



**MIDWEST
FOODS**



Midwest Foods Weekly Updates July 5th, 2024



Fresh Off the Farm



Blueberries
12- 1 PT | 01-11468

LOCAL | BIPOC



Peaches White 60-64ct
60-64 CT | MWF-2075

FEATURED



Peaches Yellow
48-50 CT | 01-11347

FEATURED



Plums Black
40-48 CT | 22000

FEATURED



Plums Red
40-45 Size | 01-11599

FEATURED



Yellow Watermelons
4-5 CT | 133700

FEATURED



Scheeringa Farm Tour

Join us on **Monday, July 15th**, as we tour Scheeringa Farms in Highland, IN. This multi-generational, woman-owned farm specializes in growing delicious heirloom tomatoes in their impressive 30,000 sq ft greenhouse.

RSVP for the tour by Friday, July 12th at:
surveymonkey.com/r/scheeringatour2024

Farm Tour Recap: Sunny Oaks Mushrooms



This week, we visited Sunny Oaks Farm and received a full education on the complex and amazing process of growing mushrooms. From substrate preparation to incubation, we discovered that mushroom growing is equal parts art and science. Add Sunny Oaks mushrooms to your order today!

Oyster Mushrooms **5 Lbs | 165400**
Shiitake Mushrooms "A" Med **5 Lbs | 165800**
Lion's Mane SPECIAL ORDER **5 Lbs | MWF-8242**

Farm Tour Registration

Pre-register for our upcoming tours

July 29th Berry Delicious - Blueberries
Covert, MI BIPOC [RSVP Here](#)

August 26th Urban Eden - Microgreens
Chicago, IL BIPOC | Hydroponic [RSVP Here](#)

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Market Report

Apples Apple supplies remain strong. In July, some holes in inventories are likely to appear. Pinks, honeys, and golds will thin out. Galas will remain tight. This summer, reds, granny smiths, and Fuji will be plentiful.

Asparagus The asparagus supply remains tight. Leading up to the 4th of July holiday, many retailers are taking ad volume. Southern Baja has been experiencing temperatures above 100 degrees for about a week, which has caused asparagus to go dormant. There is also more smaller sizing than larger sizes as a result. As a result of the warm weather, Peru is also producing less asparagus. Supplies will remain tight through next week.

Avocados As of Friday, June 14, 2024, the USDA suspended avocado harvesting and shipments from Michoacan, Mexico, due to a social protest blocking roads in Aranza. Two USDA inspectors were detained but safely returned to Uruapan. USDA and Mexican authorities are working to resume harvesting. The pipeline remains dry, and suppliers are in Force Majeure as of July 3rd. This will continue for the next two weeks until the situation stabilizes.

Bell Peppers As newer areas get started on both coasts, green bell pepper supplies are improving. We are weeks away from starting in NJ and other areas such as MI and OH. California crops are starting to come out of the Fresno area, and supplies are improving. There is a limited supply of

colored bell peppers, so expect that market to remain elevated. This week's extreme heat in CA San Joaquin Valley may lead to some quality issues and a potential bloom drop.

Berries (Blackberries) Due to warmer temperatures, blackberries will produce more. Due to these higher temperatures, there may be some crop loss next week.

Berries (Blueberries) The Pacific Northwest crop will ramp up over the next few weeks, followed by the British Columbia crop next week. North Carolina is finishing up, and New Jersey is still going. Mexico's season is finished. Shippers on the West Coast are gapping while others have plenty of fruit. Supplies will be more stable next week.

Berries (Raspberries) As the fruit becomes more difficult to handle and harvest due to excessive heat, availability has dropped. It is expected that markets will react upward until late next week when temperatures will be cooler.

Berries (Strawberries) Santa Maria will be ending for the most part next week. Watsonville and Salinas have reached their peak production. Over the next few weeks, we will see a slow but steady decline in production. Despite the 4th of July pull behind us, markets are firm. Over the next several days, crops may be damaged by high temperatures.

Broccoli The quality and supply of broccoli are improving. As Santa Maria and Salinas have improved their supplies, the market is beginning to improve. The current heatwave may result in lower yields next week due to tight supplies.

Brussel sprouts There is a shortage of Brussels sprouts. As a result of the warm weather in Mexico, discoloration and an increase in bugs are occurring. Next week, the market is likely to trend higher.

Carrots There is a steady market for whole carrots. The main growing region is Bakersfield. The size looks good. No issues for the foreseeable future.

Cauliflower The supply of cauliflower is steady and of good quality. We offer all sizes at competitive prices. Going into the weekend, this market should remain steady.

Celery Overall, this market is steady and flat. The large sizing has better availability than the previous week. Most suppliers are filling all orders to the fullest extent possible. Both northern and southern CA are experiencing good quality. This commodity will be available throughout the week in steady supply.

Citrus (Lemons) 115ct and larger sizes are at their peak. 165ct and smaller sizes will remain extremely tight throughout the summer. The market for 140ct and smaller will remain strong. District 1 (San Joaquin Valley) is now finished, leaving District 2 (Oxnard/Ventura County) as the main growing region. On the West Coast, offshore winds are expected to come into play early/mid July, which will help domestic lemon farmers.

Citrus (Limes) Prices are slightly stronger and there are fewer total inventories around. Rain is delaying harvesting, but demand is good. The rain has been needed and will be good for the crop as we move into summer, but is causing a spike this week. We will see guys quoting fruit they don't have and pricing will hold.

Citrus (Oranges) Navels are pretty finished; Valencia's are the main variety. Valencia's crop will mirror Navel's. During Valencia season, fruit will peak on 72ct and larger; 88/113/138ct will be tight once summer break for schools is over. Valencia's are currently available in the Central Valley and

Riverside. Valencia's are in the 12 brix range.

