



Weekly Market Review

April 16, 2015

Market Alert

- Asparagus
- Bananas
- Cauliflower
- Garlic-Peeled
- Grapefruit
- Fennel
- Grapes (Red)
- Limes
- Peas (Snow, Sugar Snap)
- Pineapple
- Red Fresno chili peppers

Overview

Supply on Green leaf, Romaine and Romaine hearts are normal. Extreme market conditions continue for limes: poor weather and growing conditions will continue to negatively impact supply and price in the coming days and weeks. The asparagus market has tightened up because Peru is running low in supply, and Mexico is done. The Roma tomato market is normal, and prices have lowered. Most all herbs remain steady and in fairly good supply and quality. Rain is in the weekend forecast for Central California, which could affect strawberries. Berries in Oxnard finished early due to quality issue and we anticipate the strawberry market to tighten up. Good weather in Mexico has increased production on Blackberries. Quality and supplies are very good. The Cauliflower market remains extremely tight with poor quality and an escalation in price. The fennel market is tight and we are seeing high prices. The carrot market is tight as well. We are hoping to see an improvement next week.

Transportation

Trucks are in good supply in the West.

Weather

Santa Ana winds are expected this week with winds up to 40mph. Flows shift onshore through Monday with morning cloud cover and fog. Salinas had freezing morning temperatures yesterday in the smaller, wind protected valleys but expected to warm through the weekend. A brief spike in highs is expected to occur Saturday, with upper 70s expected in the Monterey Bay and mid to upper 80s elsewhere. Inland temps will remain warm through Sunday, coastal highs in the mid-70s. Mild temperatures and clear skies are in the forecast for growing areas in Baja California and Northern Mexico with highs in the 80's to low 90's.

Fruits and Vegetables

Avocados

Due to lower demand and greater volume coming from Mexico, we are seeing a downward trend in pricing. Smaller sizes (60 and smaller) continue to be the best buy. Quality is excellent with great flavor and oil content.

Bananas

In Central America, last December brought cooler than normal weather patterns, rain and less solar radiation negatively impacting the growing conditions and yield of bananas in Costa Rica. In addition, in the month of January, the Atlantic region suffered extreme high winds in the growing region. Our growers lost thousands of banana plants. Guatemala suffered two extreme cold fronts, causing a significant loss in product. Problems are also

being experienced with the government of Ecuador. They are enforcing a policy where growers cannot sell more than a certain percentage of their bananas on the open market, which is an “auction market” for the industry. This, combined with the strong demand from Russian companies, has led to extremely high prices for spot market bananas. This is estimated to continue through April. Please be aware of a shortage in the banana market and an increase in price.

Berries

Blueberries: Good supplies and quality in all areas. Volume is increasing as Blueberries transition to Florida, California and Baja.

Blackberries: Good weather in Mexico has brought an increased supply of Blackberries. Quality is very good with good availability.

Raspberries: Good quality and availability from California and Mexico.

Strawberries: Oxnard is going to finish early due to quality issues. Salinas/Watsonville will not have enough fruit to accommodate due to the early finish in Oxnard and the unexpected rain that fell along the west coast earlier this week. We will see strawberries tighten up. We also may see some unexpected adverse weather conditions over the weekend that may affect the market.

California-Arizona Citrus

Grapefruit: California Star Ruby is available; the Rio Star harvest in Texas is almost finished. The fancy market is extremely tight, and prices are rising.

Lemons: With a gradual switch to southern California for supplies, smaller sizes are becoming more available while larger sizes are becoming scarcer with higher prices.

Limes (Persian): It appears that we will have three weeks of short supplies. Prices have moderated but are still high. We hope to see this drop each week, Cinco de Mayo may throw off the decline.

Navel Oranges: The quality of remaining regular navels is not so good. Late navels are of good quality but very large in sizing, mostly 72s and larger.

Valencia Oranges: There is more availability this week with a greater proportion of smaller sizes.

Texas/Florida Citrus: Rain continues in Texas/Mexico on remaining last supplies of Vals/Grapefruit.

Pineapple: Inbound vessels from Costa Rica have made late arrivals due to adverse weather conditions along the East Coast. The supply situation will not improve until mid-April.

Specialty Citrus Items: Cara's, Murrcotts, Minnies, Sweeties and Gold Nuggets and Pixies are all in good supply. Pummelos are in final supply.

