



**MIDWEST  
FOODS**



# Midwest Foods Weekly Updates *July 24th, 2024*



## LOCAL Fresh Off the Farm



Blueberries  
12-1PT | 01-11468

**LOCAL | BIPOC**  
BERRY DELICIOUS



Corn BiColor  
48 CT | 01-12074

**LOCAL**  
GARWOOD



Cucumber Basket  
24 CT | 01-12241

**LOCAL**



Eggplant  
24 CT | 149700

**LOCAL**  
GARWOOD



Kale  
Green 14 CT | MWF-8040  
Lacinato 24 CT | MWF-8039

**LOCAL | BIPOC**

CHICAGO URBAN FARM SOLUTIONS



Pepper Jalapeno  
5 LB | 01-4579

**LOCAL**  
GARWOOD



Tomatillos  
5 LB | 01-4631

**LOCAL**  
GARWOOD



Tomato Cherry Sungold  
12-1 PT | 6-2408

**LOCAL**  
WINDY CITY HARVEST



## Berry Delicious Blueberries

**LOCAL | BIPOC | SUSTAINABLY GROWN**

Nahun Avalos has been cultivating Berry Delicious Farms since the early 2000's. While visiting his uncle in Michigan, Nahun was introduced to blueberries **grown in the ideal soil and climate** of the area by some neighbors who brought by freshly picked berries, and he was blown away by the flavor. The next weekend, he and his wife returned for more blueberries, and it led them down a path of discovery that resulted in buying their own blueberry farm.

We're excited to be visiting Berry Delicious next week for a very special tour that includes the opportunity to **pick fresh Michigan blueberries!**

### Event Details

Monday, July 29th, 2024  
11:00AM CT  
72423 34th Ave Covert Michigan

Today is the last day to RSVP for this Farm Tour!  
[surveymonkey.com/r/berrydelicioustour2024](https://surveymonkey.com/r/berrydelicioustour2024)



**BLUEBERRIES**  
12-1PT | 01-11468

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**Apples** As we enter the third week of July, new crop Washington apples are just around the corner. While most varieties won't start until September, new crop Gala and Honey Crisp apples will begin in the second week of August. Until then, the apple market should remain steady. Reds, Granny Smiths, and Fujis will be in good supply throughout the summer. Prices for Honey Crisp and Pink Lady apples will rise in July, and most shippers will finish their goods in the next couple of weeks.

**Asparagus** Mexican asparagus has improved this week due to better weather in the region. Peruvian volume is also better and is expected to continue improving over the next two weeks. Jumbo sizing remains limited. Expect the market on both coasts to gradually stabilize.

**Avocados** Ripening times for the current Normal crop will remain shorter until the next crop is ready. Flora Loca has begun, but only in very light quantities. Maturity levels are still lower compared to the Normal crop, which continues to be shipped. Shippers are taking every precaution to ensure that fruit does not get mixed on the same pallet. California production is ongoing and will continue through August. Colombian fruit is arriving on the East Coast, with volume expected to gradually decrease as the current crop winds down. Peru is also supplying fruit and is expected to continue through late August.

**Bell Peppers** The market remains steady at elevated levels. Volume in the East is low, with North Carolina finishing up and Michigan yet to start. As a result, California has seen strong demand, but extreme heat in the valley is limiting the harvest. Canadian colored bell production is also light due to quality issues, and California's supply is insufficient to meet demand. Expect markets, particularly for colored peppers, to remain active for the next several weeks.

**Berries (Blackberries)** Due to the extreme heat in Central Mexico and California a few weeks ago, plants are recovering very slowly. Additionally, recent rain in Mexico is causing further quality issues, reducing overall volume. As a result, demand is currently exceeding supply.

**Berries (Blueberries)** The Pacific Northwest is currently dominating the market with an abundance of fruit from Oregon, Washington, and British Columbia. Michigan is also in its second or third week of production. Markets are expected to remain steady with a slight downward trend.

**Berries (Raspberries)** Similar to the blackberry situation, plants in Mexico and California did not respond well to the excessive heat in late June. Recent rain in Mexico has further impacted quality and availability. Markets are expected to remain elevated through next week.

**Berries (Strawberries)** Strong volume continues to come from the Salinas and Watsonville areas, although demand remains very light. As the plants move past their peak production, we can expect volume from these regions to begin tapering off.

