

# FRESH CROP REPORT

Week of September 5, 2010

## HIGHLIGHTS

- Markon First Crop (MFC) Premium Lettuce weights are much higher on average than the rest of the industry (47- to 49-pounds compared with 43- to 46-pounds).
- Kiwifruit prices are beginning to climb; the Chilean season is winding down. California new crop kiwifruit supplies should be available by early October.
- The cucumber market is easing. Stocks are becoming plentiful due to warm weather. Quality is very good.



## PRODUCE UPDATE

### APPLES

Prices for Washington 100- to 175-count apples remain up. The 72- to 80-count market is steady. The Braeburn and Fuji storage seasons have ended. New crop Gala supplies are available. New crop Fuji, Honeycrisp, and Jonagold stocks will be on the market the week of September 14. Overall quality is very good. MFC Apples are available.

### ASPARAGUS

The Mexican and Peruvian markets are easing from last week's high levels; stocks are ample. Overall quality is very good. MFC Asparagus is available.

### AVOCADOS

California prices are rising. Supplies are tight, especially No. 2 grade fruit. Demand is strong. Quality is very good. The Mexican flora loca market is elevated; stocks are limited. The new crop season is expected to start by mid-September. New crop Chilean fruit is on the market. Prices are high and supplies are scarce. Quality is average in Chile and Mexico.

### BELL PEPPERS

The overall market is inching up. Supplies are adequate in California; demand is strong. Quality is very good. Stocks are limited in Michigan. Quality is average. MFC Green, Red, and Yellow Bell Peppers are available.

### BLACKBERRIES

California prices are climbing. Last week's heat wave depleted stocks. Quality is fair. Limited supplies are predicted through September. The Oregon market is high; stocks are sufficient, yet demand is strong. Quality is good. New crop Mexican fruit will become available in mid-October.

### BLUEBERRIES

The market is rising. Supplies are tightening in Canada and Oregon. New crop Argentine fruit will be harvested by late September or early October; a supply gap is possible. Overall quality is good.

### BROCCOLI

California prices are rising due to last week's record-high temperatures. Supplies are scarce. Quality is very good. MFC Broccoli Crowns are available.

### CANTALOUPE

The California market is inching up to average. Overall stocks are adequate, but large sizes are tightening. Quality is very good.

### CAULIFLOWER

California prices are unchanged despite scarce supplies; last week's high temperatures stunted growth. Cooler weather is expected this week, but stocks will remain tight. Quality is very good.

### CELERY

The overall market is steady, but prices for large sizes (30- and 36-count celery) increased. Supplies are adequate. Quality is average: last week's hot weather caused pith and bowing in some stocks. MFC Celery is available.

### CUCUMBERS

Prices are easing in California and Mexico; stocks are becoming plentiful due to warm weather. The Michigan market is low. Supplies are ample. Overall quality is very good. MFC Cucumbers are available.

### GRAPES

The California red and green seedless market is stable. San Joaquin Valley supplies are adequate. Both Crimson and Flame red seedless varieties are on the market; new crop Crimson is commanding higher prices. Overall quality is very good. MFC Lunch Bunch Grapes are available.

### GREEN LEAF/VARIETY LETTUCE

California prices have leveled out since last week's heat spike. Stocks are sufficient. Quality remains excellent. MFC Premium Green Leaf is available.



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## HONEYDEW

The California market is low. Supplies are ample, especially jumbo and regular 5-count fruit. Quality is very good.

## ICEBERG LETTUCE

California prices are easing. Last week's heat increased stocks to normal. Quality is very good. MFC Premium Lettuce weights are much higher on average than the rest of the industry (47- to 49-pounds compared with 43- to 46-pounds). MFC Premium Lettuce is limited; Markon Best Available (MBA) will be substituted as necessary.

## LEMONS

The California market is unchanged. Supplies are adequate. Quality is fair due to mold problems. Chilean and Mexican prices are steady; stocks are sufficient. Quality is very good in both regions. MFC Lemons are available.

## ONIONS

Prices are stable. Stocks are sufficient in Idaho, Oregon, and Washington. The New Mexico season has ended. Overall quality is average. MFC Onions are available.

## ORANGES

The California Valencia fancy- and choice-grade markets are average; volume is adequate. The Valencia season will run through October. Quality is very good. MFC Valencia Oranges are available.

## PEARS

Washington Bartlett prices are level. Supplies are sufficient and will continue increasing. The crop is dominated by large fruit (80- to 90-count sizes); small pears (110- to 135-count sizes) are tight. Quality is excellent.