California Lettuce

Green and Red Leaf: Green leaf supplies are normal and quality is good with only light mildew and light fringe burn. Demand is good. Supplies are light and quality is good on red leaf with only light mildew.

Iceberg Lettuce: Supplies this week are slightly lower than anticipated. Demand has increased; prices are expected to increase by the end of this week. Quality is fair; pale, medium plus heads, showing growth crack and mildew. Weights are 44-49 lbs. Expect to see an improvement in quality by the weekend.

Romaine: Romaine supplies are normal with light mildew and fringe burn. Heavy insect pressure in the fields (trying to be kept at a minimum). Weights are 36-37 lbs. Demand is steady.

Romaine Hearts: Supplies are normal. Demand is very good. Quality is good with only light mildew. Heavy insect pressure in the fields.

Eastern and Western Vegetables

Green and Red Bell Peppers: Availability has improved for green bell peppers as the harvest gets underway in the Coachella Valley of California; prices have eased from recent highs in California, Mexico and Florida. Red and yellow bells are also in better supply.

Red Fresno chili peppers: Supplies are extremely tight, and prices are very extreme.

Cucumbers: Good supplies are coming from Central & Northern Mexico and Baja California. Prices are expected to firm next week as the harvest winds down in Central Mexico (Culiacan). The new crop harvest in Florida is in full swing; prices are trending lower to match those in the West.

English Cucumber: Late-season production continues to wind down with fewer shippers in Nogales; prices have advanced. Hothouse production from growers in British Columbia and Ontario are now primary sources.

Green Beans: Good supplies of new crop round beans in Florida at favorable prices. Steady availability in California (Coachella Valley), prices have eased slightly.

Zucchini & Yellow Squash: Continued plentiful supplies in Florida and Nogales for both zucchini and yellow squash. Growers potentially may curtail harvesting in an attempt to get prices up from bottom levels.

Acorn, Butternut, Spaghetti: New crop spring production in Mexico has not yet reached normal volume on butternut and spaghetti; availability will improve next week. Acorn is in good supply with reasonable prices.

Grapes

New crop on green grapes has begun, and quality is good. Red grapes are experiencing quality and size issues. They are still coming from Chile Mexico/Coachella which starts the first week of May.

Herbs

The Herb market is stable. Local fields of rosemary are feeling the effects from the freeze that we had at the end of 2014, however they are getting much better. Some of the fields had to be cut back, so supplies will be slightly limited for the week or so. Basil supplies are getting tighter out of the growing regions of Southern Baja due to rain from a few weeks ago and the on-going battle against downy mildew. However, we are seeing improvements in that overall. Thai basil supplies are tight due to the recent local rains and

the downy mildew in Baja. We will watch closely for any quality issues. All other herbs are steady.

HERB	SUPPLIES	QUALITY	COUNTRY OF ORIGIN
Arugula	Steady	Good	USA
Basil	Limited	Fair	MEXICO
Opal Basil	Steady	Good	MEXICO
Thai Basil	Limited	Fair	USA
Bay Leaves	Steady	Good	COLUMBIA
Chervil	Limited	Good	USA
Chives	Steady	Good	USA/MEXICO
Cilantro	Steady	Good	USA
Dill	Steady	Good	USA
Epazote	Steady	Good	MEXICO
Lemongrass	Steady	Good	USA
Marjoram	Steady	Good	USA
Mint	Steady	Good	USA
Oregano	Steady	Good	USA
Italian Parsley	Steady	Good	USA
Rosemary	Limited	Good	USA/MEXICO
Sage	Steady	Good	USA/MEXICO
Savory	Steady	Good	USA
Sorrel	Steady	Good	USA
Tarragon	Steady	Good	MEXICO
Thyme	Steady	Good	USA
Lemon Thyme	Steady	Good	USA
Lavender	Steady	Good	USA
Lime Leaves	Steady	Good	USA
Hojasanta	Steady	Good	USA

Melons

The market on cantaloupes remains active, larger sized fruit is in light supply. Honeydew supplies remain light. We expect to see improvement over the next few weeks.

Watermelons

Rains in Mexican growing regions have affected supplies and size of available melons. Size profiles are heavy to 60 and 80 count bins. Production is very light. Most watermelons are coming from Central America and the Dominican Republic. There are currently no domestic watermelons due to the recent weather in Florida. The Florida crop has been delayed due to the recent cold weather.

Mixed Vegetables

Artichokes: Lighter supplies are forecasted this week and the coming weeks. The chokes are frost free with excellent quality. Sizing is estimated to be 24's and smaller. Prices should be steady to higher this week. Volume is estimated to increase in May.

