



Retail Market Report

April 2nd, 2020

Avocados

California Forecasts this week in Ventura County calls for temperatures in the mid to upper 60s. There is a possibility of some rain over the weekend and the front part of next week. With Mexico falling short on #1 grade fruit, suppliers will look to California for fruit. Most of the volume is staying West but expect to see California fruit slowly filter its way across the U.S. We will start to see more volume hit the pipeline by next week which is a concern now that demand has tapered off. The market looks to remain strong for the month of April.

Mexico The market has come off this week and seeing the size curve shift slightly from 60s and smaller 48s and larger. Pricing has also started to decline by a few dollars with demand slowing down on the retail side. Currently, we are seeing #1 grade fruit tighten up. Growers continue to demand higher field prices and the market will remain active through April. There will be no harvest in Mexico the week of April 5th (Holy Week) followed by the Cinco De Mayo pull.

Tomato Update

Florida Beautiful spring weather coupled with lack of National demand due to the health crisis has growers regulating picking around what business is left out there in the marketplace.

Mexico Culican and Sinaloa are wrapping up winter tomato harvest just as U.S. demand for fresh tomatoes has surged due to the national shutdown. It remains to be seen how well ranchers will be able to take care of the tomato fields that are planted for harvest through April and May. California is set to begin summer tomato harvest mid-May out of the desert and early June in the Central Valley. Until the nation is opened back up for business it is hard to determine what kind of demand there will be for all produce commodities. People are directed to stay in their houses, some without income, restaurants are either closed or open with limited service. We are in uncharted waters and hope and pray for the best by months end.

Heirloom Tomatoes Supplies and markets are steady out of Baja and Central Mexico.

Organic Heirloom Tomatoes Volume is down, and markets continue to be strong. Due to cooler weather and reduced production, forecasting organic heirlooms to remain light for most of April and start to improve by May.

Outlook There has been a wide concern since September over the newly imposed Suspension Agreement Inspections set to start this month disrupting the flow of imports into the U.S. At least for now, the current lackluster of demand will greatly lighten the load for inspectors providing more time to acclimate to the new standard.



Bell Peppers

Green Bells The Eastern bell pepper market has tightened. Green bells have been an extremely popular retail commodity, especially on larger fruit. Pricing is elevated this week and if demand remains high, FOBs will follow suit. Mexico has been providing steady volumes with good quality reported. Larger fruit continues to be sold out daily by Western shippers though smaller sizes are still available. Production is anticipated to start in Coachella by April 15th.

Red & Yellow Bells The colored bell pepper market remains stagnant. There is limited availability industry wide with increased retail demand. Western Mexican deals are winding down and transitioning to Central Mexico. Canadian deals are starting up and should help with volume as well. Colored bells are projected to start in Coachella May 10th.

Citrus

Navel Oranges We are in peak production out of the Central Valley and Coastal regions. Sizing will peak on 72/88/56/48ct. Larger sized navels available now through the remainder of the season.

Lemons California production is wrapping up quickly out of Coachella and Imperial Valley. The coastal regions and Central Valley will have strong supplies through April/May.

Limes Mexican volume is higher than normal for this time of year and lower prices are forecasted for April.

Grapefruit Our new California crop will start within the next 7-10 days out of Redlands. California volume will start to pick up as Texas wraps up their season.

Pineapple

Costa Rica The market and supplies remain steady out of all loading locations. Fortunately, we haven't received many reports on fruit being held up at the ports. Excellent quality reported with minimal arrival issues. Sugar levels are over 13 Brix.

Onions

Northwest Markets are on a downward trend as supplies remain plentiful in the Northwest regions of Washington, Oregon, and Idaho. Retail demand remains active keeping medium sized onions in lighter supply and higher markets. The Northwest looks to finish up for the season before the California desert and Texas supplies starting up in the next 3-4 weeks. Expect to see lower markets for the month of April except for medium sizes if retail demand remains active.



Weather Outlook

California A couple of low-pressure systems will roll into California over the weekend with moderate rainfall across the state. High pressure along with a gradual warming will return next week.

Mexico Seasonably warm conditions look to continue across Mexico going into next week.

Florida Warm and humid conditions along with isolated showers are forecasted going into next week.

Berries

Strawberries Oxnard continues to have regular production and numbers are climbing. Santa Maria is gradually picking up pace, though supplies remain limited. Salinas and Watsonville have not yet started but expecting the first harvest to get going by the weekend and gradually build momentum. Most of the fruit is currently coming out of the Oxnard area. With some light rain over the last two weeks, expect to see some residual effect on quality such as soft spots and occasional bruising. The weather is expected to be clear for the next several days which should improve quality and increase production. Retail demand remains strong and many shippers are holding market prices firm. However, with temperatures reaching the low 70s we might see a wave of product come and see more aggressive prices by the front part of next week.

Blueberries The import season is winding down with limited availability of Chilean and Peruvian fruit left in the market. Domestic production in California has been slow to start due to cooler weather, but with the warmer temperatures this week we may see some incremental increases in harvest. The market is expected to remain steady this week and possibly see more aggressive prices later in the month, weather permitting.