

The Source

Commodity of the Month - Potatoes



MARKET ALERTS

Bell Peppers- Hot weather in California's Central Valley is causing harvest delays and heat stress. Colored bell peppers start harvesting this week in Bakersfield, with Fresno/Selma now the main region for green bell peppers. Local programs will increase in early August. New Jersey has started lightly, and Michigan will begin in about two weeks.

JULY 10, 2024

CROP UPDATES

Heat persists in the East, with no record high temperatures predicted. Overnight temperatures are likely to reach highs in the Mid-Atlantic and Northeast. Beryl's remnants will move northeast, affecting the Great Lakes and upstate New York and Vermont, with heavy rainfall and potential flash flooding. [Read more](#)

WEATHER

Arizona - Arizona temperatures remain stable, while Southeastern California warms slightly. Morning lows range from low to mid-80s. Cooling trend on Friday and Saturday.

California - High pressure forecasts above-average temperatures inland through mid-week, with daytime highs near coasts and coastal valleys. By Thursday, pressure shifts eastward, bringing cooler temperatures on Friday.

Florida - Warm temperatures, scattered showers, and thunderstorms are expected through the end of the week, with rainfall ranging from 0.05" to 0.30", and occasional gusts near 20 mph.

Mexico - Showers are expected to be isolated through Thursday, with more expected on Friday and Saturday. Rainfall amounts range from 0.02" to 0.30", with temperatures remaining warm, slightly below normal. Highs range from mid 70s to 80s.

FREIGHT

With hot weather sweeping across the country, the backhaul market is thriving, making it an opportune moment for advanced pricing and LTL planning.



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Commodity Updates



Apples

Apple supplies are currently robust. However, in July, we anticipate some gaps in inventories, particularly with pinks, honeys, and golds likely to become less available. Galas will continue to be in limited supply. Conversely, this summer, reds, granny smiths, and Fujis are expected to be abundant.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

Mexican asparagus supplies remain tight due to the heat, particularly for XL and Jumbo sizes. However, Peruvian supplies are beginning to improve with cooler temperatures. Expect overall asparagus availability to increase on all sizes and both coasts in the next couple of weeks.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Ciudad Obregon (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Fair



Avocados

Ripening times for the current normal crop will remain shorter until the next crop is ready. Flora Loca is next and should begin appearing within the next couple of weeks, although its maturity levels are still lower compared to the Normal crop being shipped. Shippers are taking precautions to avoid mixing different crops on the same pallet. California's season will continue through August. Colombian arrivals on the East Coast are expected to slowly decrease as the current crop winds down. Peruvian supplies are also arriving and will continue through late August.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers



Hot weather in California's Central Valley is causing harvest delays and heat stress. Colored bell peppers are set to start harvesting this week in Bakersfield. Western supply is mostly finished in Bakersfield, with Fresno/Selma now being the primary region for green bell peppers. More local programs are expected to come online as we move into early August. New Jersey has started lightly, and Michigan is about two weeks away from starting.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Commodity Updates



Berries (Blackberries)

Recent heat in California and Mexico has led to decreased yields.

Commodity/Region	Supply	Price	Quality
California (Year Round)	High	\$\$\$	Fair



Berries (Blueberries)

There are ample supplies coming from the Pacific Northwest, particularly from Oregon and Washington. Michigan has started with minimal numbers but is expected to ramp up in the coming weeks.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

The recent heat has prompted shippers to proceed cautiously with harvesting, resulting in lighter yields. We anticipate Baja fruit to gradually increase in numbers over the next two weeks, which should help alleviate the shortage.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Good



Berries (Strawberries)

Strawberry production is recovering as shippers overcome the heat-related issues from last week. Cooler temperatures forecasted for this week should further improve quality.

Commodity/Region	Supply	Price	Quality
California (Year Round)	High	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Broccoli

Broccoli supplies remain limited due to the extreme heat in the Salinas Valley. Expect this market to stay steady heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
Santa Maria, California (Year Round)	Light	\$\$\$	Fair
Salinas (May - October)	Light	\$\$\$	Fair



Brussel Sprouts

The short supply of Brussels sprouts continues due to warm weather in Mexico, causing discoloration and an increase in bugs. The market is expected to remain steady next week.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Light	\$\$\$	Fair
Oxnard, CA (May - July)	Light	\$\$\$	Fair



Carrots

Bakersfield remains the main growing region for about two more weeks. Following that, the Cuyama/Santa Maria area will take over, running until nearly October. Currently, all carrots are steady in supply and quality. However, if issues arise due to the extreme heat wave, the summer season may need to start a week or two earlier than expected.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Excellent



Cauliflower

Cauliflower supplies are steady with good quality from Salinas, Santa Maria, and Mexico. All sizes are available at competitive prices. Expect this market to remain stable through the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good



