



MARKETSCOPE



April 21st - 27th, 2018

A slow start to the Salinas lettuce season is keeping prices high again this week. Romaine seems to be the lettuce that is the tightest and most expensive and with some concerns on the end of the season romaine from Yuma it has only added demand to the Salinas supply. The 10-day Salinas weather forecast looks good so we should see better supplies next week and that should translate into lower prices for the week after – sounds good right! (Well there may possibly be a few maybes in there). Trucks continue to struggle with making timely arrivals and it looks like this could be the new norm for now until they start with the new future of the driverless trucks?? Locally it is getting down to crunch time and if we don't see some dry weather soon it could possibly delay planting. Next week's local weather forecast looks pretty good so fingers crossed growers get a chance to get going full speed on planting. Island grown supply continues to include leeks, Kennebec potatoes and rhubarb for now. From the mainland we are still getting; beets, red potatoes, parsnips, rutabagas, and red cabbage. B.C. greenhouses are going with L.E. cucumbers, butter lettuce, symphony lettuce, tomatoes both on the vine and beefsteak. Greenhouse peppers have become very tight as growers wait for the next flush to get back in a position where they can catch back up with demand.

Attention LETTUCE

Iceberg: Supply continues to be tight due to light supplies out of Salinas. In stock we have 24ct liner and cello.

Romaine: Supply continues to be tight with growers still not able to catch up with demand. Better weather is in the forecast and this should help with supplies and hopefully bring prices down. In stock is 24ct "High Yield" from Salinas as well as our chopped romaine is made in Victoria from California grown romaine.

Leaf: Leaf lettuce prices are up again this week due to light supplies with reports of better supplies and lower prices as early as next week. In stock are 24ct green & red leaf and foodservice 2x5lbs leaf fillets.

Spring Mix: Supply and quality continue to be good as we are now through the transition into the Salinas Valley growing area. In stock is regular (classic) spring mix and also Tuscan baby spring mix.

Arugula: Supply and quality are both good this week.

Artisan/Tuscan: Supply and quality are both good this week.

Spinach W&T: Supply is good and quality has improved.

CITRUS

Oranges: Supply continues to get tighter each week and prices continue to go up and this week is no exception. Small sizes continue to be the tightest of the sizes and as we get longer into the season and fruit has been on the trees longer, it is only going to get worse for small fruit supply. Best value continues to be the very large 40ct but even those are up this week. Quality continues to be good and they have great flavor with fancy 138ct, 113ct, & 40ct choice in stock.

Lemons: Price continues to be strong again this week with just no relief in sight. We have 115 and 165ct in stock.

Limes: Price is down slightly unfortunately still very expensive but the good thing is it is headed in the right direction. Quality is good with 175ct and 200ct in stock.

TOMATOES

Prices are stable again this week with both Mexico and Florida continuing to report good supplies. Mexico is predicting they will continue to have supply into May and Southern California is looking to start around May 5th while Northern California is predicted to start in early June. Quality and colour are both good on 5x6 and 6x7. Roma price continues to be reasonable but this could come to an end soon as we move out of Mexico. Grape and cherry prices continue to be low with supply coming from Mexico. B.C. greenhouse tomatoes both TOV's and beef are available with beef tighter and price up next week while reports are for good supplies of tov's next week.

ONIONS

Market continues to get stronger as we get closer and closer to the end of Washington storage crop deal. Quality is good with yellow #1 & #2 jumbo, #1 yellow medium, 16/3lbs medium, and red jumbo #1 25# are in stock this week.

PEPPERS Attention

Green pepper: Price is down slightly from Mexico again this week. California has now started and prices are reasonable, higher than Mexico, but not bad for the start of the spring California season. We will try to stay with Mexico a little longer as long as the price stays low and the quality continues to be good. Quality is good with Mexican 25lbs choice in stock this week.

Red pepper: supply is tighter out of Mexico this week and prices are up and climbing and until California starts we could see this market continue to go up. Quality is good with Mexican 25lbs in stock.

Coloured pepper: B.C. greenhouse peppers were plentiful last week and prices were reasonable well not so much anymore. Growers have over committed and now that the first flush is behind them they are struggling to keep up with demand and what is the best way to slow demand down?? Raise the price or in this case double it!! Quality is very good with XL #1's in all three colours red, yellow and orange.

POTATOES

Vancouver Island Kennebecs continue to be in stock but supply will not last forever so let's enjoy them while we can.

Red potatoes continue to come from the B.C. mainland this week with nugget, medium, and large in stock. B.C. yellow potatoes are just about finished and we will now be transitioning into U.S. supply.

Washington baker market continues to be strong as supply continues to get tighter and demand continues to increase. In stock this week are "Premium" Snoboy 100ct, 80ct, 40ct and medium russets.

MELONS

Cantaloupe: Price is stable this week with reports of better supplies out of Mexico and Southern California not that far away from starting helping to bring prices down soon with 12ct offshore in stock.

Honeydew: Supply has improved slightly and prices are down slightly with Mexican 6ct in stock.

Watermelon: Supply continues to improve and price continues to slowly come down.

BROCCOLI/CAULIFLOWER

supply and weather. All indications are we could see a market drop as early as next week. In stock we have California 14ct bunched, 20lbs Lu Jin Asian cut crowns and Green Gold domestic cut crowns.

Cauliflower: Supply continues to be good and price continues to be reasonable this week. Quality is good with 12ct and 9ct in stock.



BERRIES

Better weather in California makes for better supplies and better quality. Supply is good with all three growing areas going again this week keeping the market reasonable. In stock is strawberry Ocean Spray 4x2lbs and quality is very good. We are carrying Vancouver Island rhubarb to go with the strawberries but supply continues to be day to day so ask your sales rep for daily supply updates.

