



Market Update

October 4, 2017

MARKET ALERTS:

Broccoli: The excessive moisture and heat has translated to “brown bead”, “pin rot” and “hollow core”. This has created major field loss and market conditions. We are seeing a shortage in supply. Prorates up to 50% may occur.

Broccoli Florets: Prices are higher and supplies are on the lighter side due to the heat. Quality is average. Broccoli florets are escalated because we are seeing a shortage in supply. Prorates up to 50% may occur.

Iceberg Lettuce: The yields are low due to quality issues as a result of the previous heat waves. The market is very active and is driven by supply. Demand has been moderate. With lighter weights and supply along with an increase in demand this market will be twenty dollars plus by midweek. Possibly higher by the weekend as many Grower/ Shippers are sold out daily. Yuma start sometime early November.

Cauliflower: Harvests are very light due to the prolonged heat in central California. Quality is fair, some of the issues are Mildew, brown Spots and ricing.

Romaine and Hearts: Demand has been very good. The heat waves affects are just starting to show. Could be the beginning of a market. Issues still include fringe burn, heavy ribs, and seeders.

Spinach: The rain and prolonged heat wave has caused mildew which has dramatically decreased supplies.

Strawberries: EXTREME situation remains out of CA growing regions recovering from recent weather events. Growers covering contracts, but not much more. Quality Fair, and in short supplies, leading to higher prices. Santa Maria and Oxnard production slowly picking up to help volume

Blueberries: EXTREME situation remains. Shorter supplies as we transition to Central MX and South American fruit.

Blackberries: Situation remains Extreme as markets are active and widely vary. The last heat wave has been main issue. Cooler temps coming will provide improvement on supplies and quality. Central MX starting production around mid-October.

Raspberries: Situation remains Extreme as markets are active and widely vary. Cooler temps coming will provide improvement on supplies and quality. Central Mexico starting by the end of September.

Oranges: The **Valencia Orange** market is struggling. Supplies will be extremely light until the **Navel Orange** season begins in the middle of October and gain speed in early November. The grower are expecting crop yields to be down in CA over all because of heat earlier this year. There is some fruit in Florida and Texas, but its not beautiful. Demand exceeds supply.

TRUCK SHORTAGES ACROSS THE COUNTRY: CO, OR, ID, MI, ND, NE, NY, WA, WI

COMMODITIES ON THE RADAR:

Garlic | Tender Leaf | Brussels Sprouts

Snow & Sugar Peas | Avocados

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to dforsythe@nproduce.com and we will be happy to give you those current market conditions. Also look for our full Market Report released on Friday and the Spanish version always released the following Monday. Have a great week!

Keeping You Informed,

Your Dedicated NPC, LLC Staff