

The Source

Commodity of the Month - Apples

MARKET ALERTS

Blackberries: As the West Coast season ends, a planting gap is forming while we wait for increased Mexican production in October.

Blueberries: Pacific Northwest production is ending with weak-quality storage crops. Small volumes of Peruvian produce are arriving by air, with ocean shipments starting in mid-October. Peak Peruvian season is November-December, and CMex production will ramp up in early October.

Raspberries: West Coast and Baja production have ended, creating a supply gap similar to blackberries. CMEX production is expected to increase in October.

Oranges: Markets are strengthening with increased school demand. Valencia harvests are low, with supplies peaking in Central Valley (56ct+) and Riverside (88ct). Offshore navels are an alternative. Domestic Navels will start mid to late October.

Cucumbers: Volumes are down due to winding down Eastern local deals and light supplies from Baja. Crops will transition south, with the NC region starting next week. Nogales cucumbers are expected in October.

Green Onions: Remains very limited due to supply issues in Mexico caused by high temperatures. Supplies are expected to stay tight through next week.

SEPTEMBER 4, 2024

CROP UPDATES

High pressure is expected to bring hot temperatures to the west coast, with excessive heat warnings for Southern California and the Southwestern Desert regions. Coastal California growing regions, such as Oxnard, Santa Maria, and Salinas Valley, will experience summer temperatures, while inland regions will see hotter temperatures and warm overnight temperatures. [Read more](#)

WEATHER

Arizona - Daily average temperatures in Arizona and southeast California will be 10-15° above normal, with highs ranging from 110-116° and lows in the 80s. A slight cooldown is expected on Friday, with maximum temperatures dropping to 100s by Sunday afternoon. Winds will remain light and variable.

California - High pressure and shallow marine layer forecasts above-average temperatures through work week, with morning lows in the 40s, daytime highs in the 70s, 90s, and 108s.

Florida - Northern Florida faces stalled frontal boundary, with scattered showers and thunderstorms in Central and Southern Florida. Rainfall totals range from 0.10" to 0.35".

Mexico - Isolated showers and thunderstorms are expected over the weekend, with rain chances decreasing. Precipitation ranges from 0.02" to 0.20". Seasonally warm temperatures with highs in the mid-70s to mid-80s.

FREIGHT

Freight from the Pacific Northwest is active as new crop Potato supply increases, while Florida is slowing down for the 24-25 season, with backhauls being difficult.



IN PEAK SEASON



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Commodity Updates



Apples

The new crop harvest is ongoing, with Granny Smith, Red Delicious, and Fuji varieties being added this week. The market is generally trending higher as inventories remain light across nearly all varieties.

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



Asparagus

Mexico's asparagus supply continues to favor smaller sizes, while Peruvian volumes are improving but also trending smaller. Harvesting has begun in Southern Peru. The market remains strong for large, XL, and Jumbo sizes, with good quality reported from both Peru and Mexico.

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



Avocados

Markets are improving as more Flora Loca crop is harvested. Prices remain high for 48ct and larger due to peak sizes being 60/70ct. Unlike usual, the Flora Loca market isn't flooded because oil content must be at least 24% before harvesting, and recent rains have slowed dry matter progression. Ripening times will be longer due to lower oil content, and #2 grade fruit will be limited through August and September. The Negra crop is winding down, with limited availability. California supplies are dwindling and will last through August, while Peruvian supplies are also decreasing. Flexibility on country of origin and size is needed, and orders should be placed with as much lead time as possible. Suppliers are monitoring averages, and anything above may be subject to availability.

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



Bell Peppers

Markets are fairly steady with good overall supply. The new crop from Arroyo Grande has started, offering great quality and large sizes. Colored bell pepper supplies remain limited as Canada wraps up their season. Adequate crossings are coming through McAllen from Central Mexico, and demand for field pack colored peppers from California remains strong.

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

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

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Commodity Updates



Berries (Blackberries)

ALERT

As the West Coast season comes to an end, a planting gap is emerging while we await increased Mexican production in October.

