

The Source

Commodity of the Month - Potatoes



MARKET ALERTS

Avocado: Markets are rising as California and Peru wind down. Flora Loca is starting in limited quantities with lower maturity. California's season runs through August; Colombian shipments are decreasing, and Peru's supply continues until late August.

Bell Peppers: Supplies are extremely limited due to high temperatures in the San Joaquin Valley. Eastern regions show slight increases in #1 grade products, but choice options are scarce.

Blackberries: Availability is very limited, but Oregon harvesting is beginning to ease shortages.

Broccoli: Salinas Valley supplies are slightly lower due to heat.

Brussels Sprouts: Light supply outlook with high prices for bulk packs and limited processed availability. Quality is generally good with some elongated seed stems.

Carrots: Cuyama and Santa Maria are the main growing regions, with production through early October, but Jumbo carrots are limited due to heat.

Oranges: Harvest volumes are low, peaking at 72ct and larger; 88/113/138ct sizes will be tight post-summer break.

Garlic: The market is steady, with domestic supplies arriving by late July or early August. Green Onions: Heat and humidity in Northern Mexico are expected to reduce yields and raise prices.

JULY 31, 2024

CROP UPDATES

The California fresh pear season has begun in the Sacramento River Delta growing district, with Bartlett and Red Bartlett starting the season. Harvests from Lake County and Mendocino regions are set to begin in early to mid-August. [Read more](#)

WEATHER

Arizona - South-central Arizona may experience scattered showers and thunderstorms today, with dry conditions and warmer-than-normal temperatures. Highs range from 104-110, with light to moderate south-south winds decreasing.

California - High pressure system and moderate marine layer conditions will lead to above-average temperatures through the weekend, with morning lows in the mid-40s, daytime highs in the upper 50s to 70s.

Florida - Florida may experience isolated showers on Wednesday and Thursday, with moisture levels limited. Warm temperatures and gusty winds will shift towards the tropics over the weekend.

Mexico - Central Mexico is forecasted to experience isolated showers through August 4th, with rainfall ranging from 0.02 to 0.20 inches, and normal temperatures throughout the weekend.

FREIGHT

Freight is active this week with anticipation of schools reopening for the fall. Pro*Fresh is eager to match your LTL pallets and help move your full truckloads. Give us a call to set up your program today!



IN PEAK SEASON



Iceberg Lettuce: Supplies are tightening; larger heads are available from Salinas Valley and Southern California, though some are misshapen.

Tender Leaf Lettuce: Supplies will be tight next week due to harvesting of younger, smaller products.

Pineapple: Limited supply; Costa Rican pineapples face drought, and Mexican varieties have quality issues from heavy rains.

Tomatoes: Slow supply from Tennessee and limited West Coast availability due to bloom drop and reduced acreage.

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Commodity Updates



Apples

New crop Washington apples are just around the corner. While most varieties won't be available until September, new crop Gala and Honey Crisp will start in the second week of August. Until then, expect the apple market to remain mostly steady. Reds, Granny Smiths, and Fuji will stay in good supply throughout the summer. However, Fuji and Pink Lady prices will increase throughout August. Most shippers will finish their Golds in the next couple of weeks.

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



Asparagus

There is still good availability of Mexican asparagus from McAllen, TX; Los Angeles, CA; and Salinas, CA, with supply continuing to exceed demand. Currently, three main overlapping supply areas are harvesting in Mexico: Southern Baja, Northern Baja, and Central Mexico. Jumbo sizing remains very limited. Peruvian asparagus supplies are steady; while northern regions are starting to decrease slightly, new southern areas have already opened and will be ready for full harvest by early August.

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



Avocados

ALERT

Markets are rising as California and Peru begin to wind down. Flora Loca has started, but in very limited quantities, with maturity levels lower than those of the Normal crop still being shipped. Typically, Flora Loca floods the market, but this year that hasn't occurred due to the oil content needing to reach 24%. Shippers are taking precautions to prevent fruit from being mixed on the same pallet. California's season will continue through August, while Colombian shipments are arriving on the East Coast; volumes are expected to gradually decrease as the current crop comes to an end. Peru's supply will also continue through late August.

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



Bell Peppers

ALERT

Supplies remain extremely limited due to triple-digit temperatures in the San Joaquin Valley, which continue to impact production, quality, and harvesting. While there is slightly more supply emerging from the eastern areas—primarily #1 grade products—choice options remain scarce. Red bell peppers are particularly short from both California and Canada, with no relief anticipated in the near future. Some greenhouse partners have sourced imports from Holland to help meet demand, but it still falls short of what's needed.