Celery

The market is steady at the start of the week. All sizes are available, and a few shippers are accommodating volume orders, so promote as much as possible. Expect good availability both in northern and southern California throughout the week. Quality remains good, with only slight seeder issues being reported.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Citrus (Lemons)

Fruit is peaking at 115ct and larger sizes, while 165ct and smaller sizes will remain extremely tight until District 3 starts in mid/late September. Markets for 140ct and smaller will stay strong. With District 1 (San Joaquin Valley) finished, District 2 (Oxnard/Ventura County) is now the main growing region, peaking on larger fruit. Offshore production on the West Coast has begun to provide some relief for domestic lemons.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (October - February)	Light	\$\$\$	Good
San Joaquin Valley (October - May)	Light	\$\$\$	Good



Citrus (Limes)

Fruit continues to peak at smaller sizes, ranging from 200 to 250ct. Recent rains will help increase fruit size slightly, but the extreme drought over the past few months may result in lighter supply in August.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Steady	\$\$\$	Good



Citrus (Oranges)

Valencia oranges are the predominant variety, maintaining strong market presence. Currently, harvesting is minimal due to reduced demand during the school break period. The fruit size is peaking at 72ct and larger, with sizes like 88/113/138ct expected to be scarce throughout the Valencia season post-summer break. Valencia oranges are presently accessible in the Central Valley and Riverside. Their Brix levels are averaging around 12. Additionally, Chilean oranges are beginning to arrive on the West Coast this week.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Steady	\$\$\$	Good



Cucumber

New Jersey is demonstrating robust volumes and high quality, primarily grading out as selects. Pennsylvania and Michigan are experiencing slower starts. New York and surrounding regions are anticipated to commence harvest by early next week. Baja California and central Mexico are reporting moderate to ample volumes, with Baja showing superior quality. Central Mexico might observe a slight volume decrease owing to recent weather conditions.

Commodity/Region	Supply	Price	Quality
Georgia (May - June)	Steady	\$\$\$	Good
Mexico (November - May)	Light	\$\$\$	Good
Baja California (May - October)	Steady	\$\$\$	Good



Eggplant

Overall, there is a strong supply across the board. Eastern regions, including GA, NC, NJ, KY, and soon VA, are seeing availability. Fresno continues to maintain excellent quality and ample supply.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Georgia (May - June)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Garlic

Garlic production in Mexico remains limited but of fair quality. The market is projected to stay steady over the next few weeks. Domestic supplies are anticipated to start around late July or early August.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Light	\$\$\$	Fair
Bakersfield, California (Year Round)	Light	\$\$\$	Fair
Gilroy, California (Year Round)	Light	\$\$\$	Fair



Grapes (Green)

Within the next 7-10 days, the Mexican grape season will conclude, with some growers already ceasing operations due to quality issues caused by intense heat in the growing regions. Harvesting has begun in Bakersfield, with other areas set to follow suit throughout the week. Shippers will initially focus on red grapes before transitioning to green varieties. The district is expected to be in full swing by July 15th.

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Grapes (Red)

Within the next 7-10 days, the Mexican grape season will conclude, with some growers already ceasing operations due to quality issues caused by intense heat in the growing regions. Harvesting has begun in Bakersfield, with other areas set to follow suit throughout the week. Shippers will initially focus on red grapes before transitioning to green varieties. The district is expected to be in full swing by July 15th.

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onions are plentiful this week and of improved quality, with expectations of abundant supply continuing into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good



Kale

Kale supplies are anticipated to be abundant and of high quality this week, presenting a prime opportunity for promotion.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - OCT)	High	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Lettuce Iceberg

This market shows improvement over last week. Elevated temperatures in the growing regions resulted in some internal burning, leading to reduced yields in the fields. All value-added products are now stable, and this trend is expected to persist throughout the week. Weight consistency remains strong, typically ranging from 38 to 44 pounds in the Salinas Valley. Southern California has seen availability of jumbo-sized produce. Upon arrival, anticipate encountering some irregularly shaped heads and instances of pinking.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Light	\$\$\$	Fair
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Santa Maria, California (March-December)	Light	\$\$\$	Fair
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Salinas, California (May - October)	Light	\$\$\$	Fair
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Lettuce Leaf

Despite last week's soaring temperatures, production of romaine, green leaf, and red leaf remained abundant with multiple suppliers in the market. Some shippers are adjusting volume based on order types, so please take note. Romaine hearts are beginning to firm up across the industry. Weights and sizing are expected to remain above average for all leafy items. Due to the recent heatwave, anticipate some fringe and tip burn on the produce.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Fair
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Lettuce Tender Leaf