**Broccoli** Broccoli supplies and quality are gradually improving in Salinas, Santa Maria, and Mexico. Expect the market to continue easing as we head into the weekend.

**Brussel Sprouts** The short supply of Brussels sprouts persists due to warm weather in Mexico, which has caused discoloration and an increase in pests. The market is expected to remain steady next week.

**Carrots** Bakersfield is the primary growing region this week, followed by the Cuyama/Santa Maria area, which will continue through October. Everything looks promising for the upcoming season, with ample acreage and good supplies.

**Cauliflower** Cauliflower supplies are steady, with good quality coming from Salinas, Santa Maria, and Mexico. All sizes are available at competitive prices, and the market is expected to remain stable through the weekend.

**Celery** Steady supplies are expected throughout the week for this commodity, although demand is currently low. All sizes are available, and multiple suppliers are flexible with volume-type orders, so promote as much as possible. Trucks can load both north and south. Overall, the quality of the product remains above average from most shippers.

**Citrus (Lemons)** Fruit is peaking at 115 ct and larger sizes, while 165 ct and smaller sizes will remain extremely tight throughout the summer until District 3 begins in mid to late September. Markets for 140 ct and smaller will continue to be strong. District 1 (San Joaquin Valley) has finished, leaving District 2 (Oxnard/Ventura County) as the main growing region, which is currently peaking on larger fruit. Additionally, offshore supply on the West Coast has started to come in lightly, providing some relief to domestic lemon availability.

**Citrus (Limes)** The market remains steady. Recent intermittent rain is expected to improve sizing in the coming weeks, though overall supplies are anticipated to decline in August. Quality is acceptable, but the size distribution will begin to shift toward larger sizes.

**Citrus (Oranges)** Valencias are the primary variety and are performing strongly in a steady market. Demand is starting to pick up slightly with some school business returning, but harvest levels remain on the lower side as growers aim to extend this short Valencia season. Fruit is peaking at 72 ct and larger, while 88, 113, and 138 ct sizes will be tight throughout the Valencia season once schools resume. Valencias are currently available in the Central Valley and Riverside, with Brix levels in the 12 range. Additionally, offshore Chilean fruit is beginning to arrive on the West Coast this week.

**Cucumber** Supply is adequate, with good volume and quality coming from Baja. However, Central Mexico's volume crossing through McAllen is light due to recent weather. Eastern supply is also transitioning to northern areas.

**Eggplant** Volume and quality from the San Joaquin Valley are good. While there is still some availability in the Carolinas, local deals are expected to begin in the coming weeks.

**Garlic** Garlic production in Mexico remains limited, though the quality is fair. The market is expected to stay steady over the next few weeks, with domestic supplies anticipated to begin arriving around late July or early August.

**Grapes (Green)** Mexican grapes are nearly finished for the season, as extreme heat in the growing regions led many growers to wrap up early. However, there are still a few lots of Mexican

red globes available. Domestic grapes will see a significant volume increase this week as the main district in the San Joaquin Valley ramps up production. High field temperatures are limiting the hours crews can pick, but the crop is reported to be of excellent quality and volume. Barring any unseasonal rainstorms, we expect a steady supply of California grapes until late November or early December.

**Grapes (Red)** Mexican grapes are nearly finished for the season, as extreme heat in the growing regions led many growers to wrap up early. However, there are still a few lots of Mexican red globes available. Domestic grapes will see a significant volume increase this week as the main district in the San Joaquin Valley ramps up production. High field temperatures are limiting the hours crews can pick, but the crop is reported to be of excellent quality and volume. Barring any unseasonal rainstorms, we expect a steady supply of California grapes until late November or early December.

**Green Onions** Green onions are abundant this week and show improved quality, with expectations for a continued strong supply into next week.

**Kale** Kale supplies are expected to be abundant and of high quality this week, providing an excellent opportunity for promotion.

**Lettuce Iceberg** Overall, the market is steady, though there is a slight pricing gap within the industry. Some suppliers are harvesting jumbo-sized lettuce due to warm temperatures in the growing regions. The reduced demand from schools being out has led to a backup of inventory among various shippers. There are currently no value-added lettuce items experiencing escalation. Reports indicate discoloration of outer leaves, misshapen heads, and heavy weights.

