



## *MARKET OUTLOOK*

DECEMBER 3, 2018

**USE BY 12/12/18**

**330 YA0 4310**

**GGF ARIZONA**

**PRODUCE OF USA**



**18:21:30**



**ROMAINE GROWN IN YUMA REGION**

**HARVEST ON OR AFTER**

**11/24/18**

### **CALIFORNIA/YUMA GROWING REGION NEWS!**

The above is an example of an industry-wide incentive from the grower/packers that will list the origin and pack date data of the romaine product contained in the case. By mid-week 12/4-12/5 all our romaine products at Midwest Fresh will have this info on the package in some form, depending on the grower/packer. All our products for the last week came from the CDC approved Yuma region but the labels were just started a few days after Thanksgiving and it takes time to revise all the info on the shipping side.

Be aware that iceberg and leaf supplies have been drastically impacted with the shift to these products after the romaine alert. It will be several weeks until the industry re-adjusts to the events and end-users start using romaine again as normal. Iceberg and leaf lettuce pricing have sky-rocketed and supplies have been severely reduced with a freeze in Yuma and the relentless demand for these products as a substitute.

**AVOCADOS**—Limited picking has started, but it will still be a few weeks before supplies get closer to normal and price pressure is diminished.

**WESTERN VEGETABLES**—Imperial valley in California and the desert are producing but cold temps slowing harvest and increased demand for all products has created a very active and high price market. Significant pro-rates on supplies are the norm and sporadic out of stock issues are very prevalent in the industry across the board. This includes all lettuces, broccoli, cauliflower, snow and snap peas, etc. December's normal spike in demand is keeping market very volatile!

**GREEN BEANS**—Slightly higher production this week, but not enough to make any significant impact on the market. Rainy weather is limiting production in the East.

**TOMATOES**—A freeze in Eastern Mexico has all but destroyed an entire growing region, roma crop all but eliminated. This has increased pressure on the Western Mexican region to produce and increased demand on Texas and Florida. This situation has kept round varieties very high in price and a premium price for any available roma supplies. Quality is compromised on available product!!

**CUCUMBERS**—Production up some, but not all fields are harvesting, price still not back to normal levels.

**CORN**—Production from Texas has stopped, Florida is starting again which will help bring more supplies in the coming weeks.

**BELL PEPPERS**—Eastern fields mostly done for the season, growers moving westward. Mexican growers are starting but not much production as yet. Existing acreage is down due to the recent storms in the East. Much higher pricing and diminishing supply!

**CANTALOUPE/HONEYDEW**—Price much higher as offshore fruit supplies are down due to weather issues abroad.

**LEMONS**—Price coming down as demand is slowing, market getting closer to normal.

**LIMES**—Supplies coming back but not a normal market for a few weeks yet.

**ORANGES** -Still and will continue to be a tight market as is has been all year.

**RASPBERRIES/BLUEBERRIES /BLACKBERRIES**—Pricing steady on Blacks and Blueberries. Raspberries jumping with increased demand for the holidays.

**STRAWBERRIES**—California producing very little. Wildfires have burned much of the northern growing areas. Very little supplies coming out of Florida has created at least a short-term shortage with very small berries and diminished shelf life. Pricing very high.

***QUESTIONS: PLEASE CALL US AT 614-469-1492.***