



PRODUCE NEWS NOVEMBER 2019 THINK FRESH



Market Alerts

Late season varieties (Pink Lady, Granny Smith, Envy, Jazz, Lady Alice, and Braeburn) are still being harvested, but will be impacted by weather in some growing areas. We will not have accurate numbers until the storage report is released Dec 6, but reports are stating that Pink Lady apples will be mostly affected.

Berries (Strawberries): Severe heat in the mid 90 degrees from last Weds, Thurs. and Friday will affect quality for the next few days. However after a substantial cooling trend of 30 degrees or more quality should improve next week

Grapes (Green): Quality is fair, supplies will become limited and prices are climbing. Expect a gap by end of November.

Grapes (Red): Supplies will be steady, quality is good, but prices are climbing.

Melon (Cantaloupe): Market will remain active into November. Demand has outpaced the harvest.

Potatoes: Markets are rising in all regions. Demand is active with limited production out of Idaho.

Potatoes (colored): Markets rising in all regions; in particular on reds. North Dakota and Wisconsin extremely limited on supplies.

Stone Fruit: Domestic stone fruit is done except for black plums.

A Peek at Peak Seasons

Bell Peppers (Eastern): Bell Pepper is in peak supply

Eggplant (Eastern): Eggplant is in peak season now



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Apples

Market
Steady/Lower

Quality
Excellent

FREEZE IN THE NORTHWEST. Winter weather has hit the Northwest a bit early this season and volumes on some late season, new crop varieties will be affected by freezing temperatures (Pink Lady, Braeburn, Lady Alice, Jazz, Envy, and Granny Smith). Many shippers are at the tail-end of harvest but will have to leave fruit on the trees. Early estimations have it at 10 million cases will be lost industry-wide; which equates to roughly 5% total volume for the Northwest.

Bell Peppers

Market
Steady

Quality
Good

Green bell pepper is in peak supply with South Carolina over their peak but still in steady supply. Georgia is in its peak now and Florida has started light volume with only a few growers harvesting. Quality in South Carolina is spotty with product showing bruising and some decay. Quality in Georgia is very good with just a few bruising issues from damp conditions. Quality in Florida is good from first reports but the size is small. Storms passing through the region over the past 5 days have slowed harvest across the southeast but growers have gotten enough product packed to fill orders. Georgia growers can continue to pack bell pepper through November as long as temperatures do not get too cold. Florida has started early this year and more growers will start after the first of November so the transition should be smooth going into the winter season.

Strawberries

Market
Steady/Lower

Quality
Good/Fair

Strawberries are finishing up in the North as Salinas and Watsonville numbers begin to decline sharply. The larger shippers will be focusing on moving volume into the Santa Maria and Oxnard areas in the next few weeks. The berry quality has suffered in both areas after a three-day heatwave last week which included 40 mph Santa Ana winds down south. Defects will include some bruising and full red fruit wind scuffing will also be present to some degree out of the South. Expect the market to firm back up as shippers work their way through the excess volume. The temperatures have gone from last week's highs in the mid-90s to this week's 65 to 70 degrees during the day to as low as 32 degrees inland. These cooler temps will help berry quality and reduce yields overall. More aggressive promotional opportunities should be in place next week to promote some additional volume.

Broccoli

Market
Lower/steady

Quality
Good

The Broccoli market has started to come off as supplies and yields have started to pick up with the recent warmer weather. This is certainly helping with the supply on Crowns and Florets. Quality has slightly improved with slight purpling, some mechanical damage, and occasional yellow cast. Look for Broccoli to continue to adjust going into next week.

Carrots

Market
Steady

Quality
Good

Carrots remain steady on the West Coast and are expected to remain so throughout the transition period. Mexico will have good supplies on the 50 lb jumbos. Quality will have been good in all areas markets are steady.

Cauliflower

Market
Steady/Lower

Quality
Good

The cauliflower market has slowed down and is easing up. Cauliflower remains on the tighter side with some suppliers as they are seeing lower yields and even skipping a few days of harvest to size up the cauliflower. This is causing suppliers to struggle on Cauliflower Florets as there is not enough raw product. The quality is fair with bruising and yellow cast.

Celery

Market
Higher

Quality
Good

This market continues to get stronger. As mentioned in the previous week, demand will be more active until we hit the Thanksgiving holiday. Salinas is expected to have production into the first to the third week in November. Santa Maria and Oxnard will have production throughout this year but will get limited heading into the holiday. The quality of this commodity continues to be good. Some common defects being reported to include bowing, insect damage and mechanical.

Lemons

Market
Steady

Quality
Good

Domestic supplies on large sizes 75ct – 115ct continue to be very tight industry-wide and supplies are expected to improve in a few weeks out of the Southern California/ desert area. Supplies on small sizes are improving weekly and the market is slightly softening up on those particular sizes. More orders are being booked out of the District 3 (Coachella/Mecca/Yuma) area as supplies continue to improve weekly. Current markets remain steady with good quality

Oranges

Market
Steady

Quality
Good

Domestic Valencia's are expected to conclude this week. Suppliers have stop stopped picking for the season and are looking to push current Valencia inventories out of there coolers to make room for the California Navels. Inventories on Navels are expected to be light, and supplies should increase going into next week. The early fruit will need a few gas hours, but the overall natural color in the first bins look good. Brix of the first cuts was 11+ and the feedback on quality from the fields is positive. With cooler temperatures expected over the next week, we should see even better color and brix as suppliers continue to harvest.