Lettuce tender leaf items like spinach, spring mix, parsley, and cilantro have been significantly impacted by recent high temperatures over the past few days. Expect to see yellowing, wilting, and generally softer textures over the next week. Supplies are anticipated to be tighter heading into the weekend.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Fair
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Oxnard, California (Year Round)	Light	\$\$\$	Fair
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Salinas, California (May - October)	Light	\$\$\$	Fair
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Melon (Cantaloupe)

Shippers initiated harvesting in Central California last week and will continue throughout the summer. The Cantaloupe market remains steady with increased demand for the new crop. Due to the recent California heat wave, Jumbo 9s and 9s are in peak supply, with smaller fruit commanding a premium. Harvest crews are adjusting schedules, often shutting down operations around noon or 1pm daily. Retailers are gearing up to promote Advanced Shipping Point (ADS) deals by the end of July or early August for all melons. Specialty melons are currently sourced from the desert but will shift production to the Central Valley by the end of this week. Yuma plants are already in the ground and expected to be ready for the Fall season by mid-September.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Excellent
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

The honeydew market continues to be tight this week during the transition from the desert to the Central Valley. Tight market conditions are expected to persist as Westside growers build inventory. The new crop is seeing peak availability in Honeydew 5s and Jumbo 5s, while crossings from Mexico are lower, creating a gap for smaller fruit. Honeydew 8s are commanding a premium. Market conditions are likely to stay tight as growers shift operations to Central California.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Light	\$\$\$	Good

Central America (December - May)	Light	\$\$\$	Good
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Melon (Watermelon)

As the Arizona season concludes, watermelons are now plentiful in California, Alabama, Georgia, and Florida. There is a notable surge in demand post-holiday, with retailers actively promoting these fruits as essential summer staples.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Light	\$\$\$	Fair

Central America (December-May)	Light	\$\$\$	Fair
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Mushroom

Supplies and availability are excellent.

Commodity/Region	Supply	Price	Quality
Nationwide	Steady	\$\$\$	Good



Onions

There are excellent supplies of yellow varieties in California and New Mexico. Reds and whites have seen increased availability due to high export demand.

Commodity/Region	Supply	Price	Quality
South Texas (July-April)	Steady	\$\$\$	Good

Tri-Cities, Washington (July-April)	Light	\$\$\$	Fair
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California Desert (April - May)	High	\$\$\$	Excellent
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Pears

By the second week of July, new crop California Bartletts will commence shipping just south of Sacramento. The early California crop appears to be approximately 80% of last year's yield. Meanwhile, nearly all Washington shippers have depleted their stocks of domestic pears, with only limited quantities of Anjou, Bosc, and Red Anjou remaining. By early July, Anjou pears will be available from only a few shippers. Bartletts are currently accessible on both coasts.

Commodity/Region	Supply	Price	Quality
Hood River, Oregon (August-July)	Light	\$\$\$	Good

Yakima, Washington (August-July)	Light	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

Currently, pineapples are in short supply relative to demand. Costa Rican pineapples have been impacted by reduced rainfall in the tropics, leading to lower crossings compared to last year. Meanwhile, Mexican pineapples are encountering internal challenges due to heavy rains, resulting in lower Brix levels that fail to meet US standards.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

Prices are up for 40 - 70 CT sizes, while there are ample supplies of 80 - 120 CT and #2s. New crop Washington norkotahs are expected to hit the market later this month.

Commodity/Region	Supply	Price	Quality
Bancroft, Wisconsin (August-July)	Steady	\$\$\$	Excellent
Idaho Falls, Idaho (August-July)	High	\$\$\$	Excellent
Monte Vista, Colorado (August-July)	Steady	\$\$\$	Excellent
Pasco, Washington (August-July)	High	\$\$\$	Excellent



Squash

Squash production is scattered across the East, with higher volumes in Michigan, New Jersey (experiencing lower quality due to heat and rain), and soon New York. Santa Maria and Baja, Mexico, are increasing production; however, Santa Maria may see a temporary decline in 2-3 weeks during its field transition. Washington state has good quality squash with sufficient supply.

Commodity/Region	Supply	Price	Quality
Georgia (May - June)	Steady	\$\$\$	Good
California (May - Oct)	High	\$\$\$	Good
Ohio/MI/OH/NJ/NC (June - September)	Steady	\$\$\$	Good



Stone Fruit

Apricot season has ended due to Central Valley heat. Good supplies of peaches, plums, and nectarines are available. Heat may affect harvest crew time but not long-term crop. Sizes will increase this month with better varieties in July. Washington cherries are halfway through their season, and Chile's kiwi market is steady to slightly lower.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	High	\$\$\$	Excellent



