



# MARKETSCOPE

September 16<sup>th</sup> – 22<sup>nd</sup>, 2017



Heat wave, fires, flooding, and hurricanes are causing problems all over North America. Market is reacting and prices are up. With local markets finishing we are seeing demand pick up for California produce only helping to push the market upward. **Local** – it will all depend on the weather, most crops were planted late this year due to our extremely wet spring so as long as we do not get a lot of rain in a hurry local summer crops could go longer this year than normal. Root crops are coming on strong right now and it is a great time to try them with lots of Island squashes available. Local season continues, just with more roots crops and squashes all island grown ☺

↑ **California market very strong on some items- Broccoli, and Green Onions pricing is way up and still climbing!** ↑

## Attention LETTUCE



**Iceberg:** Supply is ok, not great but fair and this supply is keeping prices stable for now. With all indications we could see higher prices for next week. In stock this week is California 24ct Snoboy liner and 24ct cello with good quality.

**Romaine:** Price is stable this week with growers reporting light supplies and wanting to push the market up but with some local markets still going demand continues to be only fair. Demand is growing and as the demand increases and supply continues to be light we are going to see higher prices possibly sooner than later. In stock we have California 24ct "High Yield" Snoboy label and very limited Island supply.

**Leaf:** Supply is light again this week pushing prices up. Demand is not great with some local markets continuing to have supply but once those local markets are done and demand increases we could see prices take off. Quality is good with 24ct "High Yield" Snoboy green leaf and leaf fillets in stock.

**Spring Mix:** Supply continues to be only fair but with the cooler temperatures out of norther California we are seeing better quality.

**Artisan/Tuscan:** Continued pro-rating as much as 50% of a 10-week average (so a pro-rate of a pro-rate?) anyway very tight again this week and with the cooler weather this could go on longer then first predicted.

**Spinach (W&T):** Quality has improved not peak of the season quality just yet but better.

## ↑ CITRUS

**Oranges:** Supply continues to be extremely tight and price continues to be extremely high. Each week we get a little closer to the new Navel season but until then markets are going to remain high. In stock are California Valencia 138ct, 113ct fancy and limited supplies of 56ct Valencia Midnight South African oranges.

**Lemons:** Prices are stable this week with Mexican/California 115 & 165ct choice in stock.

**Limes:** Prices are up due to the poor weather in the growing region and predicted to possibly go higher for next week. Quality continues to be good with 200ct in stock.

## ↑ TOMATOES

Tomato market overall is up with very limited supply coming out of Florida this week. The damage in the growing region of Florida may not be as bad as first predicted but there was damage and it will take several days for supply to get caught back up. Quality of 5x6 and 6x7 California tomatoes is good this week but because of tight supplies out of Florida prices are up. Roma prices are up slightly this week however still reasonable with good quality. Grape and cherry prices continue to be strong with no relief expected anytime soon. B.C. greenhouse supply continues to be strong on the TOV's but a little tighter and higher priced on the beefsteaks.



Check our Local Sheet for squashes and sugar pumpkins available this week



## ONIONS

Washington yellow jumbo onion price is up this week while reds continue to be steady. In stock we have Washington Yellow #1 jumbo, 16/3lbs medium, medium #1 50lbs in on Wednesday and Red Jumbo 25#. Quality is excellent!

**Attention** Green onion prices are way up due to crop and labour shortages out of Mexico.

## ↓ PEPPERS

Green pepper supply is good coming out of Mexico this week with prices down and quality very good with California 25lbs choice in stock. B.C. greenhouse coloured peppers continue to be tight and price continues to be strong. Quality continues to be outstanding with red, yellow, and orange extra-large and large gold in stock again this week. Good supplies of California red peppers continue to bring the price down with 25lbs choice in stock.

## ↓ POTATOES

Good supplies of Island potatoes this week with kennebecs, red, and yellows all Island grown. Red and yellow potatoes are coming in nuggets, medium, and large sizes. Washington russets prices are trying to come down but with good demand and growers working hard to fill their sheds there is just no rush to lower prices. Predictions are we should see lower prices in 14-21 days. All indications are that prices will be strong this year but it is just too early to tell for sure. Quality is very good with "Premium" Snoboy 100ct, 80ct and Size 'A' in stock.

## ↑ MELONS

**Cantaloupe:** Supply continues to tighten up as the season starts to wind down and also adding to the lighter supplies is a cooler weather forecast in the growing area. Quality is good with 12ct in stock.

**Honeydew:** Price is up and climbing with lighter supplies just like cantaloupe. Quality is good with California 6ct in stock.

**Watermelon:** Washington and Oregon are finished early this year which could cause issues for the coming months as other regions may not be able to cover early demand. Price is up and climbing with 8ct in stock.

## ↑ BROCCOLI/CAULIFLOWER

**Broccoli:** Supply got extremely tight in a hurry and price is way up and still climbing. Outlook is not good with demand just starting to pick up with one grower stating "it is a sellers' market!!" Quality continues to be only fair with the heat causing yellowing and shortening shelf life with California 14ct bunched, 20lbs Lu Jin Asian cut crowns and Green Gold domestic cut crowns in stock.

**Cauliflower:** Supply is good and price is reasonable but I have to think with the high broccoli market demand is going to switch over to cauliflower and then cauliflower prices are going to take off. Quality is good with 12ct and 9ct in stock.

## BERRIES

California strawberry growers continue to struggle with supply but quality has improved slightly. It will still take some time to get fruit back to peak condition. In stock are Giant 8/1lbs strawberries.