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



Berries (Blueberries)

ALERT

Production in the Pacific Northwest is nearly finished, with only modified atmosphere storage crops remaining. The quality of this storage crop is weak, with softer fruit showing signs of aging. A small volume of Peruvian produce is being flown into New Jersey and Los Angeles, with ocean containers expected to begin arriving in mid-October. The peak season for Peruvian crops will be in November and December. Meanwhile, the CMex season is expected to ramp up in early October.

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



Berries (Raspberries)

ALERT

Similar to the blackberry situation, West Coast production has ended, and Baja has also concluded, creating a gap in supply. CMEX production is expected to ramp up in October.

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



Berries (Strawberries)

Salinas and Watsonville continue to decline, while Santa Maria is starting to increase production, with estimates expected to rise weekly. Oxnard will soon follow, with production beginning in late September or early October.

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

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

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Commodity Updates



Broccoli

Broccoli supplies are gradually improving this week, and the market is expected to ease as we approach the weekend.

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



Brussel Sprouts

Brussels sprout supplies are improving this week, leading to a softer market. Expect quality and supply to remain strong into next week.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	High	\$\$\$	Good



Carrots

The Cuyama/Santa Maria area, the main growing region, will continue producing until nearly November. While jumbos and cellos are tight with higher prices, normal business is being met. There is plenty of availability for baby and snack packs, which aligns well with the return of schools.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Excellent
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies are gradually improving this week, with better availability of florets expected as we approach the weekend.

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



Celery

The market is steady as the week begins, with all sizes available in Southern California and Salinas. The best pricing remains in Oxnard/Santa Maria, where shippers are offering flexible deals—making it a great time to promote. Quality continues to be strong across multiple shippers.

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

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

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Commodity Updates



Citrus (Grapefruit)

Due to the extreme heat, the domestic grapefruit season has ended. There will be a one-month gap until Desert Rios are available starting in October.

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



Citrus (Lemons)

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

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



Citrus (Limes)

The market is experiencing a significant escalation, with FOB prices jumping dramatically this week and continuing to trend higher. Availability has sharply declined, with crossings through McAllen, Texas falling well below normal levels.

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



Citrus (Oranges)

ALERT

Markets are strengthening with increased school demand. Harvests remain low as we aim to extend the short Valencia season. Valencias are currently available in the Central Valley (peaking on 56ct+) and Riverside (peaking on 88ct). Contracts are prioritized, and some shippers are allocating supplies due to reduced availability. Offshore navels are available on both coasts as an alternative, or consider switching to other commodities like apples or grapes. The Domestic Navel crop is expected to start in mid to late October, with Valencia Brix around 12.

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



Cucumber

ALERT

Volumes are down, with Eastern local deals winding down and Baja producing light supplies. Crops will start transitioning south, with the NC region beginning next week. Nogales cucumbers are expected to start in October.

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

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

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Commodity Updates



Eggplant

Supplies remain adequate across the board. However, eggplant from the San Joaquin Valley has not fully recovered, and FOB prices remain elevated.

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



Garlic

The transition to the new crop harvest in California has officially started. Quality is currently good, and supplies are expected to stay strong going forward.

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



Grapes (Green)

The greens market is beginning to recover after a period in August when only a few varieties were available from most shippers. Weaker, older lots have mostly been cleared out, leaving behind higher-quality fruit. Expect the market to strengthen over the next couple of weeks.

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Excellent



Grapes (Red)

The market for reds is largely steady, with most sizes being extra large and very few medium-large available. Strong demand is expected to keep the market stable.

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



Green Onions



Green onions remain very limited due to ongoing supply issues in Mexico caused by high temperatures in the growing regions. Expect supplies to remain tight through next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair



Kale

Kale supplies are expected to be abundant and of good quality this week and next, with the market likely to remain steady.

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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Commodity Updates



Lettuce Iceberg

The market was anticipated to rise at the start of the week, but overall, it remains steady. Quality is still above average, with weights ranging from 39-45 pounds, depending on the supplier. There are minor reports of discoloration and misshapen heads. No price increases are expected for value-added items this week or next.

