



**MIDWEST
FOODS**



Midwest Foods Weekly Updates September 13th, 2024



LOCAL

Fresh Off the Farm FALL HARVEST



Cider Apple Fresh
1 GAL | 01-5042
4x1 GAL | 365582DG

LOCAL
GARWOOD, IN



Pumpkin Mini Orange
1/2 BU | 01-1309

LOCAL
SUPERIOR, MI



Pumpkin Mini Variety
1/2 BU | MWF-10806

LOCAL
PARRFECTION, WI



Pumpkin Mini White
1/2 BU | 235643

LOCAL
SUPERIOR, MI



Pie Pumpkin
10-12 CT | 172600P

LOCAL
SUPERIOR, MI



White Pie Pumpkin
10-12 CT | 01-11825

LOCAL
PARRFECTION, WI



Carving Pumpkin Large
EACH | 01-1477

LOCAL
PARRFECTION, WI



Pumpkin Large Bin
35 CT AV | 01-1774

LOCAL
PARRFECTION, WI



Squash Acorn Gold
3/4 BU | 6-2375

LOCAL
SUPERIOR, MI



Squash Acorn Green
32-36 CT AV | 171300P

LOCAL
SUPERIOR, MI



Squash Blue Hubbard
32-36 CT AV | MWF-7542

LOCAL
SUPERIOR, MI



Squash Red Kuri
40 LB | 3465753764

LOCAL
SUPERIOR, MI

Farm Tour: Windy City Harvest's Legends Farm

Midwest Foods is proud to partner with Windy City Harvest in supporting their mission which includes diverse business education for training farmers. Through this partnership, we connect our clients to the exceptional, flavorful produce grown across various Windy City farm sites, including Legends South, their largest farm. Spanning over two acres, Legends South serves as an incubator for small farm businesses managed by graduates of the Apprenticeship Program and Farm Business course. We will be taking a tour of Windy City Harvest's Legends Farm on **Monday, September 23rd at 11:00AM** and we hope you will be able to join us. **RSVP by September 20th!**

[Click here to RSVP for the Legends Farm Tour](#)

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Market Report

Apples New crop Granny Smith apples have started in Washington, the largest producer of this variety. Granny Smiths are an alternate bearing crop, meaning a heavy production year is typically followed by a lighter one. This year is shaping up to be lighter. Fuji, Red Delicious, and Gold Delicious will start harvesting this week and next, with Pink Lady apples expected by the end of the month.

Asparagus Asparagus supplies remain extremely limited on both coasts, unable to meet demand. Mexican production is facing challenges from extreme heat, leading to quality issues and reduced yields due to seeding. While Peruvian production is steady, it isn't enough to offset Mexico's shortfall. Expect the market to stay elevated for the next few weeks.

Avocados Markets are improving with the ongoing harvest of Flora Loca crops. While 48ct and flats remain elevated, 60ct/70ct are the peak sizes. Due to Mexico's Independence Day on September 16th, we might see a slight market increase due to reduced harvesting, but it will be minimal. Ripening times will be longer because of lower oil content, and many fruits will stay green as they ripen, so gentle pressure is the best way to check ripeness. #2 grade fruit will be limited throughout September, which is typical for the Flora Loca season, and California supplies are nearly finished, with Peru also wrapping up.

Bell Peppers Markets remain fairly steady with solid supplies in Michigan and California. However, colored bell pepper availability is limited as Canada winds down its season, and crossings through McAllen from Central Mexico are also constrained. Strong demand persists for fieldpacked colored peppers from California, though supplies remain light. Red bell peppers have now transitioned to coastal growing areas.

Berries (Blackberries) Blackberry supplies remain very limited, but we expect improved availability once Mexico increases production in late September.

Berries (Blueberries) We are still facing an industry-wide product shortage. The Pacific Northwest season has ended, and we are awaiting improved production from Peru. Central Mexico is expected to increase volumes by mid to late October. Currently, only small amounts of Peruvian fruit are being flown in, with offshore ocean containers expected to arrive at ports by mid-October.

