

market. overview

Okanagan Apple Harvest Commences.



General Outlook

As back to school approaches, look for retailers to shift their focus to lunchtime favorites such as apples and oranges.

Buyers Corner

The Okanagan apple season is expected to be abundant with premium quality fruit.

Bryan Key, Consolidated Fruit Packers Ltd.



Vegetables

Asparagus

The asparagus market is higher and should continue with limited supplies until Mexico's new growing areas kick in around mid-September.

Broccoli

Broccoli quotes are steady to easier as the Washington summer deal ramps up.

Beans

Abundant supplies continue out of Canada, mainly from B.C., Manitoba and Alberta.

Brussels Sprouts

Sprouts continue with extremely limited supplies and a strong market. This trend should continue until more fields come on in the fall.

Cauliflower

Cauliflower quotes are steady to easier.

Celery

Pricing continues to be easy with some volume deals available.

Cabbage

Green cabbage is steady with easy pricing, while red continues stronger. Colorado and Washington are now shipping which should keep markets lower.

Corn

All deals in Western Canada are now shipping and should continue to do so through September. In the U.S., Oregon and California continue to harvest smaller volumes.

Green Onions

Green onions are steady to slightly easier, and there are local deals available in many areas.

Leaf Lettuce and Head Lettuce

Although the Romaine market has strengthened, Red leaf, Green leaf, Iceberg and Butter lettuce all continue steadily with some deals available.

Radishes

The radish market is limited in several areas depending on the pack.

Potatoes

The market on Red, White and Yellow potatoes remains strong out of California due to lighter harvesting as local deals commence.

Eggplant

Moderate volumes of eggplant are currently available out of both B.C. and Washington regions.

Zucchini & Cucumbers

Local zucchini are in full swing with premium quality. Cucumbers from Mt. Vernon, Washington are now peaking on volume.

Field Bell Peppers

Green bell peppers continue with excellent volumes out of Northern California, Washington and B.C. Weather permitting, supplies should continue until mid-month from B.C., and through October from California. Watch for supplies to tighten and the market to rise as October approaches.

Both Red and Yellow bell peppers continue to load out of Northern California. The market on Red should stabilize this week as new fields come on. Yellow has limited supplies, as fewer shippers growing this color. Red bells out of B.C. are expected to commence in the coming weeks.

Squash

California production is winding down, while both local and Washington regions are now underway with good quality and volumes.



Apples

Most of the Chilean and New Zealand supplies have all been cleaned up, while limited varieties from California, primarily Galas and Granny Smith, have seen very strong demand. Washington crops are about two weeks behind, with early Golds and Galas now shipping, and Granny Smith and Fujis soon to follow. There are still some 2010 crop Granny Smith, Red Delicious, and Fuji available.

Apples harvest has now commenced in the Okanagan Valley, and growing conditions have been ideal, with warm days and cool nights which helped color the fruit nicely.

Full production on both Gala and McIntosh varieties will start by next week. Volumes are expected until March for Galas, and February for McIntosh. More varieties, including Golden Delicious and Spartans in September, followed soon after by Honeycrisp, Ambrosia, Red Delicious, Pink Lady and Granny Smith. The Okanagan apple season is expected to be abundant with premium quality fruit.

Pears

Bartlett pears out of the Okanagan Valley in B.C. should commence by September 12 and run through the end of October.

Stone Fruit

California continues with good supplies on all stone fruit varieties. Look for deals on both Peaches and Nectarines as California competes with Washington supplies. Red and black Plums are also in good supply with excellent quality reports.

Pomegranates have started in a light way, and strong markets are expected to continue through the month of September.

Lemons

Good volumes from Argentina are expected to arrive steadily into October. The majority of fruit available are in larger sizes. Small sized fruit is currently tighter out of both Argentina and Chile, due to recent frosts in their growing regions.

Mexico is starting to ship, and they are peaking on the smaller sizes.

Limes

Lime markets have started to ease as steady supplies flow out of Nogales with very good quality fruit.

New crop is now producing out of Martinez de la Torre, with premium quality. Small sizes are in good supply, with larger sized fruit to follow in the next week out of McAllen.

Citrus

Australia has both Washington and Cara Cara Navels available, with more arrivals coming this week.

As South African Navels wind down, the transition into Midnight and Delta Seedless varieties is now underway. Demand has picked up with back-to-school business, namely for bagged fruit, and quality has been very good.

Demand for the Peruvian Fortuna Mandarins continues strong and the fruit quality is excellent. Expect supplies to continue for at least another couple of weeks.

South African and Chilean Clementines are available on the East coast, with strong pricing and premium quality. Clementines from Spain and Morocco are expected to come on by late October.

Demand for Grapefruit is fair, with fruit available out of both South Africa and California.

Pineapple

The market is softening quickly, with a seasonal dip in supply due to several packing facilities shutting down completely. Most packers in Costa Rica are recovering now, with volumes steadily increasing over the past few weeks.

Small size fruit volumes are lighter, with mostly 5ct and 6ct representing the majority of fruit now available.

Melons

Both California Cantaloupe and Honeydew melons continue with good supplies. The cantaloupe market strengthened slightly leading up to the holiday weekend. Honeydews are in good supply with deals available. Melons out of California should continue through early October, at which point the deal should transition into Arizona.

Watermelon out of Washington is wrapping up for the season, with limited volumes expected to be finished by late this week.

Oregon Watermelon should continue for another two weeks solely out of Hermiston.

Grapes

California grapes continue with good supply and quality. With the Crimson red variety now available, the market has strengthened slightly. Green Thompson grapes continue with steady pricing, excellent quality and supply. Both black seedless and Red Globe markets remain steady.

Blueberries

B.C. blueberries are past their peak, with growers now in transition to the Elliot variety. Quality is looking very nice and can ship anywhere. As the blue crop season nears its end, fruit is staying closer to home. Watch for steady volumes to continue for the next 10 days before tapering off as the season finishes in early October.

Raspberries

Raspberries are in steady supply out of California, with good demand. Expect volumes to slowly wrap up, and production to commence out of Mexico in a few weeks.

Blackberries

California blackberries continue with steady volumes and premium quality. B.C. fruit is also in good supply with excellent quality.

Strawberries

California supplies are tight with growers in Watsonville winding down; however, Santa Maria should start to pick up with fall programs again.



Tomatoes

Greenhouse Tomatoes

Greenhouse tomatoes are becoming more active with Ontario production being down due to effects from the summer heat.

The market is slightly tighter, as B.C. continues with good quality and production. There is good demand from the East Coast as the Ontario greenhouses are unable to fill the demand.

Specialty tomatoes continue with excellent supply and premium quality.

Field Tomatoes

California volumes are decreasing slightly as fall approaches.

As hurricane Irene has impacted the east coast, demand is higher and the market is stronger. Suppliers typically plant lighter for the end of the month; therefore, expect supplies to remain consistent over the next two weeks. The strength of the market will be determined by Eastern demand for early September.