



# Market Report

Volume 11 - Week 08

February 19 - February 25, 2012

## Strawberries

Last week's cool weather in Florida and rain in Mexico produced a temporary supply shortage just after Valentine's Day. Although the weather looks good now, particularly in Florida, supplies and quality will take some time to return to normal. Driscoll, with their heavy reliance on central Mexico at this time of year, is particularly limited, so expect higher prices for Driscoll's compared to the Florida labels this week.



## California Citrus

The **lemon** market showed a little strength last week with prices projected to rise this week. The **navel** market is steady with even pricing and good supplies on all sizes. **Minneola tangelo** crops in Central California is smaller in size and there will be little 80 count and larger fruit. **Blood oranges** will finish in about a week. **Cara Cara navels** will have good supplies through March or early April. **Murcott Mandarins** have stopped production as many growers are finding damage from a freeze earlier in the season caused greater damaged than earlier anticipated.



## Florida Citrus

The markets on all citrus are firm. The juice contracts on both oranges and grapefruit are high, strengthening the market on fruit for fresh sales.



## Grapes

The markets are stronger on both red and white seedless. The supply on whites is smaller, especially on the extra large and prices have firmed up. The demand and pricing on red seedless is up. The deals on medium and medium large boxes have dried up with pricing up by four dollars.



## Cantaloupes

Some cantaloupe inventory has increased in availability as demand has decreased due to high prices. Some growers have dropped prices by as much as three to four dollars on some sizes.



## Honeydew

The honeydew market continues to be very strong. Despite the high prices, supplies are still very short and prices show no signs of dropping.



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## Snow and Snap Peas

Supplies and prices will remain steady this week. Quality will continue to be excellent. **Don't forget to ask your sales associate about our 12/1 pint snow peas.** They make a great addition to bulk pea displays!



## Asparagus

Supplies exceeded demand last week which edged the grass market down. Prices should remain steady through this week. Deals still available on both large and small sizes. Good weather conditions expected to continue, producing continued supplies. **Did you know? Under ideal conditions, an asparagus spear can grow 10" in a 24-hour period!**



## Tomatoes

Tomatoes remain in excellent supply out of Mexico. Look for continued promotable opportunities on all two layers, romas, grape and cherry tomatoes. Look for beautiful 4x4 jumbo vine ripens this week. We'll be starting new crop beef and cluster tomatoes from a local New York grower this week. **Please ask about the 22-25 count hothouse as well as the cluster tomatoes. Quality is beautiful!**

## European Cucumbers

This will be a great week to promote European cucumbers. Both Mexican and Canadian growers are harvesting huge volumes and the price is right! **Ask about this opportunity as we'll be carrying both origins!**

## Red Peppers

Hothouse red peppers are in excellent supply out of Mexico. Volumes are running more to jumbo and extra large size, and growers are making deals. **We'll have great supplies on all 11 lb. red peppers this week.** 15 lb. red field peppers are much tighter. Look for supplies to be light with higher pricing.



## Onions

We'll be offering more 24 count Vidalia knob onions (salad onions). **Be sure to get them into your store—it's a fun item that should get customers excited.** We will have 40 lb. Italian sweet red onions (jumbo size) arriving this week, which we will carry consistently.



## Western Vegetables

The Western vegetable markets remain steady and at very reasonable prices. Perfect growing conditions have kept supplies abundant with exceedingly fair pricing. It's a good time to promote **celery, lettuce, leaf items, romaine hearts, broccoli and cauliflower.** Expect pricing on all these items to remain steady, or even lower, into next week. It's a perfect time to achieve aggressive retail price points on all the aforementioned items and drive extra sales! Think creatively, and talk to your sales representative for ideas—**take advantage of this opportunity; it does not happen too often!**



## Hard Squash

All hard squash varieties are extremely tight right now as volumes are limited. Pricing will be much higher, with this shortage to last a couple more weeks.



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# Organic Market Report

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## Organic Bananas

**The banana market is hot right now!** Both conventional and organic banana markets are priced high due to limited availability and seasonably high demand. High demand paired with adverse weather conditions in growing regions, and limited logistics coming from the tropics, has caused the market to spike in the last few weeks. Look for this market to stay high in price and tight in supply for the next six weeks.



## Organic Apples

Washington Ambrosia, Braeburn, Cameo, Fuji, Gala, Gold delicious, Granny Smith, Jonagold, Pink Lady/Cripp and Red Delicious apples continue to be in firm supply with strong markets due to sporadic packing schedules and limited supplies.

## Organic Citrus

**California navels remain a promotional item; excellent supplies and quality on all sizes.** California **Cara Cara** are in steady supply with excellent quality. California **Minneolas** are back in steady supplies with promotional opportunities available. California **Pummelos, Satsuma, Golden Nugget and Murcott Mandarins** all in steady supply. Good supply of **Temples, Valencia, Honey Tangerine** and **Orlandos** expected. **Lemons** continue to be in firm, steady supply; market continues to tweak downward; quality is excellent. California **blood oranges** continue to be firm with limited supplies and strong markets.

## Organic Tropicals

The **avocado** market is starting to ease up a bit with pricing easing back down. The quality out of Mexico is outstanding right now. We are in full swing with Peruvian **mangos** showing outstanding quality and excellent taste.



## Organic Berries

6 oz. Chilean **blueberries** are in good supply, while pints are firm and will finish up shortly. Mexican and California **strawberry** supply is improving despite weather markets; quality is improving. **Blackberry** supply has tightened drastically with recent floods damaging crops. Expect a supply gap for a few days this week.



## Organic Broccoli

Market continues to be oversaturated with product, resulting in low prices and opportunities to promote. Arizona, Santa Maria, CA, Coachella/Holtville, CA and Oxnard, CA, all report product, making this winter season one of oversupply. Quality continues to be very good on 14 counts and crowns.

## Organic Cucumbers

Tighter supply this week out of Mexico; however, Mexico is yielding a good supply of hot house cucumbers. Florida is approximately 2-3 weeks away from shipping.



## Organic Peppers

Very short supply of green peppers out of both Florida and Mexico. Prices very high. Expect continued tight supply for the next couple of weeks. Abundant supply of red peppers out of Mexico. Quality has been very good for those that can use Mexican instead of Israeli peppers.



## Organic Asparagus

Increased supply this week resulting in slightly lower prices. Quality has been very good out of Mexico. Expect the season to continue over the next five weeks at least.

## Organic Eggplant

Tight supplies out of Mexico and Florida. Quality reports indicate better quality out of Florida. Expect this market to remain tight for the next 10 days.



## Organic Greens

Increasing supplies across the board on all **kale, chard, collards, parsley** and **cilantro**, shippers report from both California and Florida. Prices have eased a little bit, and demand at retail is still strong. Quality has been very good out of both regions.

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