



## Golden Rule Produce Presents: The Morning Sun

**Grapes:** Quality on the **green seedless** continues to be a problem as the last of the domestic storage grapes all show varying degrees of amber and discoloration. The market continues to be strong for the last of the domestic greens. **Chilean green seedless** are on the water and are now being projected to be available around the 28th of December. The **red seedless** storage grapes are readily available with somewhat better quality than the greens' but they too are beginning to show their age.

**Melons:** Offshore **cantaloupes** are slow to arrive and are extremely tight. The sizing continues to peak on 9's and 12's. The market is climbing up on what little is available. Lower than normal temperatures in the growing areas have slowed down production. Quality is good. **Honeydew** from the desert is finished for the season. **Mexican** supplies are fewer as growing areas finish. Offshore dews are arriving now with 5's and 6's being the main sizes. Volumes are not keeping up with the current demand. The market is higher on all sizes. Quality is good.

**Seasonal Fruits:** The last shot of **cranberries** is available to handle any holiday demand. **Persimmons** are finished with anything now left affected by heavy rains. **Chestnuts** have all but disappeared.

**Tomatoes:** The market is still in an extreme situation, however, we are starting to see prices come down and expect to see a substantial change next week. The weather has been favorable and has helped boost production. Industry-wide shortages are to be expected for at least another week. After that, we are anticipating some relief.

**Eggplant** demand is still outpacing supplies. **Mexican** production is heavy towards 24's and very light on 18's. Current market somewhat unsettled but supplies are meeting demand.

**Green onion** market is flat. Demand has fallen off. Production in **Mexico** is expected to have good availability with small sizing dominating.

**Green beans** and **French beans** are very tight.

**Asparagus:** This market continues to gain more strength. **Peruvian** product is still light in availability, but will dominate Christmas markets. **Mexico's** main production will be finished up this week and production will not start up again until the middle of January. **Mexico** will see production gaps until mid-January.

**Broccoli, Cauliflower & Celery:** Growing conditions have been ideal for **broccoli** and supplies are plentiful. **Cauliflower** markets remain at extremes with nowhere to go but down. **Colored cauliflower** is gapping as well and now moving to special order as product is getting hard to come by. Excessive demand and poor growing conditions will negatively impact supply and price in the coming days and weeks. **Celery** production has slowed in **Mexico** and in **Oxnard** due to the rain. Markets are firm and prices high. Larger sizes are tight. Demand is strong and will keep prices up there in the near term.



**Iceberg Lettuce & Leaf:** There is currently a full pipeline on **iceberg** and **leafy lettuces**. Prices have dropped as growers are about nine days ahead on production levels. This will change dramatically when the first cold snap hits.

**Mixed Vegetables:** The **squash** market is very unsettled as some new farms come online. It is still a *demand exceeds* but signs of markets are weakening on **Italian squash**. **Yellow squash** continues very short and demand exceeds supplies.

**Apples & Pears:** East Coast apple shippers are short on the smaller sizes and **Washington** is into larger fruit so stay ahead on the smaller sizes. The east will be pulling heavier from the **Northwest**.

**Avocados:** **Mexico** is still coming in with steady volume. The supply on 48's has improved with 60's and 70's volume holding steady. Demand for the 60's and 70's have improved and pricing on these sizes have firmed up, narrowing the gap with the 48's.

**Berries:** **Strawberry** demand exceeds supply. Very limited availability currently and with heavy rain and winds this week, expect for continued growth and quality issues. **Blueberries** are tight on the west coast as **Chilean** shipments are delayed. **Argentina** growing regions have past their peak and significant weather events have mostly ended their season. Quality issues being reported in fruit that remains in the market (mold, shrivel, soft berries). **Chilean** fruit production has been delayed by recent rain and also delayed at the ports due to the inspectors strike. Both air and water

**Lemons** are also starting to turn around. Smaller fruit is getting tight again and we have made some moves on the bigger fruit to get extra business. There is very little offshore fruit left in the market. It is now just **California** and **Arizona** fruit left. The desert fruit is going fast and the central **California** fruit is getting a late start. Under picking may get us into a demand exceeds supply in the next couple of months.



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