



MARKETSCOPE



June 17th – 23rd, 2017

Heat wave in most of California is causing supply and harvesting issues. California state law does not allow workers in the fields once it gets to 100f or higher for health and safety reasons, because most of last week and the upcoming weather forecast is over a 100f+ it will create shorter harvesting days and less supply. Along with this shippers are already talking up the U.S. July 4th holiday so demand prices over all are on the way up. Northern California was experiencing some cooler than normal temperatures but that too has now changed to warm heading towards hot. **Local** – supply continues to improve with more items starting each week. This week we are now carrying local yellow zucchini and green cabbage. **Have you seen our weekly local sheet?** Ask you sales rep. or our order desk for details.

LETTUCE

Iceberg: Demand seems to have eased off this week and with warmer weather coming prices are stable this week with predictions that they could be less next week. Quality continues to be good with 24ct Snoboy liner and 24ct cello in stock.

Romaine: Demand is pushing price up this week, just how much is hard to say with the favorable weather forecast for next week in Salinas supplies could improve keeping prices from moving up to far. Quality overall has been good with "High Yield" 24ct Snoboy in stock. We are also stocking B.C. romaine as well.

Leaf: Supply continues to be good keeping prices reasonable again this week. Quality is good with "High Yield" 24ct Snoboy green leaf, red leaf, and green leaf fillets in stock. Also supplies of Vancouver Island green & red leaf are also available this week.

Spring Mix: Supply and quality both continue to be good.

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

Spinach (W&T): Supply and quality both continue to be good.

CITRUS

Oranges: Pricing on California small Valencia's (113/138ct) continue to be very strong with light supply expected throughout the season. We are into possibly the last week of large California Navels (56ct) with offshore still 2-3 weeks away. In stock this week are 138ct, 113ct fancy, 163ct choice Valencia's and limited supplies of California 56ct choice Navels.

Attention

Lemons: Market continues to be red hot with little to no California supply available again this week. We have some supply in stock from South Africa, that is right South Africa!!!

Limes: Lime price continue to be reasonable despite the crazy lemon market. Price is stable this week with good quality and 200ct in stock

TOMATOES ↑

Well the southern California deal is done and next week is the start of the Northern California deal until then there is a gap in supply out of California. Florida has supply but it is light and prices are high. Prices are up this week on what is available with all indications new region will start out strong. Quality is ok and we have both 5x6 & 6x7 in stock. Roma supply has tightened up this week and prices are up. Grape tomato prices are down this week while cherry tomatoes are up. Good supplies of B.C. OTV's and beef steak are available but with good demand and the higher US market prices are up and climbing.

ONIONS

Price remains stable on yellow onions although we are hearing some talk of increases over the next few weeks. We are fully transitioned into new crop California red onions and they look great. In stock we have Yellow #1 jumbo, 16/3lbs medium, medium 50# and Red Jumbo 25#.

CELERY ↓

Supply has improved and price is way down this week almost to "normal" pricing once again 😊.

PEPPERS

Bakersfield has started with green peppers, supply is light and price is high but all indications are it should get better for next week.

Red peppers supply out of California has tightened up and prices are due to the end of the season and the 110f+ temperatures in Coachella. B.C greenhouse growers told us there was a flush coming this week on peppers, then they changed it to a mini flush, now they are saying demand exceeds supply and prices are up due to July 1st ad demands – I wonder if the low Canadian dollar has anything to do with it???

POTATOES

California Kennebecs are in stock and initial testing has them frying up great and looking clean. We will be well into California product early this week on all sizes of coloured potatoes. Washington russet prices are creeping up on small sizes with slightly more dramatic changes to the larger sizes. Quality is still excellent with "Premium" Snoboy 100ct, 80ct, and 60ct and Size 'A'

MELONS

Cantaloupe: Prices are down slightly as the desert cantaloupe market balances out a bit. Quality remains good with 12ct California in stock.

Honeydew: Prices have come off slightly for honeydew this week as we continue to see product from Mexico on the market. In stock are Mexican 8ct.

Attention

Watermelon: Supply is very tight with Texas watermelon showing up on the market to help fill demand. Outlook does not look good as California growers are still behind and with the July 4th U.S. holiday being one of the highest demand days of the year prices are staying high. Quality is good with California seedless 8ct in stock.

BROCCOLI/CAULIFLOWER ↑

Broccoli: Supply has tightened up this week keeping prices from dropping any more than it already did last week. This is the time of year when supply gets better and prices typical fall but we have not seen a typical year for a while now. Quality continues to be good with California 14ct bunched, 20lbs Lu Jin Asian cut crowns and Green Gold domestic cut crowns in stock.

Cauliflower: Price is up due to better demand this week, just when it was getting reasonable again right? We have limited supplies of Romanesco and baby mixed colour cauliflower in stock ask your sales rep for details. Quality is good with Fresh Kist 12ct, 16ct (limited) and 9ct in stock.

BERRIES ↑

A couple day gap in supply out of California has pushed prices up and made truck wait as much as 3 days to get loaded. Quality of the Giant label strawberries continues to be good with large, dark red berries that have good flavour. Local strawberries have started and it is predicted to be a quick season this year