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



Lettuce Leaf

There is a slight pricing gap for romaine as well as green and red leaf lettuces, but overall, the market remains steady. Reports indicate good weights for all leaf items, and romaine hearts are expected to have good availability this week. Although schools are back in session nationwide, demand remains moderate. Expect steady supplies throughout the week from most shippers.

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



Lettuce Tender Leaf

Spinach supplies will remain tight this week due to hot weather early in the growing cycle, which affected seed germination and led to uneven stands and lower yields. Supplies are expected to stay limited through early next week.

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



Melon (Cantaloupe)

The cantaloupe market is strong, with excellent quality from the California crop. Daily harvest totals have decreased due to cooler weather in the growing regions. Larger sizes are available, though smaller melons are also offered. Load volume deals are available as retailers aim to wrap up the "summer crop" strongly. California production will continue through October 15.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Excellent

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

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Commodity Updates



Melon (Honeydew)

The honeydew market remains strong, with fields peaking on larger sizes and fewer smaller sizes available. Shippers are prioritizing honeydew contracts, but there may be a gap in smaller honeydews due to bloom drop. The Arizona crop will be available in mid-October, while Mexico's crop is expected by the end of September.

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



Melon (Watermelon)

Regional watermelon deals are available, with product peaking on larger sizes (28/36 count). Demand has been strong, especially for smaller sizes (45/60), as retailers actively promote summer fruit. However, quality may be a concern as cooler weather begins in California.

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



Mushroom

Supplies are improving, but many suppliers are maintaining average levels.

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



Onions

The Northwest harvest season is underway, with excellent availability across all sizes and colors.

Commodity/Region	Supply	Price	Quality
Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

California pears are beginning to thin out, with Red Pears and Bartletts becoming less available, while Bosc will continue in good volume through at least mid-September. Washington has started harvesting Bartletts, but the crop is smaller than last year due to frost during the bloom period, especially in the Wenatchee district. Expect the market to remain steady with higher prices.

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

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

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Commodity Updates



Pineapples

Pineapple supplies are improving, with normal levels expected for weeks 38-40. Contracted business remains a priority. Costa Rican pineapples face challenges due to insufficient rainfall in the tropics and port delays on the West Coast affecting loading schedules. Larger fruit is hard to find, though Mexican supplies are improving despite lower crossings compared to last year.

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



Potatoes

New crop Norkotahs are available, but sizing is inconsistent. The market remains high.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Local deals are winding down as North Carolina begins its harvest. Santa Maria and Baja are still producing decent numbers. Expect squash from mainland Mexico to enter the market in late September, shipping from Nogales.

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



Stone Fruit

Peaches, plums, and nectarines are in lighter supply due to hotter-than-normal summer temperatures. The peach and nectarine seasons are likely to be shorter, ending in September rather than October. Although plums are also affected by the heat, late-season varieties should extend their availability into November. The pomegranate season is gaining momentum, while the kiwi market is active due to slower packing of controlled atmosphere fruit. Expect kiwi prices to rise over the next few weeks.

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



Tomatoes

Markets are fairly steady, with decent production from Tennessee, Baja, Central Mexico, and California. Volumes are expected to remain steady throughout September.

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

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

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Weather Updates



CALIFORNIA

Strong high pressure and a shallow marine layer will lead to above-average temperatures through the end of the work week. Morning lows will range from the upper 40s to low 60s on Monday, with daytime highs reaching the mid 70s to mid 80s near the coast, low 90s to 101 in the coastal valleys, and 100-108 south of Soledad.



MEXICO

Isolated showers and thunderstorms are expected through the weekend, with rain chances decreasing as the weekend progresses. Precipitation totals are likely to range from 0.02" to 0.20" through Sunday. Temperatures will stay seasonably warm over the next five days, with highs in the mid 70s to mid 80s through Thursday and cooling to the low 70s to low 80s from Friday through Sunday. Slightly cooler and drier air is expected over the weekend.