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Cucumber

Market
Steady

Quality
Good

Cucumber supply is winding down for the season in Georgia, very warm temperatures in the southeast during the growing season pushed product to maturity sooner than normal and because of that, the season is ending earlier than normal. Florida has light supplies with only a few shippers harvesting. Quality varies greatly from shipper to shipper depending on the growing methods. Georgia will continue as long as the weather allows, there is much cooler temperatures forecast for this weekend, not cold enough for frost but enough to really slow production on cucumbers. More Florida growers will start to harvest after the first of November until then cucumber supply will not be very heavy. The first imports from Honduras will begin to arrive in light volume by Mid-November.

Green Grapes

Market
Higher

Quality
Good

The domestic green grape season is expected to end earlier than normal. Most shippers are utilizing storage crop already. The remaining fresh harvest grapes are diminishing in quality quickly. We have seen several reports of dark color, soft and wet berries and earl decay. Moving forward, we expect to use only storage crop. However, in an effort to make the storage crop last as long as possible, shippers will raise prices and slow movement. Although we can expect decent quality now on storage crop, we may encounter issues as we get into mid-November. Import fruit is expected to trickle in by early December on the east coast. Markets will be higher at first. Overall, we can expect to see lighter supplies and higher prices throughout the month of November

Red Grapes

Market
Higher

Quality
Good

Red grape supplies will remain steady through November. Some growers are starting to pack for storage crop now. The weather is starting to cool down and they will want to get all the best fruit off the vine and into a controlled environment. Quality has been solid with very little negative feedback. Markets have been fairly steady, but are now starting to climb. As we look out over the next several weeks, we expect supplies of storage crop to remain good. Quality should hold up and market prices will gradually continue to climb. We may see a tiered market later in November between storage crop and fresh harvest; depending on weather and quality.

Iceberg Lettuce

Market
Lower/Steady

Quality
Fair/Good

Very warm temperatures in both northern as well as southern California this past week forced shippers to harvest lettuce earlier than expected. Supplies are much better currently, but expect gaps to occur shortly. Yuma will have production the first to the second week in November. Salinas production and quality will be suspect. Some defects being reported include puffiness, growth crack, misshapen heads.

Tender Lettuce

Market
Steady

Quality
Good

Tender Leaf market continues to stay steady as supplies have adjusted back to normal. Curly parsley, spinach, and arugula are now at a steady supply going into next week. Quality is good with occasional yellowing and bruising of the tender leaves.

Leaf Lettuce

Market
Lower/Steady

Quality
Fair/ Good

Supplies are moderate to light with most shippers on romaine. Expect limited availability. Escalated pricing on all value-added romaine products is in the first tier of pricing. Romaine hearts are very light in availability and this will continue. Yields continue to be reported by growers on the lower side. This is industry-wide. Weight is good, averaging 31-35 pounds on romaine. Defects include insect damage, tip burn, fringe burn and mechanical. Green and red leaf, as well as butter, are reporting similar defects. Production in the Yuma region is expected the first to the second week in November.

Onions

Market
Steady

Quality
Good

Onion markets are holding steady as supplies remain good in all regions. Idaho/Oregon quality remains excellent with a plentiful supply. Washington, Utah, and Colorado continue to produce good volume and quality for yellows, reds, and whites. Markets will remain stable into the month of November.

Potatoes

Market
Higher

Quality
Good

Russet potato markets continue to rise as supplies remain limited. Production in Idaho is slow as freezing temps are regulating potatoes being transferred to packing facilities. Highs are in the upper 20's-low 30's with lows reaching single digits. Weather looks to improve next week and should increase production as we head into November. Suppliers have limited production down to 4 days a week making every effort to extend the storage potato season. A couple of suppliers have started up Burbanks but limited in production time and days available. Other suppliers will begin producing Burbanks mid-November. Washington, Colorado, and Wisconsin markets are also moving higher with increased demand. Expect to see markets continue to climb over the course of November.

Color Potato markets continue to inch up; in particular, red potatoes. North Dakota's Red River Valley will see significant losses this year putting pressure on the Northwest to cover that added demand. Mt Vernon, WA continues to exhibit the best quality with suppliers in Bakersfield, CA using this product to cover orders loading in Southern California. Idaho continues to produce reds and yellows with markets also increasing. Wisconsin remains limited on color potatoes with sporadic sizing for both red and yellow available. Minnesota has a few yellow supplies with Manitoba, Canada producing reds and yellows. We will see increasing markets across the board; Red B's will be the tightest size.

Tomato Eastern

Market
Steady

Quality
Good

Quincy Florida is in season and will serve as a bridge between regional Summer programs and Fall harvests in Central Florida. As such, transition to smaller operations with limited acreage causes a spike in the market each year for a couple of weeks until Central Florida breaks ground in November. Demand is strong and markets remain elevated as expected while overall volumes are light as harvest overlap through October. Round supplies are limited, and sizing is on the small side due to heat exposure during the earlier phase of the growing cycle. Palmetto/Ruskin programs are preparing to break ground before Halloween bringing Eastern supply into the heavier volume in November. Similarly, Roma availability has contracted though the start of transition and supply will be light until central Florida begins harvesting again near November 1st. The grape tomato market has been mixed in recent weeks. Quincy is only producing in a light way. With more fruit to enter the supply chain in the next 7-10 days, markets will begin to subside following the seasonal ebbs and flows of transition.

