



MARKETSCOPE



July 22nd – 28th, 2017

Weather in California continues to be hot but at least now supply is becoming available. Market seems to be flat overall with some items even starting to drop which is normal for this time of year with lots of local markets going across Canada and the U.S. Local is running about a month late this year. **Local** – fires across B.C. has slowed down demand with some tourists now avoiding B.C. and people that were heading to the interior of B.C. now making other plans. Our hearts goes out to the evacuees and hope that the rain comes soon and puts an end to this horrible situation, and a big shout out to all the people helping to fight these fires and to help take care of the families that are out of their homes – Thank you!!!!



LETTUCE

Iceberg: Price is down slightly this week with lighter demand and better supply. Quality continues to be good with 24ct Snoboy liner and 24ct cello in stock.

Romaine: Price is stable with good supply and good quality out of California this week. What more could you want right? In stock we have "High Yield" 24ct Snoboy California and also Vancouver Island romaine.

Leaf: Price is stable this week with the good weather in California making for good supplies. Quality is good with "High Yield" 24ct Snoboy green leaf and leaf filets in stock. Also in stock we have Vancouver Island green & red leaf.

Spring Mix: Supply and quality are both good again this week as temperatures have come back down to seasonal averages.

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

Spinach (W&T): Quality and supply are both good this week.



CITRUS

Oranges: Pricing on California small Valencia's oranges continue to be very high with no relief any time soon. There is offshore Navels arriving soon but all reports are they are going to be expensive, so is that relief?? In stock this week are 138ct & 113ct fancy, 163ct choice.

Lemons: Price continues to be high with supply very tight again this week. We have limited 100ct import and also 165ct California in stock.

Limes: Reports are that this market is going up due to poor weather in Mexico making for light supplies. This week price is reasonable and actually down slightly but that is predicted to change for next week.

Attention TOMATOES Attention

Good demand as well as the extra supply growers had has used up most of the product available. Now the market is moving up slightly. Still reasonable but on the way up and growers are still warning that due to all the early season heat we could see a gap in supply sooner than later and a gap in supply translates to higher prices. Quality is good with 5x6 slightly higher priced than 6x7 this week. Roma supply has tightened up in a hurry and price has jumped up this week. Grape and cherry tomato prices are both reasonable again this week with grape continuing to be slightly lower. B.C. greenhouse supply is very good this week with OTV's and beefsteak in stock.



ONIONS



Prices remain high on both Washington yellow and California red onions this week. The yellow over winter onions are great quality and will get us through until new crop of direct seed start in the next few weeks in Washington. This should see prices decline once supplies get going. California Red Onions remain tight and prices are staying up. In stock we have Yellow #1 jumbo, 16/3lbs medium and Red Jumbo 25#



PEPPERS



Looks like northern California growers planted less green peppers this year due to the low markets and returns over the last few seasons.

This year with the heat in the center and the south demand being very high, markets are good with growers now struggling to meet demand. Less supply and good demand equals high prices with no real relief in sight from California, B.C. green peppers normally start in early August but we will have to wait and see what happens this year. Red, yellow, and orange peppers are all B.C. greenhouse 11lbs extra- large gold again this week, supply has tightened up and with good Canadian and U.S. demand prices are up and climbing.

POTATOES

We will continue with California Kennebecs until mid-late August when we see the return of B.C product. Washington coloured potatoes start this week so we will see the change from California stock at some point mid-week. Prices will drop slightly then. Currently in stock we have red and yellow size "A" (Medium) and "B" (small). Washington russets are up as Idaho's lack of product pushes demand up. Quality is still excellent with "Premium" Snoboy 100ct, 80ct, 60ct and Size 'A' in stock.



MELONS

Cantaloupe: Supply has now improved with more growers and more supply now available in northern California. Price is down and quality is up with 15 and 12ct in stock.

Honeydew: Better supply and lower prices this week out of northern California with 5 and 8ct in stock.

Watermelon: Supply has improved but with such good demand this time of year it could take another week until we see any real relief. Washington has now started but only in a light way and mainly only on large sizes.

BROCCOLI/CAULIFLOWER

Broccoli: Demand has eased off due to all the local markets forcing California growers to lower prices to keep sales going. Supply is only fair but reports are it is improving not getting worse. Quality continues to be good with California 14ct bunched, 20lbs Lu Jin Asian cut crowns and Green Gold domestic cut crowns in stock.

Cauliflower: Demand has eased off slightly keeping prices reasonable this week. Quality is good with Fresh Kist 12ct and 9ct in stock.

BERRIES



Good supplies of B.C. blueberries and cherries this week as B.C. grower's peak on volume for possibly the next 10-14 days. Then supply is predicted to tighten back up pushing prices up. Supply continues to be good on California strawberries but demand also continues to be good keeping prices from dropping too much. Quality is good with "Premium" Giant label 8/1lbs in stock.

