

# The Source

## Commodity of the Month - Apples

### MARKET ALERTS

**Asparagus:** Asparagus supplies are extremely limited on both coasts due to challenges with Mexican production from extreme heat, leading to quality issues and elevated markets, despite steady Peruvian production.

**Blackberries:** This item is currently in very short supply, but increased production from Santa Maria, Oxnard, and Central Mexico by early October is expected to alleviate the shortage..

**Blueberries:** As we approach the end of a month-long supply gap, production from Central Mexico, Peru, and Baja is set to increase in early October, but quality of remaining PNW fruit is poor and limited Peruvian fruit is available on the East Coast, with demand still exceeding supply.

**Oranges:** Markets are strengthening with extremely limited supplies expected for the next 7-8 weeks due to low Valencia harvest levels, with contracts taking priority, and shippers facing reduced supplies and fair quality; offshore navels are being imported, but supplies will tighten as California's season ends and imports slow, with the domestic Navel crop expected to start in mid to late October.

**Green Onions:** High heat and humidity in northern Mexico are causing reduced supplies, leading to an elevated market expected to persist for the next few weeks.

## SEPTEMBER 18, 2024

### CROP UPDATES

Cooler weather and rain/drizzle in Central and Southern California coastal regions will hinder growth rates, but high pressure returns with above-average temperatures next week, altering the fruit's taste. Both processes are harmless and purely cosmetic. [Read more](#)

### WEATHER

**Arizona** - Drier air moves in, causing cooler-than-normal temperatures through Friday. Over the weekend, temperatures will gradually warm, with highs in the upper 80s and lows in the mid 60s.

**California** - A low-pressure system is expected, bringing showers and below-average temperatures. Rain is expected through Thursday, with morning lows ranging from 40s to 50s. High pressure returns on Friday, causing a warming trend through the weekend.

**Florida** - A northward shift in the frontal boundary will bring showers and thunderstorms, mainly affecting South-Central and southern Florida. A cold front will cause isolated to scattered showers. The boundary will stall over the Florida Keys, confining showers to southern Florida and making them more isolated in northern Florida.

**Mexico** - Isolated showers and thunderstorms are expected through Friday morning in Central Mexico, with rain totals ranging from 0.02" to 0.20". Seasonally warm temperatures through September 22nd.

### FREIGHT

Lighter freight volumes in the west coast region are causing supplier delays, prompting Pro\*Fresh to rely on carrier partners for expedited freight delivery.

**PRO\*FRESH**  
LOGISTICS

### IN PEAK SEASON



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# Commodity Updates



## Apples

The market remains mostly steady, with all major varieties, except Pink Lady, now transitioning to new crop. Some storage crop inventories are still available.

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



## Asparagus



Asparagus supplies remain extremely limited on both coasts, struggling to meet demand. Mexican production is facing challenges due to extreme heat, leading to quality issues such as seeding and reduced yields. While Peruvian production remains steady, it is not enough to offset Mexico's shortfall. Expect the market to stay elevated over the next few weeks.

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



## Avocados

Markets are improving as more Flora Loca crop is harvested. While 48ct and flats remain elevated, 60ct and 70ct are the peak sizes. With Mexico's Independence Day on September 16th, we may see a slight increase in market prices due to reduced harvest activity, but the impact should be minimal. Ripening times may be longer because of lower oil content, and much of the fruit will remain green as it ripens; the best way to gauge ripeness is by applying gentle pressure. #2 grade fruit will be limited throughout September, which is typical for the Flora Loca season. California supplies are nearly finished, and Peru has wrapped up as well.

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



## Bell Peppers

Green bell peppers are in good supply with strong quality on both coasts. Red bell pepper availability has improved, with higher quality coming from new coastal growing regions. Georgia bell peppers are expected to start by the first week of October.

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

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

Key Partners





# Commodity Updates



## Berries (Blackberries)

**ALERT**

This item remains in very short supply, but we anticipate increased production from Santa Maria, Oxnard, and Central Mexico by early October, which should help ease the current shortage.

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



## Berries (Blueberries)

**ALERT**

We're nearing the end of a month-long supply gap, with production expected to ramp up from Central Mexico, Peru, and Baja in early October. Quality on the remaining PNW fruit is poor, and limited quantities of Peruvian fruit are becoming available on the East Coast. Demand continues to outpace supply.