Cucumber There is a good supply and quality of cucumbers on both coasts.

Eggplant Both coasts have fairly steady markets with enough supply to meet demand.

Garlic There is still a limited amount of garlic produced in Mexico of fair quality. The market is expected to remain steady for the next few weeks. Domestic supplies begin around the end of July or beginning of August.

Grapes (Green) In the next week or two, Mexican grape season will come to an end. Some growers have already called it quits due to quality issues due to massive heat in the growing areas. Meanwhile, some growers in Bakersfield have already started harvesting this week, and the rest will follow throughout next week. Most people will start with reds, then move on to greens three to four days later. The district should be full speed by July 15th.

Grapes (Red) In the next week or two, Mexican grape season will come to an end. Some growers have already called it quits due to quality issues due to massive heat in the growing areas. Meanwhile, some growers in Bakersfield have already started harvesting this week, and the rest will follow throughout next week. Most people will start with reds, then move on to greens three to four days later. The district should be full speed by July 15th.

Green Onions Green onions are in good supply this week, and they are of better quality. Supplies should be plentiful next week.

Kale Kale supplies are expected to be plentiful and of good quality this week. There is a great opportunity for Kale to be promoted at the moment.

Lettuce Iceberg As a result of the warm weather in the growing regions, this commodity has experienced increased growth. Due to the closure of schools across the U.S., there is also an increase in availability. At the moment, all value-added product is off escalation and will remain

that way for at least a few weeks. Aside from some slight irregular shaped heads and discoloration on the outer leaves, multiple suppliers report the quality is above average.

Lettuce Leaf Romaine, green and red leaf will continue to be in good supply this week, as will romaine hearts. Shippers are flexing so promote as much as possible. The quality of the product remains above average in terms of weight and quality. All this week, you can expect steady competitive production and pricing. Overall, demand is off.

Lettuce Tender Leaf There is a limited supply of tender leaf items such as cilantro and Italian parsley. As a result of all the rains and excessive moisture, quality is experiencing bacterial spotting. As a result, these leaf items will be able to withstand the current heat. For the next few weeks, these markets will remain tight.

Melon (Cantaloupe) Due to the upcoming holiday and availability of new crops, demand for cantaloupe has increased. Shippers are overselling the new crop, with better supplies available the week of 7/8. The quality of the product is excellent, with Brix levels in the range of 13-16%. California's heat wave is peaking on 9s and Jumbos, with smaller fruit at a premium. For another week, the product will be available in the desert.

Melon (Honeydew) As we move from the desert to the Central Valley, the honeydew market remains tight. As growers build inventory, markets are expected to remain tight. There is a gap in Honeydew 5s and Jumbo 5s in the new crop. Mexico's crossings are lower, leaving a peak for smaller fruits. There is a premium on honeydew 8s. For the next week or two, honeydew markets will remain tight.

Melon (Watermelon) Due to a combination of supply and holiday demand, watermelon sales have increased across the country. This week, Mexican watermelons are available in Nogales and Texas. The demand for Mexican fruit has been steady, and California fruit will be available the week of 7/8. Product is expected to peak at 36/45ct. As growers build inventory, organic watermelons are expected to sell at lower volumes for the next two weeks. As suppliers close out their Holiday AD deals, FL watermelon quality remains excellent.

Mushroom Supply and availability are excellent.

Onions CA and NM have excellent supplies of yellow onions. Red and white markets remain elevated and firm due to export demand.

Pears In the second week of July, new crop California Bartletts will begin shipping just south of Sacramento. Early California crop looks to be about 80% of last year's. Almost all Washington shippers have sold out of domestic pears and only small quantities of Anjou, Bosc, and Red Anjou are left. Only a few shippers will still have Anjou at the beginning of July. Bartletts are now available on both coasts.

Pineapples Spot market opportunities are limited, and suppliers are focusing on their contracts. The tropical weather has caused fruit to mature faster than normal, resulting in lower yields. After the holidays, demand remains steady for larger fruit. The quality of Mexican pineapples is excellent.

Potatoes The 40 and 50 CT potato sizes remain the most limited, with 60 - 70 CT markets on the rise. There is an abundance of small potatoes.

Squash Supplies are plentiful with multiple regions going, the northwest, Santa Maria, Baja, NC, MI, OH to name a few. Quality is good and expect a good amount of supplies across the board.

Stone Fruit The apricot season is over. The heat in the central valley has already finished them off. A good supply of peaches, plums, and nectarines is available. Although the heat will limit harvest crew time, it should not affect the crop long-term. The size will increase throughout the month with better varieties coming on in July. Washington cherries have reached the halfway point of their season. Chile's kiwi market is steady to slightly lower.

Tomatoes Markets remain elevated however there's some relief coming up. CA crops have started and supplies are expected to increase over the next few weeks as well as Baja and Central Mexico. East coast is in a slight gap significant volume not expected until mid July. Hot temperatures in CA this week are something to watch for as it may cause some heat related quality issues.

ProAct The Source 7.3.24

Weather

Arizona High pressure will bring near-average temperatures through Thursday and above average temperatures on Friday, with lows in the mid-70s to 80s and temperatures ranging from 106 to 116 degrees.

California Temperatures will reach full heat wave levels away from the coast on Tuesday, while at the coast, they will remain slightly above average due to the shallow marine layer. Morning lows will range from mid-50s to upper 60s, with gusts up to 30 mph.

Florida Northern Florida is expected to experience isolated to scattered showers and thunderstorms due to a stalled frontal boundary, with temperatures remaining warm through July 5th.

Mexico Intermittent showers and thunderstorms through July 4th, causing 0.05" to 0.25" rainfall, with isolated showers on Friday and Saturday. Temperatures slightly warmer through July 6th.

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