



**MIDWEST
FOODS**



Midwest Foods Weekly Updates October 18th, 2024



Fresh Off the Farm



Apples Honeycrisp
88 CT | 01-11390

LOCAL
GARWOOD, IN



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

LOCAL
GARWOOD, IN



Cranberries
24-12 OZ | MWF-1491
12 OZ | 01-2802

LOCAL
WETHERBY, WI



Decorative Fall Corn
12-3 CT | 01-1311

LOCAL



Oranges Blood Moro
20 LB | 16100
NEW ARRIVAL



Fuyu Persimmons
12/14 CT | 01-12031
NEW ARRIVAL



Squash Honeynut
1/2 BU | MWF-3173
LOCAL



Pomegranates
6-10 CT | MWF-1059
NEW ARRIVAL
PARRFECTION, WI



Honeynut Squash

FEATURED ITEM

Looking for a seasonal ingredient that brings both flavor and versatility to your fall menu? Honeynut Squash is your answer. Its rich, caramel-like sweetness and velvety texture make it ideal for a variety of foodservice applications—from roasting and pureeing into soups, to elevating grain bowls or adding depth to fall salads. This smaller but more flavorful cousin of butternut squash is packed with nutrients and offers an impressive plate presentation with minimal prep. Elevate your fall offerings with this chef-favorite ingredient!

Squash Honeynut
1/2 BU | MWF-3173

Market Alert

Hurricane Milton has caused significant disruptions in key growing regions, particularly impacting Florida's citrus and leafy greens production. Expect reduced availability and potential price increases in the coming weeks. We are closely monitoring the situation and working with our suppliers to mitigate supply chain delays and shortages.

Follow Us on Social Media!



@midwestfoods



@midwestfood



/midwest-foods

3100 W. 36th Street Chicago, IL, 60632 | 773.927.8870 | midwestfoods.com



Market Report

Apples All major apple varieties are now in new crop harvest, with the exception of Pink Lady's, which will begin at the end of the month. Volumes are down across nearly all varieties compared to last year's crop, particularly for Granny Smiths. Additionally, size profiles are posing a challenge for the food service industry, as many varieties are skewing toward larger sizes. This creates pressure on smaller sizes, with food service competing with retail for bagged packs. The exception is small Galas, where there's still ample supply of 125/138s for now.

Asparagus Production in both Southern and Northern Baja, Mexico is on the rise and is expected to increase steadily over the next three to four weeks. However, quality remains only fair due to regional heat. In Peru, volumes are also ramping up and should continue to grow over the next five to six weeks. Southern Peru is opening additional fields, which should support larger sizing. With improved production from both regions, markets are beginning to adjust downward.

Avocados Markets remain steady as the Adventajada crop begins in a light way, shipping alongside the Flora Loca crop. Dry matter levels are holding around 26% for both, so checkerboarding issues should be minimal, if any. The Loca crop is about 50% harvested, with plenty of fruit still on the trees. Mexico is size-selecting based on demand for export.

Bell Peppers Supplies are limited, with low yields and reduced quality coming out of Georgia. South Florida is set to start in two weeks, though initial volumes are expected to be light. Out west, supply is adequate, but current crops are producing smaller sizes. The new Coachella harvest has just begun with light volumes this week, and Sonora is expected to be the next major region, shipping through Nogales by the week of November 24.

Berries (Blackberries) This item is expected to become more readily available as increased volumes from Central Mexico are shipped FOB from McAllen, Texas, with product transfers also heading to the West Coast.

Berries (Blueberries) Peruvian offshore fruit is expected to arrive in more consistent volumes starting next week, helping to end a two-month shortage. Over the coming weeks, we anticipate steady imports from Peru. Central Mexico is also set to see a gradual increase in supply, beginning in the first week of November.

Berries (Raspberries) Spotty supplies from Central Mexico are expected over the next 2 to 3 weeks. However, product is arriving at the border with increasing regularity, and volumes will gradually rise in the coming weeks.

Berries (Strawberries) Volumes from Salinas and Watsonville are steadily declining, while production is peaking in Santa Maria and Oxnard. Demand remains moderate, with a softer tone for volume orders.