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



## Berries (Raspberries)

Production on this item is expected to gradually increase from Baja and Central Mexico. Supplies should remain steady through September, with a more significant boost anticipated as we enter October.

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



## Berries (Strawberries)

The season is projected to start in mid-November with crossings from Mexico. Salinas and Watsonville continue to decline as the summer season wraps up. Santa Maria and Oxnard are expected to peak on new crop fall fruit by mid to late October, while Florida's season is set to kick off in late November to early December.

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

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

Key Partners **Driscoll's** Only the Finest Berries™

# Commodity Updates



## Broccoli

Broccoli supplies are a bit tighter this week due to increased insect pressure at the field level. Expect the market to strengthen as we head into the weekend.

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



## Brussel Sprouts

Sprout volumes are expected to remain strong over the next few weeks, with the open market continuing to be oversupplied and prices soft. While quality is generally good, some occasional insect damage has been noted. There is extra capacity in both VA and bulk pack categories, making this an ideal time for promotional opportunities.

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 remains the primary growing region and will continue until around November. Jumbos and cellos are currently tight with higher market prices, but normal business needs are being met. There is ample availability of 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 somewhat limited this week due to increased insect pressure in the fields. Expect the market to strengthen 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)	Light	\$\$\$	Fair



## Celery

The market remains stable across both Northern and Southern California. Some suppliers are still adjusting their large sizing, so be sure to promote these options extensively. We anticipate a positive shift in the market over the next few weeks. Overall, quality from all growing regions continues to be excellent. Supplies in Salinas are moderate and sufficient to meet current demand. Santa Maria remains the most competitive in terms of pricing.

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

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

Key Partners



# Commodity Updates



## Citrus (Grapefruit)

Due to the extreme heat, the domestic grapefruit season has ended. There will be a gap of about one month before Desert Rios become available in October.

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

Markets remain steady across the board. District 2 (Oxnard/Ventura County) continues to be the primary growing region, while District 3 (CA Desert/AZ) is expected to ramp up in mid to late September, with improved quality anticipated. Offshore fruit is available on both coasts.

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

The market remains strong, with higher-quality fruit commanding premium prices. However, quality is inconsistent due to limited crossings through McAllen, TX. We anticipate a gradual improvement in supplies over the coming weeks as the new crop cycle progresses.

Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	Light	\$\$\$	Fair
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## Citrus (Oranges)

**ALERT**

Markets are strengthening, but expect extremely limited supplies for the next 7-8 weeks due to low harvest levels aimed at extending the short Valencia season. Valencias are available in the Central Valley and Riverside, but contracts take priority, and shippers are holding to averages and allocating due to reduced supplies. Several shippers will finish packing Valencias next week, further tightening supplies and driving up prices. Quality is fair, affected by the extreme heat, with reports of early decay, soft fruit, and skin breakdown. Offshore navels are being imported on both coasts, but supplies will tighten as California's season ends and import volumes slow. The domestic Navel crop is expected to start in mid to late October.

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

The market is relatively stable, with sufficient supply from most regions. Baja and Michigan remain the primary growing areas, though supplies are starting to wane as we approach the transition to Georgia in the East and Nogales in the West in October.

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

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# Commodity Updates



## Eggplant

Supplies are currently constrained across all regions, and this situation is expected to persist through the fall and into late October.

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



## Garlic

The transition to California's new crop harvest has officially begun. Quality is currently excellent, and we anticipate that supplies will remain robust moving 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 / Red)

The market remains steady with very limited availability of medium-large sizes. However, there are good supplies of Large, Extra Large, and Jumbo sizes, all maintaining excellent quality.

### Grapes (Green)

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

### Grapes (Red)

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



## Green Onions



Due to high heat and humidity in northern Mexico, the industry is experiencing reduced supplies. As a result, the market is expected to remain elevated over the next few weeks.

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



## Kale

Kale supplies are anticipated to be abundant this week with high quality. The market is expected to remain steady.