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)

ALERT

Blackberry availability remains very limited. However, the Oregon region has started harvesting, which should help alleviate some shortages as transfers begin to reach West Coast distribution centers. Currently, demand continues to exceed supply.

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



Berries (Blueberries)

Good volumes are still being harvested from the Pacific Northwest, Michigan, and Mexico, with quality remaining high across all regions.

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



Berries (Raspberries)

Availability is strong from the Baja and Central Coast regions of California, and markets have adjusted in response to these higher supply levels.

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



Berries (Strawberries)

We are seeing consistent strawberry production from the Salinas and Watsonville areas. While the plants are in a downward cycle, we can still expect good yields throughout August.

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

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

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Broccoli

ALERT

Broccoli supplies in the Salinas Valley are slightly lower due to recent heat accelerating field growth. Expect the market to rise as we head into the weekend.

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



Brussel Sprouts

ALERT

The supply outlook for the coming week remains light. Expect high and sustained open market prices for bulk packs and limited availability of processed Brussels sprouts. Quality is generally good, with reduced insect injury, though elongated seed stems/cores are still present.

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



Carrots

ALERT

Cuyama and Santa Maria have now become the primary growing regions, and production is expected to continue through early October. The upcoming season looks promising, with ample acreage and good supplies. However, we still need to catch up on Jumbo carrots, as extreme heat in Bakersfield shortened that season by a few days. Please place orders with a 48-72 hour lead time.

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



Cauliflower

Cauliflower supplies are expected to be plentiful this week, barring any quality issues from the recent heat wave. This presents a good opportunity for promotion.

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



Celery

Steady supplies are expected throughout the week, with competitive pricing both in the north and south. Multiple shippers are ready to flex for volume orders, so promote as much as possible. Quality remains good, with only slight seeder reported.

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

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

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Citrus (Lemons)

Fruit sizes are currently peaking at 115ct and larger, while 165ct and smaller sizes will remain extremely tight throughout the summer until District 3 begins in mid to late September. Markets for 140ct and smaller sizes are expected to stay strong. With District 1 (San Joaquin Valley) finished, District 2 (Oxnard/Ventura County) has become the primary growing region, focusing on larger fruit. Additionally, offshore supplies on the West Coast are starting to provide some relief for domestic lemon shortages.

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



Citrus (Limes)

Markets have remained relatively flat over the past few weeks; however, FOB pricing has risen a few dollars this week due to reduced supply crossing through South Texas. While sizing has improved on 110/150ct, quality issues persist. Expect higher market prices throughout August, as the upcoming crop is projected to yield less fruit due to ongoing drought and lack of rainfall in the region.

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



Citrus (Oranges)

ALERT

Valencias are currently the main variety, performing well with rising market demand. As schools resume, demand is picking up, but harvest volumes remain low as we aim to extend this short Valencia season. The fruit is peaking at 72ct and larger, while 88/113/138ct sizes will be extremely tight once summer break ends. Valencias are available in the Central Valley and Riverside, with Brix levels around 12. Additionally, offshore Chilean fruit is available on the West Coast.

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



Cucumber

Overall supply is good in both the East and West, with improved quality being reported from Baja.

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



Eggplant

Supply is strong in the East, but the heat in California is reducing yields, leading to increased FOB prices. Quality remains fair as hot temperatures are expected to continue into next week.

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

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

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Garlic

ALERT

Garlic production in Mexico remains limited, but quality is fair. The market is expected to remain steady over the next few weeks, with domestic supplies anticipated to start arriving by 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)

Domestic grapes in the San Joaquin Valley are seeing better production this week. Although high field heat is still limiting picking hours, conditions have improved compared to last week. Most lots maintain high quality, and the market is steady to slightly lower for green grapes.

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



Grapes (Red)

Domestic red globes are starting to come in, while a few lots of Mexican red globes are still available. Production of domestic grapes in the San Joaquin Valley has improved this week, despite high field heat limiting picking hours. Quality remains high for most lots, and the market is steady to slightly higher for red grapes.

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



Green Onions

ALERT

Due to extreme heat and humidity in Northern Mexico over the past two weeks, we anticipate reduced yields from harvesting. As a result, the market is likely to see price increases in the coming weeks.

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



Kale

Kale supplies are expected to be plentiful this week, presenting great opportunities for promotion, and the quality remains excellent.

