

the Fresh Press ALERT

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

OCTOBER 19TH, 2018

BERRIES—BLACK & BLUE ALERT

Blueberries ALERT: Watch for inconsistent sizing and fruit rot from variable fall weather. The market is very active and short in supply for the rest of the month.

Blackberries ALERT & Raspberries: Quality is fair to good with availability issues. Condition may vary with cycling fall weather. Blackberry supplies are short for another 7-10 days as better production starts out of Mexico. Raspberries remain steady.

CORN ALERT

Supplies are extremely short as 95% of GA's crop was destroyed by Hurricane Michael with no real availability and quality until South FL (Belle Glade) comes on board in November.



CUCUMBER ALERT

The market is active and strong with short supplies. East Coast: GA supplies are tight from Hurricane Michael, NC has finished, and FL is starting. West Coast: Production from Baja and Sonora is down from rain but will start to improve.

GREEN BEANS ALERT

Supplies are significantly affected by Hurricane Michael and will remain extremely tight with quality fair to poor until mid-Nov from South FL.

GREEN ONIONS ALERT

Quality is fair and improving as the industry transitions to daytime harvest. Demand exceeds supply, with market active through October.

MUSHROOMS ALERT

Quality is average and supply may tighten from regional facilities affected by storms on the East Coast and Mexico.

ORANGES ALERT

Valencias are waning and quality is fair to poor with 113/138 ct supplies extremely short. Navels are expected to start, with more volume late-Oct. Navels will be gassed and the interior color will be pale with spotting on Choice grades.

PEPPERS ALERT

Supplies are short and the market is stronger. CA is transitioning to Coachella, and GA production was affected by Hurricane Michael. High winds caused some sunscald and bloom drop, which will affect production yields. South FL will harvest by Thanksgiving.

TOMATOES ALERT

East: Round availability is low from TN/AL, Roma markets continue to strengthen with quality fair at best, and grape supply is light. Hurricane Michael will factor into future volume in GA and northern FL. West: The effects of Tropical Storm Sergio and increasing demand from the low volume out East has put a strain on the western market on all varieties. The market will continue to strengthen.