Broccoli The broccoli market remains slightly elevated due to the recent heat, which has taken a toll on crops. Insect pressure, along with issues like brown bead and premature breakdown, are limiting available acres. Expect the market to stay elevated into next week.

Brussels Sprouts Brussels sprout supplies remain steady, with strong volumes expected over the next few weeks. Demand has increased slightly, and there's plenty of raw product to meet current needs. Open market pricing remains aggressive, with deals available. Overall quality is very good, though mildew could become an issue in the coming weeks.

Carrots The Cuyama/Santa Maria area is the primary growing region, expected to continue production until nearly November. While jumbos and cellos are experiencing tighter supplies and increased prices, standard orders are still being fulfilled. There is ample availability of baby and snack packs, which aligns well with the return of schools.

Cauliflower Cauliflower supplies are good and consistent from Salinas and Santa Maria, with markets expected to remain steady into next week. Supplies from Mexico are not as abundant, but California's production will help supplement the lower volumes coming from that region.

Celery Supplies are robust across all sizes, with twenty-four counts available throughout the week. Demand is moderate at best. The most competitive deals are coming from the Oxnard/Santa Maria region, where shippers are flexible. Overall quality remains strong, with minimal seed issues reported.

Citrus (Grapefruit) Due to the extreme heat, the domestic grapefruit season has concluded. We anticipate about a one-month gap until Desert Rios become available in a couple of weeks.

Citrus (Lemons) Markets are steady across the board. In District 2 (Oxnard/Ventura County), supplies are dwindling, with quality ranging from fair to good, despite year-round shipping. Meanwhile, District 3 (California Desert/AZ) is ramping up, and we can expect improved quality as we move into the new crop fruit.

Citrus (Limes) Steady progress is being made, with quality and sizing gradually improving. The crop is still peaking on 230/250 count.

Citrus (Oranges) We are in the final week of shipping Valencias, with domestic Navels expected to start shipping the week of 10/21. The peak sizes will initially be on the smaller side, which will benefit the foodservice sector. Currently, gassing times for the Navels are around 96 hours.

Cucumber With multiple production areas in Baja, Central Mexico, Georgia, and a bit from North Carolina, overall supplies are sufficient to meet demand. Florida will begin its first light harvest next week out of Immokalee. Quality is average from Georgia, while it is better from Baja and Nogales.

Eggplant Supplies are adequate across the board, with availability from North Carolina, New Jersey, Georgia, and now South Florida. Fresno's supply and quality are sufficient, and Coachella is expected to begin production in late October.

Garlic California garlic production is in full swing, with good quality and strong supplies expected to continue moving forward.

Grapes (Green/Red) Domestic grapes are in good supply, with excellent eating quality. While black seedless grapes are slightly tighter, orders are still being fulfilled. Barring any unforeseen weather events, we expect to have California grapes available through mid-November. Imports are anticipated to begin in mid to late November, so there should be no gap between domestic and imported grapes.

Green Onions As temperatures begin to cool in Northern Mexico, we anticipate improved supplies over the next three weeks. The market is easing off its highs as we head into the weekend.

Kale Kale supplies are expected to remain steady this week, and we anticipate the market will also hold steady as we head into the weekend.

Lettuce Iceberg Demand has increased slightly, and production has begun in Huron. Salinas and Santa Maria continue to offer good supplies, which are expected to last throughout the week. Overall quality remains above average, with weights ranging from 39 to 42 pounds across multiple shippers. Early reports suggest that the market may tighten in the coming weeks, making this an ideal time to promote. While there have been minimal reports of slight discoloration, misshapen heads, and pinking upon arrival, these issues are not widespread.

Lettuce Leaf This market remains soft, with multiple suppliers having ample availability of romaine, as well as green and red leaf lettuce for the week. Suppliers are flexible, so promoting these items as much as possible is encouraged. The market is expected to tighten in the next week or two. There have been minimal reports of tip and fringe burn. Additionally, we anticipate good supplies of romaine hearts throughout the week.