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

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

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# Commodity Updates



## Lettuce Iceberg

The market is currently flat, with school business slower than usual. Several shippers are adjusting due to high production volumes. Ideal weather conditions are contributing to steady supplies and good quality from multiple suppliers in both Salinas and Santa Maria this week. Weights are averaging 39-44 pounds, with only minor misshapen heads reported.

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

Good supplies of romaine, green leaf, and red leaf will remain strong throughout the week. Ideal weather conditions and slow demand have led to an ample supply from multiple shippers. With suppliers adjusting their offerings, it's a great opportunity to promote these products. Overall quality remains strong, with only some minor fringe burn reported. Expect steady availability of romaine hearts as well.

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



## Lettuce Tender Leaf

Supplies of all tender leaf items are steady. Quality is expected to be fair for cilantro, arugula, and parsley. The market should remain stable as we head into next week.

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



## Melon (Cantaloupe)

The cantaloupe market remains steady with excellent quality from the California crop. Cooler weather in the growing regions has led to a decrease in daily harvest totals, but relief is anticipated before the end of the month. Due to lower yields, market opportunities are limited towards the end of the week, with suppliers reserving weekend crops for contracted orders loading on Monday and Tuesday. Larger-sized melons are available, while smaller melons are in limited supply. Load volume deals are offered for retailers looking to close out the summer crop strongly. California production will continue through October 15, after which Yuma product will become available.

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 is currently flat with an increase in supplies. Better sizing is available, though honeydew 8s remain limited. The Arizona crop will be available by mid-October, while Mexican honeydew is expected to come in at the end of September or early October.

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



## Melon (Watermelon)

Regional watermelon deals are available, with product peaking in larger sizes (28/36 count) from California, North Carolina, Michigan, Texas, Oklahoma, and Oregon. Demand remains strong, especially for smaller sizes (45/60), as retailers actively promote summer fruit. Quality may become a concern as California begins to experience cooler weather and the season winds down. New watermelon supplies will be available in Nogales starting in early October.

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



## Mushroom

Availability is improving on the East Coast, while supplies on the West Coast continue to be limited.

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



## Onions

Rain has slowed harvests, but supplies remain excellent. Red onions are priced higher due to stronger demand compared to yellow and white onions.

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 nearing the end of their season. It's time to transition to Washington pears. The market remains steady, though prices are on the higher side.

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

Suppliers are maintaining 6-week averages, with contracted business remaining a priority. Costa Rican pineapples are facing challenges due to insufficient rainfall in the tropics, but the new crop is expected to reach the US by the end of September. Larger fruit remains difficult to source. Meanwhile, Mexican pineapples are becoming more available in the US as quality from the growing regions improves.

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



## Potatoes

The Norkotah harvest is peaking with sizes ranging from 40 to 70 count. Smaller potatoes are limited but still available. While some skinning has been reported, overall quality remains excellent.

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



## Squash

Supplies are light in the East, particularly for yellow varieties. Western supplies from Santa Maria and Baja are strong. Nogales is expected to start in a few weeks, and Georgia will begin production by early October.

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

As the season winds down, peaches and nectarines are beginning to thin out, but there are still plenty of plums and pluots available. Pomegranates have now started, and while imported kiwi will be very tight for the next couple of weeks, domestic kiwi is just around the corner. Asian pears are currently in good supply.

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



## Tomatoes

Markets are relatively steady with strong demand for romas and snacking tomatoes. The round tomato market remains stable. Supplies are available in the East from North Carolina, Alabama, and Tennessee, and in the West from California and Mexico.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	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

A low-pressure system is arriving today, bringing a chance of showers and reinforcing below-average temperatures. Rain is expected through midday Thursday, but totals should be less than  $\frac{1}{4}$ ". Morning lows will range from the low 40s to mid 50s, with daytime highs reaching the low 60s to upper 70s. High pressure is set to return on Friday, initiating a warming trend that will continue through the weekend. By then, temperatures will range from the mid 60s to mid 70s near the coast, upper 70s to low 90s in the coastal valleys, and upper 80s to mid 90s south of Soledad.



## MEXICO

Isolated showers and a few thunderstorms are expected through Friday morning. Rain totals will generally range from 0.02" to 0.20" with higher amounts possible in some thunderstorms. Over the weekend, Central Mexico will experience mostly dry conditions. Temperatures will remain seasonably warm through September 22nd, with highs ranging from the mid 70s to mid 80s and lows from the upper 50s to mid 60s.