Tomatoes

Market prices remain high with demand outpacing supply. Tennessee crops are beginning harvest, with volumes expected to rise through the month. Western heat is exerting upward pressure on markets, compounded by previous weather issues in Mexico, ensuring active markets throughout the summer. Supplies from Baja and Central Mexico are currently adequate despite crop transitions and high demand.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Florida (November-May)	Light	\$\$\$	Good
Baja California (Spring/Summer - NOV)	Light	\$\$\$	Good
California (July - OCT)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



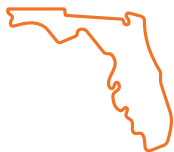
CALIFORNIA

Strong high pressure will continue to bring well above-average temperatures inland through mid-week. Morning lows will range from the low 50s to low 60s, while daytime highs will be in the low 60s to low 70s near the coast, in the mid 80s to low 90s in the coastal valleys, and in the mid 90s to 109 degrees Fahrenheit south of Soledad. By Thursday, the high pressure system will shift eastward, causing winds to turn lightly onshore and deepening the shallow marine layer. This will bring cooler maximum temperatures on Friday, with lows in the coastal valleys ranging from the low to mid 80s and temperatures further inland ranging from the low to upper 90s.



MEXICO

Shower activity will remain isolated to scattered through Thursday, with even more isolated showers expected on Friday and Saturday. Rainfall amounts will generally range from 0.02" to 0.30", though higher totals could occur with thunderstorms. Temperatures will remain seasonably warm, a few degrees below normal in most areas. Highs will range from the mid 70s to mid 80s on Tuesday, low 70s to low 80s from Wednesday through Friday, and back to mid 70s to mid 80s by Saturday. Overnight lows will be in the upper 50s to mid 60s through July 13th.



FLORIDA

Anticipate consistent warm temperatures with isolated to scattered showers and thunderstorms likely most days through the end of the week. Rainfall amounts will typically vary from 0.05" to 0.30", with the potential for higher totals in thunderstorms. Winds will occasionally gust near 20 mph through midweek across much of Southern Florida.



ARIZONA

Temperatures in Arizona will remain relatively stable through Friday, while Southeastern California is expected to warm slightly, with Thermal likely surpassing 120 degrees daily. Morning lows will generally range from the low to mid-80s across most areas. By Friday and Saturday, a slight cooling trend is expected across the region as humidity levels rise and cloud cover increases due to monsoon moisture from the southeast. This could lead to scattered showers and thunderstorms over central Arizona on Saturday.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Crop Update



The heat continues across the East, while record high temperatures are not forecast numerous record high minimum (overnight) temperatures are likely through the Mid-Atlantic and Northeast. The remnants of Beryl will continue to move northeastward moving into the great Lakes on Wednesday before moving East into portions of upstate New York and Vermont. Heavy rainfall of 2-5" with possible flash flooding is forecast along the track of this system.

A strong high-pressure ridge out west will remain locked in place through the week. Excessive Heat Warnings, Watches and Advisories are currently in effect across California, Oregon, Idaho, Nevada and western Utah and Arizona. Numerous record highs are expected across these areas with temperatures anywhere from 10-30 degrees above average as early morning lows are also expected to set records across large portions of the west. The duration of this heat wave is very concerning for growers across the various regions.

Many crops are in the line of fire because of these numerous weather events this week. From upcoming apple, onion and potato harvests in the northwest to regional production across the Midwest and Eastern Seaboard to all crops in California and let us not forget Mexico which is also dealing with hot temperatures and rain.

Crops in the San Joaquin Valley (Bell peppers, Melons, Onions, Tomatoes, Grapes) among others are more adjusted to the heat. Early field reports indicate most crops have come through in decent shape at this point. Reduced harvesting hours will continue in the hot temperatures as growers try to keep moisture in the fields with drip irrigation to mitigate bloom drop and heat related damage.

in the Salinas and Santa Maria Valleys the iceberg lettuce supplies will see increased fringe and tip burn along with thin texture. Leaf lettuce and romaine supplies will likely see an increase in fringe burn, internal burn, seeder, and insect pressure along with lesser texture and shelf life.

Broccoli and cauliflower will likely see and increase discoloration, sunscald, hollow core, brown bead pin rot and overall lesser texture. Broccoli will show a branchy crown appearance with cauliflower seeing an increase in ricing and softness along the edge. This heat will not help the already light broccoli supplies going forward.

The tender leaf, spinach, spring mix, parsley and cilantro crops are especially susceptible to these extreme temperatures. Bolting/seeder, yellowing, fringe burn, tip burn, insect damage, wilting and a generally thin/weaker texture will be common in these stands. The extreme heat can cause physiological changes in the plants causing leaf sensitivity resulting in a thin, weaker overall texture. For fresh-cut items this can result in increased mechanical damage and bruising during harvest and processing. Processed items will likely see an increase in discoloration and breakdown showing up in the bag affecting quality and shelf life.

The quality and shelf life of most crops, especially processed items, will be challenged as this extended heat wave plays out this week.



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