Lettuce Tender Leaf Supplies of cilantro, arugula, and parsley are expected to be slightly lower due to the recent heat, which is causing issues such as leaf miner damage and a weaker, thinner texture. As a result, we anticipate these markets will be elevated as we head into the weekend.

Melon (Cantaloupe) The Westside cantaloupe growing season is beginning to wind down, with additional supplies now available from Brawley and Yuma. Quality has been excellent, with brix levels ranging from 12% to 14% as the Westside deal comes to a close. While larger sizes are readily available, growers have limited smaller melons. Offshore melons are expected to be available the week of 11/10/2024.

Melon (Honeydew) The honeydew market remains steady as supplies increase. Better sizing is now available, although honeydew 8s continue to be limited. Mexican honeydews are expected to arrive in Nogales, AZ.

Melon (Watermelon) Watermelon supplies are improving on the West Coast, particularly in Nogales. East Coast and Georgia suppliers are heavily impacted by Hurricane Milton, which has shifted demand to the West Coast. Supplies are expected to be available through October, with new shipments arriving in mid-November via Nogales.

Mushroom Demand is outpacing available supplies as production slows with the onset of the fall months. We anticipate that supplies will continue to tighten as we approach the holiday season.

Onions The onion market has stabilized, with harvests completed in most regions. Quality is strong across yellow, red, and white onions, and supplies are meeting regular demand. However, prices are anticipated to rise in the coming weeks.

Pears Washington has begun harvesting all major pear varieties. The market remains firm with higher prices, and this year is expected to be tight for pears, as Washington's crop has significantly decreased compared to last year's volumes. California pears are nearing the end of their season and are expected to wrap up for the year this month.

Pineapples Suppliers are maintaining six-week averages, prioritizing contracted business. Costa Rican pineapple suppliers are improving, but weather-related inventory issues persist. Heavier rainfall this month is expected to enhance quality and supply, though larger fruit remains hard to source. In contrast, Mexican pineapples are more readily available in the U.S., with reported improvements in quality from growing regions.

Potatoes The market remains steady, with promotional pricing primarily offered on larger carton sizes as most growers complete their harvest. While the majority finished last week, a few are wrapping up during the first half of this week. Sizing trends this week are leaning toward larger profiles, and overall quality has been excellent.

Squash Zucchini supplies are robust in the East, while yellow zucchini is tighter. Availability exists in Georgia, New Jersey, North Carolina, and light harvests are underway in Florida. Volume from Nogales is increasing as more growers come online.

Stone Fruit Yellow nectarines, white nectarines, and white peaches have finished for the season, with peaches expected to wrap up later this week or next. Plums are in good supply and will be available through November. Asian pears have started and are in good volume, with domestic supplies expected to last into January. Additionally, domestic kiwi has begun, and the market remains steady at higher prices.

Tomatoes Tomato prices are elevated across all regions. Quincy is starting late, having fallen behind schedule due to Hurricane Helene, while Hurricane Milton has also caused damage in the Ruskin-Palmetto region. Our teams are still awaiting full assessments, but early reports indicate significant crop losses, leading to expected shortages for the next 45 to 60 days, potentially until Sinaloa fully ramps up production in early January. Meanwhile, Baja is in between its fall crops, with increased demand from the East putting additional pressure on the markets.

ProAct The Source 10.16.24

Weather

Arizona A low-pressure system will move into the low deserts, bringing scattered light showers and cooler temperatures. Rainfall will mainly affect the I-10 corridor, with winds strengthening to 20-30 mph. Highs will drop.

California A low-pressure system is causing low temperatures and marine layer drizzle. Morning lows range from 40s to 50s, with highs reaching 60s near the coast. Winds increase as the system exits Thursday, and high pressure strengthens over the weekend.

Florida Northern and Central Florida are expected to experience dry weather, while South-Central and Southern Florida may experience isolated showers and thunderstorms. Winds are expected to gust between 25-30 mph.

Mexico Warm temperatures and isolated showers are expected over the weekend, with rainfall typically less than 0.10 inches. Maximum temperatures range from 70s to 80s.

Follow Us on Social Media!



3100 W. 36th Street Chicago, IL, 60632 | 773.927.8870 | midwestfoods.com