeing issues with misshapen fruit and bronzing. Organic FC counts are in the upper teens to low 20's, mostly 18–24 on average. Most blocks are showing good shape and firmness with a couple crooked tips and light bronzing around. Organic SC counts are in the low to mid 30's with occasional clamshell in the upper 20's. Overall appearance looks decent, and crews are working hard to sort through small, crooked, bronzed, and soft fruit. Seeing some minor bruising in the pack but nothing too concerning. SC organics will be steady for the next two or so weeks. we are expecting an increase in organic and conventional volume in the coming weeks in this area. Organic Spring Crop may be wrapping up soon, but Fall Crop is coming up right behind. No labor issues.



Cherries

Cherries are done for the season.



Blackberries

Mexico: Quality is decent, with sizing between the medium to large range, good sheen, mostly black and with good firmness. Conventional counts are 22–26 and organic counts are 30–35. Due to high temps in the regions, we do see some red cell regression in some ranches and some soft, leaking fruit as the days continue to be hot. Rain has caused some concern for instances of mildew. Volume for blackberries have passed their peak and will steadily decline throughout August until we pick back up in early October.

Watsonville: Watsonville Blackberries are looking great, with medium-to-large sizing, and most having great flavor. Attached calyx and red cell regression is a minor occurrence and are seeing some issues of smaller fruit. Overall, production is strong and currently in our peak for blackberries in Watsonville. Fruit is testing high in brix as well. We are expecting continually strong production through August and early September.



Raspberries

Mexico: Rainy season is starting to end with rain coming more sporadically and less intense, but still here. Weather has been hot and humid; seeing temps in the high 70's to low 80's and nights at the low 60's. Next week is looking to be similar, with daytime temps still in the high 70's and low 80's as well. Overall, fruit is looking decent with a decent red color, with some fruit with lighter in color in the pack due to picking a bit early ahead of the heat. Sizes are mostly medium with larger berries here and there. Counts are 35–52. We do see some overripe and crumbled fruit, as well as mildew from the high moisture environment from the rainy season, but crews are doing their best to keep them out of the packs. Volume for raspberries stay at a steady low through August until we pick back up in September.

Watsonville: Watsonville Raspberries' production has sharply declined and will finish within the next few weeks. Overall, color is a nice dark red color due to the warm temperatures underneath the hoops and sizing of rasps are a good medium size on average. Very little availability.



Blueberries

DEMAND EXCEEDS SUPPLY California Giant is entering a significant gap in our blueberry supply between domestic and imported crops. The Pacific Northwest is wrapping up fresh production as late season high temperatures and rain have created challenges with lower yields and subsequent poor quality; soft, shrivel and mold. The "storage" blueberries that had been put away in modified atmosphere containers to extend the season into September are showing signs of early breakdown and fruit quality is not making specification to be packed for the fresh market. Product is being diverted to processor. Other domestic regions in the industry have also been affected. MI has received multiple rain events late in their season which is showing the same results.

This is an industry-wide shortage and will last until Peruvian and Central Mexico imports begin to hit the US markets with significant volume. Our current forecasts are showing a continued rapid decline through September, bottoming out in mid-late October, before we see volume start to increase and finally re-align around the middle of November. Be prepared for very limited supplies for the months of September-October with continually increasing and active markets.



Potatoes

Color and russet potato harvest has commenced in Idaho & Washington and should continue through beginning of October. Pricing / Quality / Supply should remain consistent



Broccoli, Cauliflower & Lettuce

All items are coming from Salinas Valley and facing similar challenges

"Heatwave in Salinas has reduced harvest and created quality defects such as burnt tips in iceberg, romaine, and romaine hearts. Supply and quality are below average, while pricing has increased"



Corn Husk

Will continue to increase all the way through the end of the year. As Mexico continues to import large quantities of corn from the United States, it could lead to increased demand for corn and its byproducts, including corn husks. Potential supply chain disruptions due to current trade tensions with Mexico.



English Peas

Vendors reporting in gap for about 2-3 weeks. Movement is 2-3 cs per week.



Shell Eggs

The shell egg market has been significantly impacted by two major disease outbreaks over the past three months, resulting in approximately 5 million deaths. This has led to a shortage of supply and increased demand, forcing manufacturers to raise prices.



Salsify

Product in gap for about 2-3 weeks. Holland product will be available. Movement is 8-10 cs per week.



Baby Leeks

Product in gap for about 2-3 weeks. Holland product will be available. Movement is 8-10 cs per week.



Asparagus

Central Mexico is winding down rapidly, and last-minute demand for Labor Day has been bigger than expected. Northern Baja will continue to produce good quality. We anticipate that the market will remain elevated going into next week, with it hopefully calming down going into mid-September.



Grapes

Growers are immediately shipping what they are packing. Supply is meeting the demand but none of these California grape growers really have much reserved in their coolers. Reds and Greens, depending on size and variety, and vary on price. Some guys have gone up on greens this week just a little bit at they are beginning to harvest Autumn Kings, but need to wait on them a little longer so they sugar up, so they don't have as many greens ready as they normally do. There are some black grapes but far and few as they are just not a high demand item anymore. Overall, they are expecting California to end early/mid October. It typically ends in November. We are trying to get our Peruvian import product rolling by late October/ early November.