Berries (Raspberries) This item remains in short supply amid strong demand. Most of the product is coming from the Baja region, with limited availability from California's Central Coast and Central Mexico. Baja's transition to new growing areas is causing a temporary gap in production.

Berries (Strawberries) We're seeing a decline in production from the Salinas and Watsonville areas, while yields are increasing in the Santa Maria growing region. A two-tiered market has emerged, with a difference between the old crop from the north and the new crop coming from the south.

Broccoli Broccoli supplies remain steady with good quality, and the market is expected to stay stable heading into the weekend.

Brussels Sprouts Sprout volumes continue to surpass current demand, leading to a persistent market surplus and decreasing open market prices. While quality remains good, occasional insect damage and some elongated cores are still observed. With extra capacity available in both VA and bulk pack categories, this is an ideal moment for promotional opportunities.

Carrots The Cuyama/Santa Maria area, the primary growing region, will continue production through early November. While jumbos and cellos are tight and markets are elevated, regular business needs are still being met. There is ample availability of baby and snack packs, which is ideal as schools resume.

Cauliflower Cauliflower supplies and quality have both improved this week. Anticipate a downward adjustment in the market as we head into the weekend.

Celery The market is currently stable, with shippers in the southern California region offering flexibility, making it a good time to promote as much as possible. All sizes are available, and production in Salinas remains moderate. The most competitive pricing continues to come from Oxnard and Santa Maria. Overall, quality remains above average with most suppliers.

Citrus (Grapefruit) Due to the extreme heat, the domestic grapefruit season has ended. There will be a one-month gap until Desert Rios are available starting in October.

Citrus (Lemons) Markets remain steady overall. District 2 (Oxnard/Ventura County) remains the primary growing region, while District 3 (CA Desert/AZ) is expected to ramp up in mid to late September, bringing improved quality. Offshore fruit is available on both coasts. **Citrus (Limes)** The market has escalated rapidly, with supplies becoming extremely limited due to significantly lower crossings through South Texas. Quality and yields are down, with issues like light color, excess skin breakdown, and reduced shelf life potentially affecting products. Expect market volatility to continue throughout the remainder of the month.

Citrus (Oranges) Markets are strengthening with extremely limited supplies expected for the next 7-8 weeks. Harvest levels are low, aiming to extend the short Valencia season, available now in the Central Valley and Riverside. Contracts are prioritized, and shippers are allocating due to reduced supplies, with several finishing Valencia packing next week. Quality is fair, with issues like early decay and soft fruit due to high temperatures. Offshore navel is being imported, but supplies will tighten as California fruit fills the gap and imports slow. The domestic Navel crop is expected to start in mid to late October.

Cucumber Weather in the eastern growing regions has tightened supply as the season winds down. North Carolina will begin light production next week. Meanwhile, Baja is seeing limited production, which is keeping markets elevated. Cucumbers are expected to start coming in from

Nogales in October.

Eggplant The market remains steady at elevated levels across all regions, with quality holding steady. Expect the market to stay tight through the transition period in late October and early November out west. Georgia eggplant has begun to come in, though only in light quantities so far.

Garlic The transition to the new crop harvest in California has officially begun. Quality is currently excellent, and supplies are expected to remain robust moving forward.

Grapes (Green/Red) Supplies in October will be light but manageable, with the market likely remaining close to September levels. However, due to this summer's extreme temperatures, shelf life will be shorter than usual. There is a possibility that the domestic season could end early in November, potentially leading to a gap between domestic and imported supplies.

Green Onions High heat and humidity in northern Mexico have led to significantly lighter supplies. As a result, the market is expected to continue rising over the next few weeks, with pricing likely approaching the \$40 range by next week.

Kale Kale supplies are expected to be abundant this week, and the market is likely to remain steady into next week.

Lettuce Iceberg Despite schools being back in session, the market remains flat overall. Several suppliers are offering discounts on bulk orders, so it's a great opportunity to promote aggressively. Quality remains strong, with weights averaging 39-44 pounds in both northern and southern California. Although the market was anticipated to be more competitive, it hasn't materialized. Expect steady inventories with shippers throughout this week.