## FLORIDA

Today, a frontal boundary will shift northward, bringing a few diurnally-driven showers and thunderstorms, mainly affecting South-Central and southern Florida. A cold front will move through the region from Thursday into Friday, resulting in isolated to scattered showers and thunderstorms. By the weekend, the boundary will stall over the Florida Keys, confining showers primarily to southern Florida and making them more isolated in northern Florida. Temperatures will remain seasonably warm throughout the weekend. Highs will range from the mid 80s to near 90, with lows in the upper 60s to low 70s in most of northern Florida. In north-central to southern Florida, highs will range from the mid 80s to low 90s, with lows in the low to upper 70s. Winds will gust to around 15 mph or less in most of southern Florida through September 20th.



## ARIZONA

Drier air will move in behind a passing low-pressure trough, leading to cooler-than-normal temperatures through Friday. Expect temperatures to gradually warm over the weekend. Highs will range from the upper 80s to mid 90s for the next three days, rising to the mid 90s to 104°F in most areas by Sunday. Morning lows will be in the mid 50s to mid 60s through Friday, warming to the 60s and low 70s by Sunday.

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



# Freight Updates



Freight this week sees supplies becoming lighter in the west coast growing region. This lighter volume is creating shipping delays at supplier level. The trucking industry will continue to see lighter supplies as fall approaches. With Pro\*Fresh you can rely on our proven carrier partners to expedite freight to your location!



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

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

	09/02/24	09/09/24	09/16/24	Change from	
				week ago	year ago
U.S.	3.625	3.555	3.526	▼ -0.029	▼ -1.107
East Coast (PADD1)	3.686	3.619	3.585	▼ -0.034	▼ -0.952
New England (PADD1A)	3.919	3.871	3.818	▼ -0.053	▼ -0.769
Central Atlantic (PADD1B)	3.908	3.847	3.810	▼ -0.037	▼ -0.938
Lower Atlantic (PADD1C)	3.580	3.508	3.479	▼ -0.029	▼ -0.977
Midwest (PADD2)	3.613	3.528	3.481	▼ -0.047	▼ -1.011
Gulf Coast (PADD3)	3.265	3.190	3.172	▼ -0.018	▼ -1.180
Rocky Mountain (PADD4)	3.590	3.567	3.588	▲ 0.021	▼ -1.276
West Coast (PADD5)	4.293	4.257	4.244	▼ -0.013	▼ -1.451
West Coast less California	3.896	3.837	3.818	▼ -0.019	▼ -1.442
California	4.749	4.739	4.733	▼ -0.006	▼ -1.459

\*prices include all taxes

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

# Crop Update



Cooler weather, along with a little rain/drizzle this week in the coastal regions of Central and Southern California will hinder growth rates and add a little moisture to the region. The cool down will be short lived however as high pressure returns over the weekend bringing above average temperatures once again next week.

We continue to see an increase in disease pressure showing up in lettuce, leafy green, and other fields in certain locations across the Salinas Valley impacting yields and quality. The continued deep marine layer in these coastal growing locations promote warm overnight temperatures. These warm, humid overnight conditions will increase mold, mildew, and disease pressure across the regions. Lettuce supplies are in generally good quality with some high core/seeder along with fringe and tip burns are also being reported in current leaf supplies.

Cole crops (Broccoli, Brussels Sprouts, Cauliflower, Cabbage) continue to battle the Diamond back moth larvae, especially in broccoli and cabbage stands. These larvae are quite active and well camouflaged and can easily hide in the broccoli crown making it very difficult for growers to spot the embedded pests. Growers are bypassing some acreage due to infestation of this serious pest. Brussels sprouts, and cauliflower fields have also been impacted to a lesser degree. Warm temperatures have contributed to an increase of seeders in many of the brussels sprouts currently and this looks to continue for the near term.

To the south in the desert regions growers continue plantings for the winter season. Green onion supplies look to remain extremely light coming from the main growing region of Mexicali due to hot temperatures reducing yields in the region. These regions supply most of the current production and will take weeks to recover at a minimum.



**TIM LYNCH**

**QUALITY ASSURANCE MANAGER**