Arugula: Supplies of both baby and wild arugula are good and readily available. Quality is good.

Asparagus: Asparagus market will continue strong for the next few weeks as Peru still has low volume, and Mexico is done. Market will remain strong in the 20's.

Bok Choy: Tight supplies, high prices.

Broccoli: Light to moderate supplies this week in Salinas and Santa Maria. Bunched supplies are short, overall quality is nice (good color, texture, uniform size and shape) and demand is good.

Carrots: Availability has tightened for jumbo carrots in California. Quality is good.

Cauliflower: Very light supplies continue this week. Volume in the industry should improve by this weekend, however, prices are not expected to adjust until next week. Overall quality is good.

Celery: Celery supplies are extremely light; cold mornings and nights have slowed growth. Quality is good with 56-58 lbs., dark green color and meaty shanks. Market along with demand is getting stronger. Expect 24s to become scarce and prices to rise.

Fennel/Anise: Fennel supplies are once again projected to be extremely light this week with fields being over a month ahead of schedule. We are projected to be extremely light the next two weeks and possibly have a gap in production the week of 4/20-4/25. Percentages will remain predominately 24's and 30's. The market should remain extremely active for the next three weeks. Please try to pre-book as much as possible. As similar to last week, we will be covering contracts only and will potentially continue to prorate on a daily basis.

Garlic: The garlic market has improved, although we are still facing issues with getting product from China. We are still seeing some Chinese pounds that have become available in the market. Although pricing still remains high, it has come down from where it was. It is anyone's guess whether more pounds will continue to become available or if "the pipeline" will run dry again. Time will tell. On the domestic side, the demand continues to remain high/moderate, and supplies are still tight. However, we are seeing it ease up.

Ginger: The ginger market has improved, prices are moderate and will continue to be moderate.

Green Cabbage: Central coast cabbage production is still below average. Volume is expected to ramp up next week. Quality will be nice though lighter and smaller.

Green Onions: Sizing is improving and more mediums and X larges are coming from Mexican growers. Quality is still good but bug pressure remains due to warmer, longer days in the desert. Pricing continues to be higher and steady since Easter.

Kale (Green): Supplies are on the lighter side this week. Overall quality and appearance continue to be good. Bunches are averaging 12-14" in length with dark green color.

Mache: Adequate availability.

Napa: Improved supplies. Market has stabilized.

Parsley (Curly, Italian): Numbers are down this week industry wide but expected to return to normal by Monday. Overall quality and appearance continues to be very nice. Bunches are averaging 8-11 inches in length with dark green color. Market prices are up and trending upward.

Red Cabbage: Red cabbage production, volume and pricing are steady. Quality is nice but slightly only the smaller size.

Snow and Sugar Snap Peas: Snow peas and sugar snaps are in tight supply (Peru, Mexico, and California). Prices remain in the highs for both. Quality is poor, and limited availability will continue through next week.

Spinach (baby): There are good supplies of baby spinach and clipped spinach. Quality is fair with sightings of minor yellowing and half leaves.

Spinach (bunched): Supplies are somewhat lighter this week; colder nights and mornings have slowed growth. Demand is good and the market has become stronger. Quality is excellent with large and full bunches of 10-11 inches in length, dark forest green color and 20-22 lbs. weights.

Spring Mix: Spring mix supplies are very good. Product is showing slight quality issues of yellowing.

Onions

Storage crop supplies continue to dwindle down in the Northwest. Heavy rainfall in Texas has significantly delayed the consistency in supply in new crop Texas and Mexican product. We are hearing that as much as 30% of this crop could be lost because of this, and if they continue to experience rain, the losses could be even more significant. The Imperial Valley in Southern California will start shipping next week, but they will not be up to full speed for approximately a week to ten days. Even when they are at their capacity, they typically cover about a third of the country's onion needs. If Texas cannot produce a good enough crop to ship, we could see a volatile market with an extreme shortage of product and very high FOB prices.

Potatoes (Idaho)

Large size cartons are still tight, but we are seeing some better availability this week. The size profile is still heavier to small size potatoes, and 80ct and smaller potatoes are readily available. Demand exceeds supply on larger size cartons, and about meets supply on 80ct and smaller. We expect this trend to continue for the tail-end of the shipping season.

Tomatoes

Round, Roma, Plum, and Grape: Rounds, romas, cherry and grape tomatoes have good quality and volume. Romas are getting better weekly.