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

ALERT

Supplies have tightened across multiple shippers, but production continues in the Salinas Valley and Southern California. Warm temperatures in the growing regions have resulted in larger head sizes, increasing the availability of jumbo lettuce. However, misshapen heads are still common upon arrival across the industry. Currently, weights are being reported in the 39-44 pound range.

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



Lettuce Leaf

Romaine, along with red and green leaf, will be readily available throughout the week, with romaine hearts in all packs also showing strong availability. Good quality is anticipated, thanks to multiple suppliers, with only minimal tip and fringe burn reported. The weights for all leaf items remain above average, and steady supplies are expected throughout the week.

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



Lettuce Tender Leaf

ALERT

Due to the hot weather over the past three weeks, growers are experiencing cilantro going to seed, leading to decreased yields and quality issues. Expect cilantro supplies to be tight through next week. Suppliers are proactively harvesting younger product by moving to different fields, but this will result in smaller leaves and shorter heights.

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



Melon (Cantaloupe)

The cantaloupe market remains steady, with excellent quality from the new crop in Central California. Due to the recent heat wave, the crop is peaking on Jumbo 9s and 9s, with smaller fruit fetching a premium. Brix levels are ranging from 14 to 17. Retailers are gearing up to promote ADS at the end of July and into early August across all melons. However, there may be a gap in August as high yields begin to define the season. Additionally, the fall crop in Yuma is starting to come in.

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

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

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Melon (Honeydew)

The honeydew market is steady as shippers have successfully increased their inventory of the new crop, which is currently peaking on Honeydew 5s and Jumbo 5s. However, crossings from Mexico are lower, creating a gap in the supply of smaller fruit. As a result, Honeydew 8s are commanding a premium in the market.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Excellent
Central America (December - May)	Steady	\$\$\$	Excellent



Melon (Watermelon)

Watermelons are currently available in California, Kentucky, North Carolina, and South Carolina. There is steady demand following the holiday, with retailers actively promoting summer fruit. Additionally, Washington fruit is in the early stages of harvest.

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



Mushroom

There are excellent supplies and availability.

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



Onions

California and New Mexico are in the final weeks of shipping, and the market remains active.

Commodity/Region	Supply	Price	Quality
South Texas (July-April)	Steady	\$\$\$	Good
Tri-Cities, Washington (July-April)	Light	\$\$\$	Fair
California Desert (April - May)	High	\$\$\$	Excellent



Pears

California Bartletts are now in full production, and the market remains steady. Washington is expected to begin harvesting Bartletts in the second half of August, but its crop is projected to be down in volume. The Wenatchee area, in particular, was significantly impacted by a frost during bloom, leading some shippers to doubt the viability of their crop in that district. Additionally, the Yakima and Hood River districts are also projected to be down by 20% compared to last year.

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

ALERT

Supply is currently falling short of demand, with contracted business remaining a top priority. For Costa Rican pineapples, a lack of rainfall in the tropics has led to lower year-over-year crossings, but the new crop is expected to arrive in the U.S. in week 32. Meanwhile, Mexican pineapples are facing challenges due to heavy rains, which have caused internal issues and resulted in lower Brix levels that do not meet U.S. standards.

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



Potatoes

The market is elevated for 40-70 CT sizes, with supplies remaining limited. Storage is primarily composed of 90-120 CT potatoes, while new crop potatoes are starting to enter the market from Washington.

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

Santa Maria and Baja are producing good supply and quality. In the East, production is fragmented across multiple regions, offering adequate availability and mostly good quality, although some weather-affected areas may experience occasional issues.

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



Stone Fruit

In the Central Valley, peaches, plums, and nectarines are seeing slight price increases due to the heat wave limiting the working hours for crews. However, both supply and quality remain good. Pluots have begun shipping from several Central Valley suppliers and will continue throughout August. Early Wonderful pomegranates are expected to start by mid-August. Meanwhile, the Chilean kiwi market remains steady, with a slight upward trend.

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



Tomatoes

ALERT

Markets remain highly active, influenced by persistent rain in the East and high temperatures in California. Volume from new regions like Tennessee is slow to ramp up for rounds and romas, while supplies from the West Coast remain limited. This scarcity is expected to continue due to bloom drop and reduced acreage this summer in California.

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

A strengthening high pressure system combined with moderate marine layer conditions will result in near to slightly above average temperatures through the weekend. Morning lows will range from the mid 40s to low 60s, while daytime highs will reach the upper 50s to low 70s near the coast, upper 70s to upper 80s in the coastal valleys, and mid 90s to 103 degrees south of King City.