Tomatoes

Roma: California, Baja, and Central/Eastern Mexico. Baja's production is anticipated to remain steady into September, although sizing will shift toward smaller fruit. Central and Eastern Mexico are gradually improving their roma tomato numbers despite occasional interruptions from sporadic rains. Domestically, California's production has been relatively stable.

Round: California's production has been steady overall, though Lipman's output is lighter due to the effects of heat from 4-6 weeks ago. Sizing has been well distributed, and quality is generally good, although quality from other growers varies. Baja's growers are focusing on existing fields, with a shift towards more mid-sized fruit and fewer large tomatoes. Volumes are expected to remain steady at these lighter levels into September. Central and Eastern Mexico are seeing slight improvements in volumes, but sporadic rain showers could impact production.



English Cucumbers

English cucumbers will continue to be in short supply through September 15, 2024. Canadian, California and Mexican growers are all temporarily low or completely out of production. Most English cucumber growers have been replanting their greenhouses for the Fall period production. Unfortunately these new plantings will not be in production for about 3 more weeks.



Chili Peppers

Overall pricing continues low for the summer season – most varieties have been sourced from Baja and Central California but some growers are pulling out of Baja and moving back to the Chihuahua area where the season is still running strong and will continue so for another month and half – quality overall has been excellent to average/hot weather is affecting chilies and tomatillo – Manzano peppers are still non-existent and not expected to arrive for at least a week or two



Mexican Maridol Papaya

After lower pricing out of Nayarit and Colima through the months of July and August, we are seeing an increase that will continue through September and October as volumes begin to decline and rain halts harvesting and packing sporadically through the weeks – hot humid weather is to blame



Cactus Pears

We are past the halfway mark in the season – pricing will increase now through the balance of the season expected to run into early fall – quality is good, and sizing is large



Mexican Chayote Squash

Back into manageable pricing after the months of June, July, and early August saw record high pricing due to extremely hot weather which killed the fruit – last month finally saw rain in the growing area of Veracruz bringing prices crashing down fast – we are now leveling off to acceptable pricing for September – quality is good



Jicama

Season is over in Nayarit but “storage crop” is keeping supplies coming into the Western states – product is beginning to look aged with a darker, thicker, spotted skin – pricing will continue to climb as we wait for the next areas to begin harvesting in late September of October



Beets

Very active. Light volumes of Mexico and California. New crop out of Oregon. Good supplies and excellent quality.



Parsnips

Starting to stabilize. New crop supplies out of Oregon and Michigan. Good quality.



Turnips

Also starting to stabilize. Seeing new crop supplies out of Oregon and Michigan.



Rutabaga

Stable out of Oregon and Washington. Waiting on new crop Oregon to start.



Radish

The radish market has been experiencing disruptions due to adverse weather conditions in Michigan and Ohio, the primary growing regions during the summer months. This has led to slower growth, harvesting delays, disease issues, and a lack of product size. Additionally, Cal Farms' production in Oregon has also been impacted by unfavorable weather. Due to these factors, the market has been upside down for several months. However, Duda Farms expects to see improvements within 2-4 weeks as their new plantings mature. Demand exceeds supplies. Higher prices than normal. Some supplies out of Oregon.



Avocado

There is light at the end of the tunnel on the dysfunctional Avocado market with Mexican supply. The much anticipated “Aventajada” fruit is slowly trickling in. Now this might not be much to celebrate from an eating-consumer’s perspective (since the fruit lacks maturity and tastes more like a “Cucumber-flavored-Avocado”) but from the sense that some retailers are grabbing up this fruit for their in-store displays, it lessens the pricing pressure on the “Loca” fruit to increasingly affordable levels. Yes, the “Loca” fruit is still the grade we need to focus on for the discerning Worldwide foodservice customer base with its high oil & maturity and profound eating quality. Mechanically ripening the “Loca” fruit remains a challenge but worth the effort for this fruit. Keeping our eye on the “Aventajada” for maturity will be a week-to-week focus on when to recommend the transition. Estimates put that fruit into late-Sept before it reaches the maturity level appropriate for foodservice.



Black Pepper

The global pepper market is witnessing an unprecedented hike in prices, with black pepper costs skyrocketing nearly 50% in just one night. This rapid increase is fueled by a mix of constrained supply and heightened demand, along with several other impactful factors. This article explores the forces behind this significant price shift and its implications for consumers and businesses.

It has been volatile due to numerous factors impacting both supply and demand. Major pepper-producing countries like India and Vietnam have encountered challenges such as adverse weather and climate change, resulting in lower harvests. For instance, Vietnam, a leading exporter, reported a year-on-year price increase of 112%, reaching the highest levels in almost a decade.



Cheese

In addition to cheese prices, milk prices are also rising due to shortages and fluctuations in the national dairy market. Milk prices are updated weekly on Fridays based on demand. Please be aware of any price changes prior to pickup or shipment.



Oil

Oil prices are steady for the last one month.