**Lettuce Leaf** The lack of demand, combined with warm temperatures across all growing regions, has resulted in plentiful supplies of romaine, green, and red leaf lettuce throughout the industry. Good supplies of romaine hearts are also available. Shippers are flexible, and while temperatures are expected to cool off this week, we anticipate strong supplies for all leaf items. Light tip and fringe burn may start to appear due to the excessive heat in recent weeks. Overall, weights and sizing will continue to be above average for all leaf products.

**Lettuce Tender Leaf** Tender leaf items such as spinach, spring mix, parsley, and cilantro have been significantly affected by the recent high temperatures. Over the next week, you can expect to see yellowing, wilting, and generally softer textures. Supplies are anticipated to tighten as we head into the weekend.

**Melon (Cantaloupe)** The cantaloupe market is steady, with excellent quality from the new crop in Central California. Due to the recent heat wave, the new crop is peaking on Jumbo 9s and 9s, while smaller fruit is commanding a premium. Brix levels are in the 14-17 range. Retailers are looking to promote ADS at the end of July and beginning of August for all melons. Specialty melons are currently available in the desert.

**Melon (Honeydew)** The honeydew market is steady, with shippers successfully increasing their inventory of the new crop. The new crop is peaking on Honeydew 5s and Jumbo 5s. Crossings from Mexico are lower, resulting in a gap for smaller fruit, making Honeydew 8s a premium. Brix levels are between 14-18%.

**Melon (Watermelon)** The Arizona season has ended, and watermelons are now available in California, Kentucky, North Carolina, and South Carolina. There is steady demand post-holiday, with retailers actively promoting summer fruit.

**Mushroom** Supplies and availability are excellent.

**Onions** High temperatures in California are causing production delays, resulting in elevated prices in New Mexico due to shortages in California.

**Pears** New crop California pears are starting this week, although the crop is down 20% from last year and supported by high prices from canneries. Expect California prices to begin high and remain elevated. Washington's crop is also projected to be down in volume, with the Wenatchee area particularly affected by frost during bloom, leading some shippers to doubt the viability of their crop in that district. The Yakima and Hood River districts are also expected to be down by 20% compared to last year.

**Pineapples** Supply is insufficient to meet demand, with contracted business prioritized. Costa Rican pineapples are facing reduced crossings due to low rainfall, with the new Costco crop expected in week 32. Mexican pineapples are affected by heavy rains, resulting in internal issues and lower Brix levels that do not meet U.S. standards.

**Potatoes** With Norkotahs finishing up and Burbanks becoming the primary variety, stocks of 40-70 CT have become quite limited. However, there are abundant supplies of 80-120 CT and 6 oz #2s available.

**Squash** There are good supplies coming from several production areas in the East. Out West, Baja, Santa Maria, and the Northwest are offering squash. Overall quality is good, and we expect strong supplies to continue for the next several weeks.

**Stone Fruit** Peaches, plums, and nectarines in the Central Valley are seeing slight price increases due to a heat wave that limits crew working hours. However, both supply and quality remain good. Pluots have started arriving from several Central Valley shippers and will continue through August. The apricot season in California has ended, while Washington's season has begun, albeit lightly. The Chilean kiwi market remains steady.

**Tomatoes** Markets remain elevated, with romas being the most limited. The East Coast has not fully transitioned to Tennessee yet, resulting in light volume to start. In the West, southern Baja districts are finishing up, while northern areas are also light due to weather. The hot temperatures in the San Joaquin Valley have led to some heat-related quality issues, and we anticipate lighter supplies in August due to bloom drop from the extreme heat. Markets are expected to remain active throughout the summer.

ProAct The Source 7.17.24

## Weather

**Arizona** Temperatures in Yuma and southeast California will remain 105-110, with potential for isolated showers by Friday. Light-moderate southerly winds will weaken towards the weekend.

**California** Island temperatures will return to heat wave levels this weekend, but coast and coastal valley field temperatures will remain slightly above average due to lack of offshore flow. Daytime highs near the coast will range from the upper 50s to low 70s.

**Florida** A cold front is expected to push southeast, stall over terrain west, and weaker synoptic flow may allow air mass t-storms and sea breeze showers/t-storms.

**Mexico** Over the next five days, showers will be isolated to scattered causing rainfall between 0.05" and 0.30", with temperatures below average by the end of the week.

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