MEXICO

Isolated shower activity is expected over the fields of Central Mexico through August 4th, with rainfall totals generally ranging from 0.02 to 0.20 inches. However, higher amounts may occur during some thunderstorms. Temperatures are expected to remain near normal throughout the weekend, with highs in the mid 70s to mid 80s and lows ranging from the mid 50s to mid 60s across the forecast area.



FLORIDA

On Wednesday and Thursday, isolated to scattered showers may occur across the state, though moisture levels are somewhat limited due to mid-level ridging. As we approach the weekend, attention will turn to the tropics, where a currently disorganized system is developing. Temperatures in Florida will remain warm throughout the weekend, with highs ranging from the upper 80s to mid-90s most days and lows in the mid-70s to low 80s through Sunday morning. Winds are expected to gust between 15 and 22 mph across most of Southern Florida until August 2nd.



ARIZONA

Today, scattered showers and thunderstorms are possible in south-central Arizona as a plume of moisture flows in from the southeast. Otherwise, expect dry conditions and warmer-than-normal temperatures. Highs will reach the 104-110 range in most valleys today through Friday, increasing to 110-117 by Sunday afternoon. Morning lows will generally be in the 80s throughout this period. Light to moderate winds from the south, gusting up to 15-20 mph, will decrease as the weekend approaches.

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

Freight Updates



Freight is active this week with anticipation of schools reopening for the fall. Pro*Fresh is eager to match your LTL pallets and help move your full truckloads. Give us a call to set up your program today!



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

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

	07/15/24	07/22/24	07/29/24	Change from	
				week ago	year ago
U.S.	3.826	3.779	3.768	↓ -0.011	↓ -0.359
East Coast (PADD1)	3.908	3.872	3.844	↓ -0.028	↓ -0.309
New England (PADD1A)	4.109	4.101	4.089	↓ -0.012	↓ -0.072
Central Atlantic (PADD1B)	4.067	4.061	4.028	↓ -0.033	↓ -0.263
Lower Atlantic (PADD1C)	3.829	3.778	3.751	↓ -0.027	↓ -0.350
Midwest (PADD2)	3.745	3.732	3.727	↓ -0.005	↓ -0.378
Gulf Coast (PADD3)	3.551	3.461	3.468	↑ 0.007	↓ -0.363
Rocky Mountain (PADD4)	3.750	3.731	3.718	↓ -0.013	↓ -0.409
West Coast (PADD5)	4.450	4.394	4.370	↓ -0.024	↓ -0.383
West Coast less California	4.030	3.977	3.968	↓ -0.009	↓ -0.433
California	4.932	4.874	4.831	↓ -0.043	↓ -0.327

*prices include all taxes

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

Crop Update



The California fresh pear season has begun harvest in the Sacramento River Delta growing district with the Bartlett and Red Bartlett to start the season. Harvests from the Lake County and Mendocino growing regions of Northern California are set to begin in early to mid- August. The river growing district is the largest producer of California pears with approximately 66% followed by Lake County at 22% followed by Mendocino at 12%.

This year's California pear crop is excellent in quality, when it comes to fresh market pears, California farmers will pack over 2 million 36-pound boxes. In addition to 2 million-plus boxes of Bartlett pears, California pear growers will harvest another 500,000 boxes of other heirloom varieties including Golden Bosc, Sunsprite, Comice, Seckel and Red Pears along with a limited supply of organic varieties. Production is forecast to be down 25 - 30% overall as harvests begin.



California growers believe in harvesting and marketing pears the traditional way which means they offer a fresh pear throughout the entire season that has never been treated with shelf life-extending chemicals. California pears are hand-picked, placed into bins and brought to packing houses where they are put in boxes or shipped to a cannery. Bartlett pears are picked green and will become softer, sweeter and more yellow after they are picked. To ensure the best quality, California growers will hand-select the largest fruit first and will pick each tree more than once as the fruit continues to grow larger in size.



Washington and Oregon production will follow the California crop by 2-3 weeks with harvests slated for mid-August. The Northwest Pear crop is facing numerous challenges this season. It has been a devastating Year for the Wenatchee Valley Growing Region. Due to extreme cold Temps in Feb. Anjous and Bartletts could be down as much as 60%. Yakima and Hood River OR growing areas are down roughly 20%. Bosc out of Wenatchee are basically wiped out 85% down from last Year. Yakima and Hood River are reporting at least 50% down. Red Pears are down 25% to 40% between all regions. Weneatchee Valley Grows the majority of Washington Pears so this will be a very unusual Season for over-all availability.



TIM LYNCH
QUALITY ASSURANCE MANAGER