Tree Fruit

Chilean Stone Fruit is now available, please call for details! There are good supplies on persimmons, pomegranates and Asian pears. Granny Smith apples are starting to clean up on small sizes and bags.

Kiwi: Chile is the main supply area. California is starting. Italian is available off the East Coast and will be available on the West Coast in a week.

Washington Apples and Pears

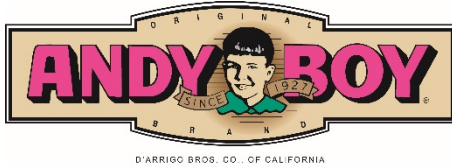
Great promotional opportunities remain on 88s and larger red delicious, 72 larger on fujis, goldens, cameos, pink ladys and braeburns, and demand is steady. Small red delicious are a little easier to obtain, but shortages continue on other varieties. Quality remains exceptional. Pears (especially 110x and smaller) continue to exceed supply. Supplies are tight, mostly on fancy grade, and crop is running heavy to U.S. #1, peaking 90s and larger. Demand has slowed a bit this week due to school districts observing spring break.

COMMODITY	PRICE	EXPECTED PRICE TREND	QUALITY
Avocados			
Avocados-California	Moderate	Down	Good
Avocados-Mexican	Moderate	Down	Good
Berries			
Blackberries	Moderate	Steady	Good
Blueberries	Moderate	Steady	Good
Raspberries	Moderate	Steady	Good
Strawberries	Low	Steady	Good
California-Arizona			
Citrus			
Grapefruit	Moderate	Steady	Good
Lemons	Moderate	Up	Good
Limes	High	Up	Excellent
Oranges-Navels	Moderate	Steady	Poor
Pineapple	Moderate	Steady	Good
California Lettuce			
Green and Red Leaf	Low to Moderate	Steady	Good
Iceberg	Moderate	Steady	Fair
Romaine	Moderate	Steady	Good
Romaine Hearts	Moderate	Steady	Excellent
Eastern & Western			
Vegetables			
Cucumbers	Low	Steady	Excellent
Green Beans	Moderate to High	Down	Good
Green Bell Peppers	Moderate to High	Down	Good
Red Bell Peppers	Moderate to High	Steady	Good
Yellow Squash	Low	Steady	Good
Zucchini	Low	Steady	Good
Grape & Tree Fruit			
Gapes-Green Seedless	High	Steady	Good
Grapes-Red Seedless	High	Steady	Good
Plums	Moderate	Steady	Good
Melons			
Cantaloupes	High	Steady	Good
Honeydew	Moderate	Steady	Good

Mixed Vegetables			
Artichokes	Moderate to High	Steady	Excellent
Arugula	Moderate	Steady	Good
Asparagus	Moderate	Down	Good
Bok Choy	High	Steady	Good
Broccoli	Moderate	Up	Good
Carrots	Moderate	Up	Good
Cauliflower	High	Up	Good
Celery	Low	Up	Good
Frisee	Moderate	Steady	Good
Fennel/Anise	Moderate	Steady	Good
Garlic, Peeled	Extreme	Steady	Good
Green Cabbage	Moderate	Up	Excellent
Green Onions	Moderate	Steady	Excellent
Kale (Green)	Low to Moderate	Steady	Good
Mache	Moderate	Steady	Good
Napa	High	Steady	Good
Parsley (Curly, Italian)	Moderate	Up	Excellent
Red Cabbage	High	Steady	Excellent
Snow and Sugar Snap Peas	High to Extreme	Steady	Poor to Fair
Spinach (baby)	Moderate	Up	Good
Spinach (bunched)	Moderate	Up	Excellent
Spring Mix	High	Steady	Good
Onions			
Red	Moderate	Steady	Good
White	Moderate	Steady	Good
Yellow	Moderate	Steady	Good
Potatoes (Idaho)			
Idaho Russets	Moderate	Steady	Good
Tomatoes			
Round, Grape, Plum	Moderate	Steady	Good
Romas	Moderate	Steady	Poor
Washington Apples & Pears			
Red and Golden Delicious	Moderate	Steady	Good
Granny Smiths, Galas	Moderate	Steady	Good
Fuji	Moderate	Steady	Good

Braeburns, Cameos	Moderate	Steady	Good
Bartletts	Moderate	Steady	Good
D'Anjou	High	Steady	Good
Red Anjou	Moderate	Steady	Good

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