

5 top five picks

CORN

Markets are stabilizing as Georgia is about to start their fall harvest.

TOMATOES

Markets are all over the map with multiple varieties experiencing tight markets.

ASPARAGUS

Quite a change from last week as good supplies from Peru have eased pricing.

BLUEBERRY

Expect heavy amounts of prorating as we are still into storage berries, while waiting for South America to begin in two weeks.

ORANGES

Smaller sizes (138's and 113's) are still tight, with larger fruit the better deal. The Navel crop will begin in mid October.

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FreshPress

a quick glance at the top produce items for quality and market conditions

ASPARAGUS

Quite a change from last week as good supplies from Peru have eased pricing. Please note there are two tiers of pricing: product that is flown in vs. product that is brought in by boat.

AVOCADO

Supplies are up to promotable volume. The California harvest will be in decline through October, as Mexico and Chile begin with their new crop.

BERRY - BLACKBERRY

Not much change for Blackberries as Guatemala is the main supplier.

BERRY - BLUEBERRY

Expect heavy amounts of prorating as we are still into storage berries, while waiting for South America to begin in two weeks. Pricing will be up.

BERRY - STRAWBERRY

The weather overall has fluctuated from hot to cold, and the humidity coupled with the heavy morning marine layer has not really helped the strawberries. We are looking at green fruit, white shoulders, pin rot, bruising and salmon colored berries. Counts are running higher.



Reality Check

VEGETABLE	Quality			Price		
	HIGH	AVG	LOW	HIGH	AVG	LOW
Asparagus		✓				✓
Beans		✓				✓
Broccoli		✓				✓
Cabbage	✓					✓
Cauliflower	✓					✓
Celery	✓					✓
Cucumbers	✓					✓
Lettuce – Iceberg		✓				✓
– Leaf		✓				✓
– Romaine		✓				✓
– Spring Mix		✓				✓
Onions – Red	✓					✓
Onions – Yellow	✓					✓
Peppers – Green		✓				✓
Peppers – Red		✓		✓		
Potatoes – Russet		✓		✓		
Squash – Yellow		✓				✓
Squash – Zucchini	✓					✓
Tomato – Cherry		✓				✓
– Grape	✓					✓
– Mature Green	✓					✓
– Roma	✓					✓
– Vine-Ripe	✓					✓
FRUIT						
Avocado – Calif.	✓			✓		
Avocado – Imports		✓		✓		
Berries		✓		✓		
Grapes	✓					✓
Kiwifruit	✓					✓
Lemons		✓		✓		
Limes	✓					✓
Melon – Cantaloupe	✓					✓
Melon – Honeydew	✓					✓
Melon – Watermelon	✓					✓
Oranges		✓				✓
Pineapple		✓		✓		
Strawberries		✓				✓

BERRY - RASPBERRY

Markets are stable.

BROCCOLI & CAULIFLOWER

Cooler weather translates into the plants taking longer to grow causing lighter yields.

GRAPES

Grapes are winding down, and Green grape markets are active (Thompsons and Princess). Black Autumn Kings are still a few weeks away and Black Seedless Grapes are winding down. We are seeing no problems with Red grapes, as we wait for Scarlet Royales. Globe Grapes markets are starting to drop.

LEMONS

Transportation is an issue as Hurricane Karl barreled through Mexico, pretty much affecting the transport of any items out of the area. We are also into the California District 3 growing area, starting with Coachella and Yuma. Smaller sizes are prevalent, and desert fruit will have more blemishes than usual. Keep in mind this happens every year.



LETTUCE

Areas are expecting highs in the upper 90's, bringing some growing areas into over 100 degrees. Some of the possible effects will be: misshapen heads, bottom rot, mildew, salt and peppering, and insect damage. Issues are minimal and volume is excellent as packers are able to clean up any issues in the field. We are seeing some cupping issues with Romaine, as product is not cupping or cupping too much.

LIMES

Rain has caused an occasional quality issue, as markets are stronger on large fruit and weaker on smaller fruit.



MELONS

Not much change from last week as larger Cantaloupe sizing tighter. The good news is, melons are very sweet, cut nice and not mealy. Honeydews are plentiful.

ORANGES

Smaller sizes (138's and 113's) are still tight, with larger fruit the better deal.

The Navel crop will begin in mid October.



PEA - SNOW

Markets are stable.

PEPPERS - GREEN

Markets are firm as the northeastern areas are finishing up. Georgia fields are still 1 to 2 weeks away from any volume shipping.

PEPPERS - RED

California red pepper markets are off as pricing is up slightly.

Yellow peppers are still experiencing a tight market due to field transition.



SQUASH - ZUCCHINI & YELLOW

Great supplies and pricing for squash as they are coming from multiple growing areas. Quality is excellent.

TOMATOES

Markets are all over the place as Vine Ripes are tough to get.

Roma tomatoes are holding steady as Mexico will pick up the slack when their weather starts to cooperate. Grape and Cherry tomatoes are very tight.



Brix A percentage of soluble solids in fruits are almost 100% sugar, therefore refractometers are widely used to check maturity in fruits. The number will be % of solids as sucrose.

Honeydew and Cantaloupe are all averaging about

12% - 13%



Brix Scale
Low: 8-10% | Avg: 11-13% | High: 14-17%

CARNIVAL SQUASH

*Decorative
& Delicious*