FLORIDA

A frontal boundary will remain stalled over northern Florida through the weekend, with minimal southward movement. Expect scattered showers and thunderstorms in Northern and Central Florida, while Southern Florida will see more isolated shower activity. Rainfall totals are expected to range from 0.10" to 0.35" in most showers, with 1" to 2" possible in some thunderstorms.



ARIZONA

Under a strong high-pressure ridge, daily average temperatures will be about 10-15° above normal today and tomorrow. Most fields in Arizona will experience highs ranging from 110-116°, while southeast California will see temperatures between 115-120°. Morning lows will be in the 80s for most fields over both days. A slight cooldown is expected to start on Friday and continue through the weekend, with maximum temperatures dropping to the 100s by Sunday afternoon. Winds will remain mostly light and variable throughout this period.

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

Freight Updates



Freight this week from the Pacific Northwest is very active as new crop Potato supply ramps up. Expect truck capacity to build as that region continues into the new season. Florida is starting in a slow way for the 24-25 season with some imports and local crops starting. For now, Florida is very slow and backhauls out of the state are very difficult.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	08/19/24	08/26/24	09/02/24	Change from	
				week ago	year ago
U.S.	3.688	3.651	3.625	▼ -0.026	▼ -0.867
East Coast (PADD1)	3.757	3.725	3.686	▼ -0.039	▼ -0.788
New England (PADD1A)	4.019	3.969	3.919	▼ -0.050	▼ -0.548
Central Atlantic (PADD1B)	3.935	3.920	3.908	▼ -0.012	▼ -0.717
Lower Atlantic (PADD1C)	3.664	3.628	3.580	▼ -0.048	▼ -0.839
Midwest (PADD2)	3.674	3.627	3.613	▼ -0.014	▼ -0.770
Gulf Coast (PADD3)	3.355	3.317	3.265	▼ -0.052	▼ -0.906
Rocky Mountain (PADD4)	3.650	3.608	3.590	▼ -0.018	▼ -1.137
West Coast (PADD5)	4.294	4.272	4.293	▲ 0.021	▼ -1.097
West Coast less California	3.905	3.893	3.896	▲ 0.003	▼ -1.132
California	4.739	4.707	4.749	▲ 0.042	▼ -1.052

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Update



High pressure building out west will bring another round of hot temperatures to the west coast with excessive heat warnings for Southern California and the Southwestern Desert regions. In the Coastal California growing regions of Oxnard, Santa Maria and the Salinas Valleys the rollercoaster of summer temperatures will continue across these growing regions along with the coastal marine layer especially for fields near the coast. Inland regions will continue to see some hotter temperatures and generally warm overnight temperatures as we move into fall.

There have been some reports of disease pressure showing up in lettuce, leafy green, and other fields in certain locations across the valley. The continued warm, humid overnight conditions will increase mold, mildew, and disease pressure including sclerotinia, fusarium and downy mildew which are caused by a soil-inhabiting fungus. The fungi can persist for long periods in the soil and is spread by wind or equipment in the moist humid conditions. Compared to last summer we are seeing less disease pressure at the moment, however it is not a matter of if but when we will see an increase in disease pressure. Some seeders along with fringe and tip burn are also being reported in current leaf supplies. Tip burn occurs when environmental conditions favor rapid succulent growth, warm temperatures, excessive soil moisture and warm overnight temperatures with high relative humidity. Broccoli supplies are showing some bead discoloration along with a branchy crown. The tender spring mix and cilantro have also been impacted by the heat and warm, humid overnight temperatures with some discoloration and a weaker texture. These warmer temperatures allow for continued growth overnight in these stands impacting texture and shelf life, especially in fresh cut/processed items. Processed items will continue to have a reduced shelf life and should be used as quickly as possible, keeping a close eye on rotation.

To the south in the desert regions growers are currently planting for the winter season. Very hot temperatures across Northern Mexico along with strong winds have drastically reduced green onion supplies from the main growing region of Mexicali. These regions supply most of the current production and will take weeks to recover at a minimum.



TIM LYNCH

QUALITY ASSURANCE MANAGER