## PINEAPPLE

The market is steady despite tight supplies in Costa Rica, Ecuador, Hawaii, and Mexico. Overall quality is average. MFC Flavor Packed Golden Pineapples are limited; packer label is being substituted as necessary.

## POTATOES

Prices are elevated in Colorado, Idaho, Nebraska, Washington, and Wisconsin. Stocks are extremely limited, especially 40- to 70-count sizes. Overall quality is average. MFC Norkotah Potatoes are available.

## RASPBERRIES

The market is steady despite tight supplies in California and Oregon. Overall quality is average: high temperatures damaged some berries.

## ROMAINE

California prices are stable. Stocks are sufficient. Quality is good: fringe burn is a minor problem. MFC Premium Romaine is available.

## SPRING MIX

The California market is unchanged despite tight supplies. Last week's heat wave damaged some of the more delicate varieties. Quality is very good. Ready-Set-Serve (RSS) Conventional and Organic Spring Mixes are available.

## SQUASH

Prices are steady. Supplies are average in California and on the East Coast. Overall quality is very good.

## STRAWBERRIES

The California market is stable. Supplies are sufficient; this week's warm weather should increase volume. Quality is good. MFC Strawberries are available.

## TOMATOES

Prices are easing in California, on the East Coast, and in Mexico. Stocks are becoming more plentiful. Overall quality is very good.

## TREE FRUIT

The California nectarine, peach, and plum markets are stable. Stocks are adequate; large sizes dominate the tree fruit crop. Overall quality is very good.

## WATERMELON

Prices are rising. Fruit is tight in California and Indiana. Demand is expected to fall next week. Overall quality is very good: sugar levels are high.



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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	Mexico	★				★					✓	
	Peru	★				★					✓	
Avocados	CA			✓		★						✓
	Chile			✓			✓					✓
	Mexico/TX			✓			✓					✓
Bell Peppers	CA		✓			★						✓
	MI			✓			✓					✓
Blackberries	CA			✓				✓				✓
	OR		✓				✓					✓
Blueberries	Canada			✓			✓					✓
	OR			✓			✓					✓
Broccoli	CA			✓		★						✓
Cantaloupe	CA		✓			★					✓	
Cauliflower	CA			✓		★					✓	
Celery	CA		✓				✓				✓	
Cucumbers	CA	★				★				★		
	Mexico	★				★				★		
	MI	★				★				★		
Grapes	CA		✓			★					✓	
Leaf Lettuce	CA		✓		★						✓	
Honeydew	CA	★				★				★		
Iceberg Lettuce	CA		✓			★				★		
Lemons	CA		✓					✓			✓	
	Chile		✓			★					✓	
	Mexico		✓			★					✓	
Onions	ID		✓				✓				✓	
	OR		✓				✓				✓	
	WA		✓				✓				✓	
Oranges	CA		✓			★					✓	
Pears	WA		✓		★						✓	
Pineapple	Costa Rica			✓			✓				✓	
	Ecuador			✓			✓				✓	
	Hawaii			✓			✓				✓	
	Mexico			✓			✓				✓	
Potatoes	CO			✓			✓					✓
	ID			✓			✓					✓
	NB			✓			✓					✓
	WA			✓			✓					✓
	WI			✓			✓					✓



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		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Raspberries	CA			✓			✓				✓	
	OR			✓			✓				✓	
Romaine Lettuce	CA		✓				✓				✓	
Spring Mix	CA			✓		★					✓	
Squash	CA		✓			★					✓	
	East Coast		✓			★					✓	
Strawberries	CA		✓				✓				✓	
Tomatoes	CA	★				★				★		
	East Coast	★				★				★		
	Mexico	★				★				★		
Tree Fruit	CA		✓			★					✓	
Watermelon	CA			✓		★						✓
	IN			✓		★						✓

## Markon First Crop (MFC)



Whole fruits and vegetables packed to detailed specifications.

## Ready-Set-Serve (RSS)



Table-ready fruits, vegetables, and juices packed to detailed specifications.

## Markon Best Available (MBA)

Packed when harvests of the following items fall short of minimum specifications for Markon First Crop brand:

- Broccoli Crowns 20 LB
- Green Leaf Lettuce 24 CT
- Premium Iceberg Lettuce 24 CT
- Trimmed Iceberg Lettuce 24 CT
- Romaine Lettuce 24 CT
- Strawberries 2/4 LB



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