

FRESH CROP REPORT

Week of March 7, 2010

Canadian Edition

HIGHLIGHTS

- The recent earthquake in Chile has not immediately impacted supplies of avocados, blueberries, grapes, raspberries, or tree fruit.
- Expect the green leaf, iceberg, and romaine lettuce markets to start inching up as the harvesting transition from Yuma, Arizona to Huron and Salinas, California approaches.
- Colorado, Idaho, Nebraska, Oregon, Washington, and Wisconsin potato prices are low; supplies are ample.



PRODUCE UPDATE

APPLES

Washington Golden Delicious, Granny Smith, and Red Delicious prices remain split. The large-size market (72- to 80-count) is steady; supplies are ample. Prices for small sizes (100- to 175-count) are elevated; stocks are extremely tight. Overall quality is very good. Markon First Crop (MFC) Apples are available.

ASPARAGUS

The Mexican market remains low; stocks are adequate, but the season will wind down by the end of the month. California prices are level. Harvesting has just begun; supplies are increasing. The Peruvian market is up; stocks are limited (into Florida). Overall prices are predicted to rise due to the upcoming Easter holiday. Quality is very good in California and Mexico; Peruvian quality is average. MFC Asparagus is available.

AVOCADOS

Chilean prices are level; supplies are scarce due to the season ending. The recent earthquake did not affect the latest shipment of fruit. The California and Mexican markets are steady; stocks are adequate. Overall quality is very good.

BELL PEPPERS

The Mexican market (into Nogales, Arizona) is climbing; stocks are tight. Quality is average. Florida prices are up; supplies are extremely scarce. Quality is fair. MFC Green Bell Peppers are available.

BLACKBERRIES

Mexican prices are high, but because supplies are increasing, the market should ease soon. Quality is good.

BLUEBERRIES

The Chilean market is unchanged; stocks are adequate despite the recent earthquake. Quality is very good. Mexican prices are elevated; supplies are sufficient. Quality is good.

BROCCOLI

Arizona and California prices are high. Stocks are limited; demand is strong. Harvesting is wrapping up in the desert region. Growers will transition north to Salinas, California over the next several weeks. Quality is very good. The Mexican market is also rising; supplies are tight. Quality is good. MFC Broccoli Crowns are sporadic due to inconsistent size and bracketing.

CANTALOUPE

The offshore market (into Florida) remains high, but has inched down slightly. Supplies are limited in Costa Rica and Honduras. Expect prices to dip when Guatemalan harvesting starts this week. Quality is very good.

CAULIFLOWER

Arizona prices are skyrocketing; supplies are limited. The California market is high; stocks are tight. Quality is very good in Arizona, but rain has diminished California quality to fair. Both growing seasons are winding down.

CELERY

The overall market is steady; supplies are adequate in Arizona and California, but tight in Florida (especially 36- and 48-count sizes). Quality is excellent in Arizona and California; Florida quality is good. MFC Celery is available.

CUCUMBERS

Prices are elevated. Offshore supplies (into Florida) are scarce. Quality is fair. Domestic stocks from Florida will remain unavailable through late March. Mexican supplies are average, but should increase this week if weather improves. Quality is good. MFC Cucumbers are available.

GRAPES

The Chilean market is high; red and green seedless fruit is tight. The recent earthquake has not yet limited supplies, but it may limit future shipments. Quality is good. MFC Lunch Bunch Grapes are available in 5-pound packs, but sporadic in 21-pound boxes; packer label is being substituted as necessary.

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GREEN LEAF/VARIETY LETTUCE

Arizona and California desert prices are inching up; supplies are sufficient, but they will diminish as both seasons wind down. Growers will transition to Salinas soon. Overall quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

The Mexican market (into Arizona) is elevated; fruit is scarce, especially 8- and 9-count sizes. Quality is average. Offshore prices (into Florida) are steady despite tight stocks. Quality is very good.

ICEBERG LETTUCE

Strong demand and the upcoming harvesting transition are driving up Arizona and California desert prices; expect the market to increase more next week. Supplies are adequate, but starting to decrease. Quality is average: rib blight and sclerotinia are problems due to recent rain. The Huron season will start in late March. MFC Premium and Trimmed Lettuce stocks are sporadic; MBA is being substituted as necessary.

LEMONS

The California market is unchanged; fruit is abundant, especially large sizes. The District Three (Arizona/California desert region) season is ending; Districts One and Two (Central and Southern California) will now be the primary growing areas. Quality is excellent. MFC Lemons are available.

ONIONS

Colorado, Idaho, Oregon, and Washington prices are escalating; stocks are limited. Mexican prices are high; supplies are extremely tight, but will increase. The Texas season is expected to start soon. Quality is good in all areas except Mexico, where it is fair. MFC Onions are available.

ORANGES

The California Navel market is level; supplies are plentiful, particularly large sizes. Quality is excellent: sugar levels are high. Florida prices are stable; fruit is adequate. Quality is good. MFC Navel Oranges are available.