Lettuce Leaf Similar to lettuce, both romaine and green leaf are flat overall as suppliers adjust their pricing. Red leaf remains moderate. Romaine hearts in all pack sizes will be available throughout the week, with multiple suppliers reporting good quality. Apart from some minor fringe burn, quality is expected to stay above average for all leaf items, and pricing will remain competitive.

Lettuce Tender Leaf Supplies of arugula, spinach, and spring mix are ample this week, with fair quality. Expect these markets to remain steady through the weekend.

Melon (Cantaloupe) The cantaloupe market is stable, with excellent quality from the California crop. Although daily harvest totals have decreased due to cooler weather in the growing regions, relief is anticipated before the end of the month. Larger sizes are available, and growers also have smaller melons on hand. Load volume deals are offered as retailers aim to close out the 'summer crop' on a high note. California production will continue through October 15, after which Yuma product will become available.

Melon (Honeydew) The honeydew market is flat, with an increase in supplies. Better sizing is available, though 8s remain limited. The Arizona crop won't be available until mid-September, and the Mexico crop is expected to start arriving at the end of September or early October.

Melon (Watermelon) Regional watermelon deals are available, with a focus on larger sizes (28/36 count) from CA, NC, MI, TX, OK, and OR. Demand has been strong, especially for smaller sizes (45/60), as retailers actively promote summer fruit. Quality may become a concern as California experiences cooler weather and the season winds down. New supplies of watermelons will be available in Nogales starting in early October.

Mushroom Supplies are improving, but overall, suppliers are closely monitoring averages.

Onions The Northwest season is at its peak harvest, with strong quality and medium sizes reaching their peak.

Pears California pears are now in the second half of their season, with the Lake County district beginning its harvest. California is expected to wrap up pear production by the end of the month. In Washington, the pear harvest is in full swing, with Bartletts in peak season, Boscs starting, and Anjous approaching. Overall quality has been excellent.

Pineapples Suppliers are maintaining six-week averages, prioritizing contracted business. Costa Rican pineapples are facing challenges due to a lack of rainfall in the tropics, but the new crop is expected to reach the US before the end of September. Larger fruit is currently difficult to find on the market. However, Mexican pineapples are becoming more available in the US as quality improves in the growing regions.

Potatoes Peak harvest is underway, with markets for 40-70 CT sizes showing some softness, while 80-120 CT sizes and #2s remain higher.

Squash Availability and quality are good from most areas, including Michigan/Ohio, Santa Maria, and Baja. Expect squash availability in Nogales by late September. Georgia squash has started, though only in light quantities so far.

Stone Fruit Peach supplies will remain tight for the remainder of the season, with some shippers concluding their deals by the end of September and a few extending into October.

Nectarines will also wind down throughout September, wrapping up by late in the month. Pluots are nearing the end and are expected to be mostly finished by September's close, though one larger shipper may continue through November. Plums, however, are in good supply and will be available into November.

Tomatoes Tomato supplies are adequate across most regions. In the East, Tennessee is the primary source, with Florida expected to contribute starting in October. The Tennessee area, supported by regions like Virginia, is providing good supply and quality. In the West, California's production is slightly lower but remains consistent overall. Baja's production is stable, with increasing supplies coming from Central Mexico.

ProAct The Source 9.13.24

Weather

Arizona Temperatures will cool to near seasonable normals, with highs in the mid 90s to 105, and morning lows in the 70s. A tropical low will bring moisture to central Arizona.

California Next week, a low pressure system will bring deep marine layer conditions and average temperatures, with morning lows in the 40s-50s and daytime highs in the upper 50s-70s.

Florida Francine, a tropical storm, is expected to become a hurricane by the afternoon, primarily affecting Louisiana. The Gulf Coast is expected to experience flash flooding, heavy rains, strong winds, and high storm surges.

Mexico Weekend forecasts predict isolated to scattered showers and tstorms, with rainfall ranging from 0.10" to 0.35". Temperatures are expected to be mostly seasonal, with maximums in the low 70s and 80s.

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