



# MARKET TRENDS

FOR WEEK ENDING JULY 28, 2017

 **PERFORMANCE**  
FOODSERVICE



# MARKET TRENDS

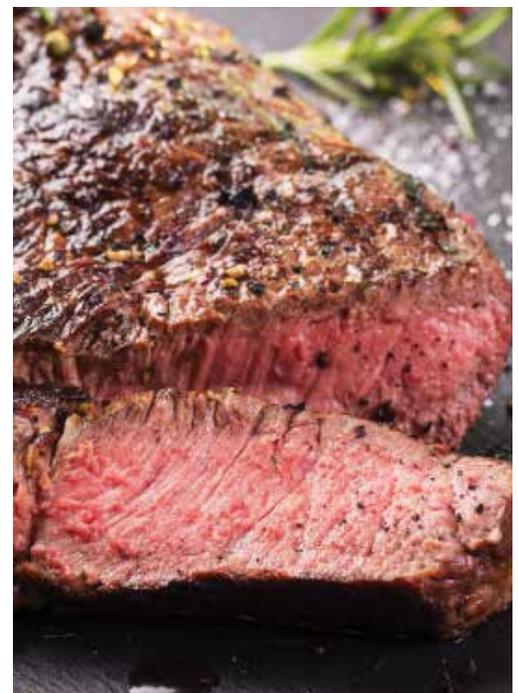
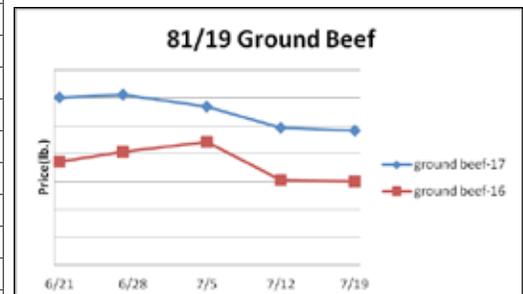
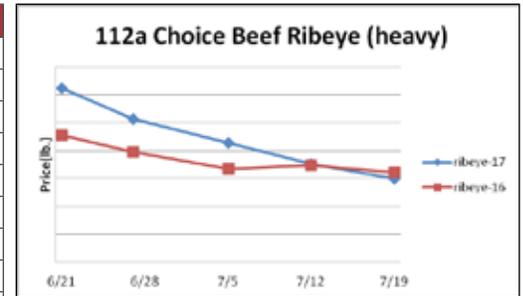
JULY 28, 2017



## Beef, Veal & Lamb

Beef production last week rose notably from the holiday shortened prior week and was 4.4% better than the same week last year. Ample near slaughter ready cattle supplies are expected to cause beef output to trend above 2016 levels for the next several months. The USDA is forecasting Q4 2017 beef production to be 5% bigger than last year. Beef prices have continued to decline as of late with the USDA choice boxed beef cutout falling to a multi-month low. But buyers are starting to step back in with spot shipments last week the largest since the fall of 2015. This suggests the downside price risk in beef from here is limited.

Description	Market Trend	Supplies	Price vs. Last Year
Live Cattle (Steer)	Increasing	Short	Higher
Feeder Cattle Index (CME)	Decreasing	Short	Higher
Ground Beef 81/19	Decreasing	Good	Higher
Ground Chuck	Decreasing	Good	Higher
109 Export Rib (ch)	Decreasing	Good	Higher
109 Export Rib (pr)	Increasing	Good	Higher
112a Ribeye (ch)	Decreasing	Good	Lower
112a Ribeye (pr)	Increasing	Good	Higher
114a Chuck , Shlder Cld(ch)	Decreasing	Good	Higher
116 Chuck (sel)	Increasing	Good	Higher
116 Chuck (ch)	Increasing	Good	Higher
116b Chuck Tender (ch)	Decreasing	Good	Higher
120 Brisket (ch)	Decreasing	Good	Lower
120a Brisket (ch)	Decreasing	Good	Lower
121c Outside Skirt (ch/sel)	Decreasing	Good	Higher
121d Inside Skirt (ch/sel)	Decreasing	Good	Higher
121e Cap & Wedge	Increasing	Good	Higher
167a Knuckle, Trimmed (ch)	Decreasing	Good	Higher
168 Inside Round (ch)	Increasing	Good	Higher
169 Top Round (ch)	Decreasing	Good	Higher
171b Outside Round (ch)	Decreasing	Good	Higher
174 Short Loin (ch 0x1)	Decreasing	Good	Lower
174 Short Loin (pr 2x3)	Increasing	Good	Higher
180 0x1 Strip (pr)	Decreasing	Good	Lower
180 0x1 Strip (ch)	Increasing	Good	Higher
184 Top Butt, boneless (ch)	Increasing	Good	Higher
184 Top Butt, boneless (pr)	Increasing	Good	Higher
184-3 Top Butt, bnls (ch)	Increasing	Good	Higher
185a Sirloin Flap (ch)	Decreasing	Good	Lower
185c Loin, Tri-Tip (ch)	Decreasing	Good	Lower
189a Tender (sel, 5 lb & up)	Decreasing	Good	Lower
189a Tender (ch, 5 lb & up)	Decreasing	Good	Lower
189a Tender (pr, heavy)	Decreasing	Good	Higher
193 Flank Steak (ch)	Decreasing	Good	Higher
50% Trimmings	Decreasing	Good	Higher
65% Trimmings	Decreasing	Good	Higher
75% Trimmings	Steady	Good	Higher
85% Trimmings	Decreasing	Short	Higher
90% Trimmings	Increasing	Short	Higher
90% Imported Beef (frz)	Increasing	Good	Higher
95% Imported Beef (frz)	Decreasing	Good	Higher
Veal Rack (Hotel 7 rib)	Steady	Good	Lower
Veal Top Round (cap off)	Increasing	Good	Lower