PEARS

The Washington D'Anjou market is stable; overall supplies are sufficient, but small sizes are starting to tighten. Quality is excellent.

PINEAPPLE

Prices are unchanged; stocks are tight, but starting to increase. Quality is very good. MFC Golden Pineapple is limited; packer label is being substituted as necessary.

POTATOES

The Colorado, Idaho, Nebraska, Oregon, Washington, and Wisconsin markets are near the bottom; Michigan prices are level. Supplies are abundant in all areas except Michigan and Oregon, where they are sufficient. Quality is very good in Idaho and Washington; quality is average in all other regions. MFC Potatoes are available.

RASPBERRIES

Overall prices are elevated; the recent Chilean earthquake has not yet impacted supplies, but Chilean and Mexican stocks remain scarce. Quality is average.

ROMAINE

The Arizona and California desert markets are rising off the bottom; supplies are beginning to tighten due to strong demand and the impending harvesting transition. Expect higher prices and more limited stocks next week. Quality is very good. MFC Premium Romaine is available.

SPRING MIX

Arizona prices are low; stocks are ample. Quality is fair: mildew and weak texture are becoming problems due to recent rain. Ready-Set-Serve Conventional, Organic, and Asian Spring Mixes are available. Remember to use the First In, First Out (FIFO) storage method.

STRAWBERRIES

The overall market is stable. California supplies are adequate, while stocks in Florida and Mexico are limited. Quality is good in California and Florida; Mexican quality is fair. MFC Strawberries are available in Coachella; MBA fruit is being substituted in Oxnard.

TOMATOES

Florida prices are up; fruit is scarce. Quality is average. The Mexican market (into Nogales) is skyrocketing; supplies are very tight. Volume is expected to increase in Mexico by April. Quality is very good.

TREE FRUIT

The Chilean market is steady at high levels; fruit is limited. The recent earthquake has not yet decreased supplies, but may affect future shipments. Quality is fair.

WATERMELON

Prices remain high on both coasts; stocks are tight. Demand is strong. Quality is very good in Florida and fair in Mexico (into Nogales).

YELLOW SQUASH

The market has eased back to average levels; supplies are increasing. Quality is good.

ZUCCHINI

Prices are stable; stocks are adequate in Florida and Mexico (into Nogales). Quality is very good.

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AT A GLANCE		★ = Ample supply, above average quality, or low price										
Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Apples	WA		✓			★					✓	
Asparagus	CA			✓		★					✓	
	MX		✓			★				★		
	Peru			✓			✓					✓
Avocados	CA		✓			★					✓	
	Chile			✓		★					✓	
	TX/MX		✓			★					✓	
Bell Peppers	AZ/MX			✓			✓					✓
	FL			✓				✓				✓
Blackberries	MX		✓				✓					✓
Blueberries	Chile		✓			★					✓	
	MX		✓				✓					✓
Broccoli	AZ			✓		★						✓
	CA			✓		★						✓
	MX			✓			✓					✓
Cantaloupe	FL/Offshore			✓		★						✓
Cauliflower	AZ			✓		★						✓
	CA			✓				✓				✓
Celery	AZ		✓		★						✓	
	CA		✓		★						✓	
	FL			✓			✓				✓	
Cucumbers	AZ/MX		✓				✓					✓
	FL/Offshore			✓				✓				✓
Grapes	Chile			✓			✓					✓
Leaf Lettuce	AZ		✓			★					✓	
	CA		✓			★					✓	
Honeydew	AZ/MX			✓			✓					✓
	FL/Offshore			✓		★					✓	
Iceberg Lettuce	AZ		✓				✓				✓	
	CA		✓				✓				✓	
Lemons	CA	★			★						✓	
Onions	CO			✓			✓					✓
	ID			✓			✓					✓
	MX			✓				✓				✓
	OR			✓			✓					✓
	WA			✓			✓					✓
Oranges	CA	★			★						✓	
	FL		✓				✓				✓	
Pears	WA		✓		★						✓	

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		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Pineapple	Costa Rica			✓		★					✓	
	Ecuador			✓		★					✓	
Potatoes	CO	★					✓			★		
	ID	★				★				★		
	MI		✓				✓				✓	
	NB	★					✓			★		
	OR		✓				✓			★		
	WA	★					★			★		
	WI	★						✓		★		
Raspberries	Chile			✓			✓					✓
	MX			✓			✓					✓
Romaine Lettuce	AZ		✓			★					✓	
	CA		✓			★					✓	
Spring Mix	AZ	★						✓		★		
Strawberries	CA		✓				✓				✓	
	FL			✓			✓				✓	
	MX			✓				✓			✓	
	AZ/MX			✓		★						✓
Tomatoes	FL			✓			✓					✓
	Chile			✓				✓				✓
Watermelon	AZ/MX			✓				✓				✓
	FL			✓		★						✓
Yellow Squash	AZ/MX		✓				✓				✓	
	FL		✓				✓				✓	
Zucchini	AZ/MX	★				★					✓	

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