



MARKETSCOPE

November 18th – 24th, 2017



Good demand going into next week (U.S. Thanksgiving on November 23rd) and first full week in Yuma is keeping markets up. Reports coming out of Yuma are that this seasons transition has been smoother than most. With that said this is the first official week so we are not out of the woods just yet!!! Initial reports out of Yuma are indicating good supply so far and once we get through the Thanksgiving holiday pull we could see markets adjust down, keeping in mind of course the next holiday is right around the corner and yes I am avoiding saying the “C” word. Quality is typically better out of Salinas being on the coast than in Yuma being in the desert but this year growers and buyers could not be happier to get to Yuma. Mexico supply continues to improve and with the improved supply comes better quality and lower prices☺. **Local** – starting to see some items start to wind down like; Island carrots, squashes, and Victoria yellow potatoes but B.C. is a big province and we are nowhere near finished local supply just yet☺.

LETTUCE

Iceberg: Supply is done in Salinas but plentiful in Yuma keeping prices reasonable again this week. Quality is good but a little bit less colour coming out of Yuma than out of Salinas but overall still good first of the season with 24ct liner and 24ct cello in stock.

Romaine: Price continues to be reasonable again this week but now with Salinas being done for the season we could see less supply on the market and prices starting to go up. Quality is still not perfect but overall quality is good with 24ct “High Yield” in stock.

Leaf: Leaf lettuce continues to be reasonable as we move in to Yuma supply. Quality is good with 24ct “High Yield” green and red leaf and leaf fillets in stock.


Spring Mix: Supply is good this week but we may see a few bumps in supply as we change growing regions.


Arugula: Supply and quality both continue to be good so far but we will see what the first week in Yuma brings us.


Artisan/Tuscan: Supply and quality are both good so far.

Spinach W&T: Supply is ok not great but ok due to transition. We should see improved quality as growers get going in Yuma. In stock this week is 4x2.5lbs trimmed & washed and cello 12x10oz.


CITRUS

Oranges: California Navel supply continues to improve and prices continue to fall a little bit each week. Starting even to get close to reasonable but all indications are we are not going to see prices get as low as they did last year due to supply issues out of Florida and a predicted lower volume out of California this year. Quality continues to be good with fancy 138ct, 113ct, & 56ct and also choice 56ct in stock. 

Lemons: Prices are up this week with growers reporting light supplies and struggling to keep up to demand with 115, 140 & 165ct choice and fancy in stock, somewhat of a variety to make sure we have enough supply on hand to cover local demand. 

Limes: Prices are up this week due to light supplies but also because of good demand going into the U.S. Thanksgiving holiday – limes and turkey? Well no, but limes and drinks after and before turkey I think maybe so ☺. Quality is good with 175/200ct in stock. 

Attention TOMATOES


What a mess!!! California is all done and what was left did not ripen the way it should have causing the market to be short. Florida is behind and reporting short supply and trucks are 2-3 days behind in loading making for a possible gap in supply this week. Some possible relief with some end of the season B.C. greenhouse tomatoes but I always associate end of the season with high prices, is that just me?? So yes B.C. greenhouse tomatoes are up in price this week but they still may be a better value than the Florida that are on their way. Mexican romas are an option if you can make them work for you, quality is good and price is reasonable not cheap but on the higher side of reasonable (read into that what you will). Grape tomatoes are gapping and unavailable this week and cherry tomatoes are available but expensive. We do have some B.C. sweet gem tomatoes in stock that are reasonable priced ask your sales rep for details. I did say this market was a mess right☺ 


ONIONS

Prices are ok again this week as we try to maneuver around the U.S. Thanksgiving holiday demand and higher prices but unfortunately we won't be able to avoid it forever, but might as well try as long as we can. In stock we have Washington Yellow #1 jumbo, 16/3lbs medium, medium #1 50lbs and Red Jumbo 25#.


PEPPERS

Green pepper supply continues to be very tight with only one area continuing to have supply, and that is the California Coachella Valley. Mexico keeps reporting supply is coming but they have been saying that for the last 10 days and so far nothing but I do believe it is coming maybe next week? I should probably go down to Mexico and investigate anybody else interested in going?

 **Red pepper** supply is very tight with Coachella Valley reporting supply but very little and price is very high. Mexico is still reporting no supply sounds like another reason for me to go check it out, wonder if my boss ever reads this report.


 **B.C. coloured pepper** supply is tight this week with most growers done for the season. Price is up and climbing on what supply is available. Even with the tight supplies prices continues to be better than import and quality continues to be good making it still a good time to feature B.C. greenhouse peppers with 11lbs Gold XL red, yellow, and orange in stock.

POTATOES Attention

 Red and yellow potatoes are coming in nuggets, medium, and large sizes and are all Island grown and very nice quality☺. Washington baker prices are gaining strength and with lighter storage volume and U.S. Thanksgiving this week so we are still expecting the market to go up. In stock this week is “Premium” Snoboy 100ct, 80ct, 60ct and size “A”.


MELONS


 **Cantaloupe:** Supply has improved and prices are down again this week, actually in the reasonable category or close anyway ☺ Quality is good with Mexican 12/15ct in stock. 

 **Honeydew:** Supply has improved and price is down again this week. Quality is good with Mexican 8ct in stock.


Watermelon: Supply and quality are good this week keeping prices reasonable with 8ct Mexican in stock.

BROCCOLI/CAULIFLOWER

 **Broccoli:** Market is down slightly this week now that Yuma is adding more supply to the market. In stock is California 14ct bunched, 20lbs Lu Jin Asian cut crowns and Green Gold domestic cut crowns.

 **Cauliflower:** Supply has improved this week and prices are down and dropping, yes that is right dropping just don't get to say that enough. Quality is good with 12ct and 9ct in stock.

BERRIES

 Supply is very tight this week and with good U.S. holiday demand prices are up again. Quality is good with Giant label 8x1lbs strawberries in stock. and the next region is Oxnard and they are not reporting great supplies this week. Giant label 8x1lbs strawberries in stock.