

the Fresh Press ALERT

Produce that's Fresh. Information that's to the Point.

JULY 13TH, 2018

BRUSSELS SPROUTS ALERT

Demand exceeds supply as Mexico winds down and CA is not producing enough to keep up with demand.

LEMONS ALERT

Demand exceeds supply on all sizes as volume dropped from poor quality. Additionally, heat has caused some fruit to start to drop from the trees. District 2 (CA's coastal areas) is offering more Standards than Choice or Fancy, and all sizes are tight, especially 115 ct and smaller.

ONIONS—RED ALERT

Supplies are very light, causing markets to rise dramatically from all locations due to a weather-related gap in production. All orders are being filled, but expect these high markets for the next two weeks.

PEPPERS—GREEN ALERT

The heat out west has curtailed availability out of Bakersfield and Oxnard. The Carolinas and Michigan in a gap; putting more strain on the west coast crop, with heavier demand from the Midwest. We should see more bells next week out of the coast and Gilroy, CA.

