



MARKETSCOPE



July 21st - 27th, 2018

Heat, water restrictions, drought, and labour are some of the issues California farmers are struggling with right now. Add in high transportation costs and our weak Canadian dollar and you can understand why prices continue to go up year after year. Supply out of California has tightened up this week due to the heat creating some quality issues and making growers very selective on what they will and will not harvest. 10-day weather forecast out of the Salinas Valley area is for sunny, dry and hot, so basically the same as the last 2 weeks. Local items continue to be available with more items coming on but the heat is definitely playing a toll on some items. Some growers are gapping for a few days as crops have come on very strong and the next fields are not coming on fast enough to keep up with demand. Local Vancouver Island grown items include romaine, green leaf, red leaf, green & yellow zucchini, green kale, green & red cabbage, early nugget and standard potatoes. From the mainland we are getting; blueberries, raspberries, cherries, apricots, green beans, red beets, rutabaga, radishes, spinach, cilantro, bunch carrots, medium carrots, kennebec potatoes, and now corn, and the start of red and yellow potatoes possibly mid-week. Good supply with B.C. greenhouse items, including; L.E. cucumbers, red/yellow peppers, butter lettuce living, beefsteak and tomatoes on the vine.

LETTUCE

Iceberg: Price is up this week because supply has tightened up due to the heat in California. Quality is good with 24ct liner & cello in stock.

Romaine: Supply is getting tighter due to the heat and we are seeing the market get stronger. Prices continue to be reasonable again this week but it may not last as the heat does not look like it is letting up any time soon. In stock this week is California "High Yield" Snoboy label and Vancouver Island. Our chopped romaine is made fresh daily.

Leaf: Supply is tighter and prices are up. In stock are California 24ct green leaf and 2x5lbs leaf fillets, all from the Salinas California growing area. We also have Vancouver Island green & red leaf in stock.

Spring Mix: Supply continues to be good again this week but the heat is not great for the young plants and we could start to see some minor quality issues. In stock is regular (classic), Tuscan baby, and Organic.

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 but spinach does not do well in too much heat so we are expecting to see some yellowing and minor tip burn from the heat with 4x2lb washed & trimmed in stock.

CITRUS

Oranges: Valencia orange supply continues to be tight and prices continue to be high and to add to it there is a lack of harvesting again this week again due to the 100f+ temperature. We have California 138 & 113ct Valencia as well as 88 & 56ct South African Navels in stock.

Lemons: No change with California supply continuing to be extremely tight again this week. Most growers are sold out and not taking any orders. We continue to bring in South African lemons to fill the gap.

Limes: Price is up this week like we didn't see this one coming right? Quality is good with 200ct in stock now and 175ct by weeks end.

TOMATOES

Supply continues to be good almost too good and we all know it will come to a crashing halt sooner than later. Let's not be negative right? Price is low and quality is good so let's enjoy a good buyers' market while we can. Size continues to peak on 5x6 and larger making them slightly cheaper than 6x7 but 6x7's have also dropped in price this week. Roma supply continues to improve and because of that prices continue to fall. Grape tomatoes are B.C. greenhouse this week and price is down and cherry tomato prices are also down slightly. B.C. greenhouse tomato supply continues to be tight and market continues to be strong. Both beefsteak, tovs, and grape are in stock.

BROCCOLI/CAULIFLOWER

Broccoli: Supply has improved and demand is light making for lower prices this week. In stock we have California 14ct bunched, 20lbs Asian cut (Lu Jin) and domestic cut crowns.

Cauliflower: Still reasonable again this week. I am a little nervous that if I stop saying it the run will be over!!! Good supply, good quality, and continued reasonable pricing with 12 and 9ct in stock sounds like wing night to me – cauliflower wings that is!!!

ONIONS

Washington yellow onion supply is good with good quality and right on track with the forecast and that is all good ☺ Now... red onions are a totally different situation with Washington red onions starting for a few days then gapping and then starting again – makes you a little dizzy doesn't it. Meanwhile California red onions were finished but wait now there is some magically available as long as you are willing to pay the price. So being we are not willing to be out we have paid the price and will have stock until Washington is going again and hopefully no more stopping.

PEPPERS

Green pepper: Supply continues to be tight and one of the main reasons growers have just grown less peppers these last few years due to water restrictions and low returns. Well returns are better so far this year so maybe next year we will see more peppers available.

Red Peppers: California supply continues to improve and prices continue to fall a little each week, still on the high side but at least heading in the right direction.

Coloured pepper: B.C. greenhouse pepper supply continues to be light and prices continue to be firm. Except for **Orange** we have a rock star deal on orange 11lbs B.C. extra-large peppers this week. Orange is the new black, I mean green, I mean red – just go orange ☺

POTATOES

B.C. Kennebecs are in the house and the season has begun!! Only a select few of the growers going now but more are expected to start as early as next week. **Vancouver Island Warba new standard and nugget potatoes are in stock**. Red and yellow potatoes continue to be from the US. with B.C. red and yellow set to start later on this week. Washington russets are done for the season and growers have cleared out their storage supply. New supply will start after July 23rd and the season is predicted to start on the high \$ side this year, doesn't that sound like fun!!! Weather has been very good for planting and harvesting (hope I did not just jinx that) this season so we should see a very good crop and hopefully that translates into reasonable prices. In stock we have Snoboy 100ct, 80ct, 40ct and mediums but limited on all sizes except 40ct. Knock yourself out with those little footballs.

MELONS

Cantaloupe: Supply and quality are good this week with 12ct in stock.

Honeydew: Supply and quality are good this week with 8ct in stock.

Watermelon: Washington has now started and prices are falling.

BERRIES

The heat has caused nothing but supply and quality issues to California strawberries and the result is that what shippers are willing to ship is way up in price and no relief is expected anytime soon. Currently we have in stock B.C. blueberries and Okanagan cherries. Also available V.I. Blackberries, loganberries, and raspberries ask your sales rep how to get some!