# MARKET TRENDS

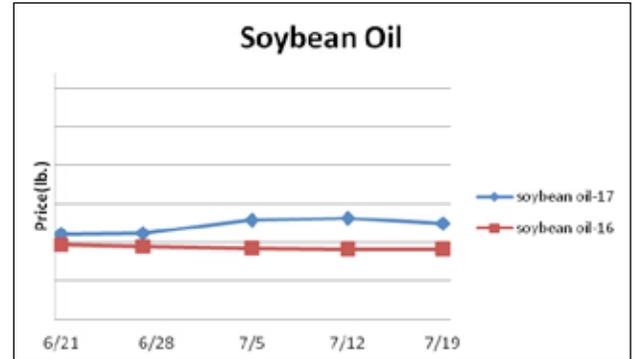
JULY 28, 2017



## Grains

The U.S. spring wheat crop remains challenged by dry weather. Over a third of the crop is rated in either “poor” or “very-poor” condition with further dry, hot weather forecasted. Trade is hopeful that wheat imports from Canada can soften the blow of a smaller domestic crop. Wheat prices will likely remain erratic.

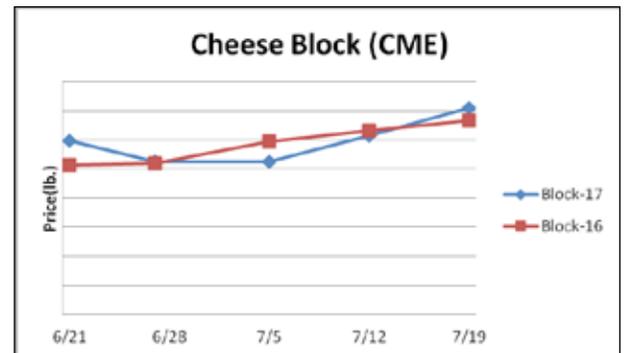
Description	Market Trend	Supplies	Price vs. Last Year
Soybeans, bushel	Decreasing	Good	Lower
Crude Soybean Oil, lb	Decreasing	Good	Higher
Soybean Meal, ton	Decreasing	Good	Lower
Corn, bushel	Decreasing	Good	Higher
Crude Corn Oil, lb	Decreasing	Good	Lower
High Fructose Corn Syrup	Decreasing	Good	Higher
Distillers Grain, Dry	Increasing	Good	Lower
Crude Palm Oil, lb BMD	Decreasing	Good	Higher
HRW Wheat, bushel	Decreasing	Good	Higher
DNS Wheat 14%, bushel	Decreasing	Good	Higher
Durum Wheat, bushel	Increasing	Short	Higher
Pinto Beans, lb	Steady	Good	Lower
Black Beans, lb	Steady	Good	Higher
Rice, Long Grain, lb	Increasing	Good	Lower



## Dairy

The cheese markets are beginning to seasonally firm in part due to better export interest. U.S. cheese exports during May were 48.3% bigger than the previous year, a record for the month, and the largest for any month since the spring of 2014. Modestly higher cheese prices may be forthcoming. U.S. butter exports during May were 177.4% larger than last year, but the U.S. remained a net importer. Record butter prices in Europe could encourage U.S. butter exports in the coming weeks which would underpin butter prices. Yet, longer term, the risk in butter prices is lower.

Description	Market Trend	Supplies	Price vs. Last Year
Cheese Barrels (CME)	Increasing	Good	Lower
Cheese Blocks (CME)	Increasing	Good	Higher
American Cheese	Increasing	Good	Lower
Cheddar Cheese (40 lb)	Increasing	Good	Lower
Mozzarella Cheese	Increasing	Good	Lower
Provolone Cheese	Steady	Good	Same
Parmesan Cheese	Increasing	Good	Lower
Butter (CME)	Increasing	Good	Higher
Nonfat Dry Milk	Increasing	Ample	Higher
Whey, Dry	Decreasing	Good	Higher
Class 1 Base	Steady	Good	Higher
Class II Cream, heavy	Increasing	Good	Higher
Class III Milk (CME)	Increasing	Good	Higher
Class IV Milk (CME)	Increasing	Good	Higher



# MARKET TRENDS

JULY 28, 2017

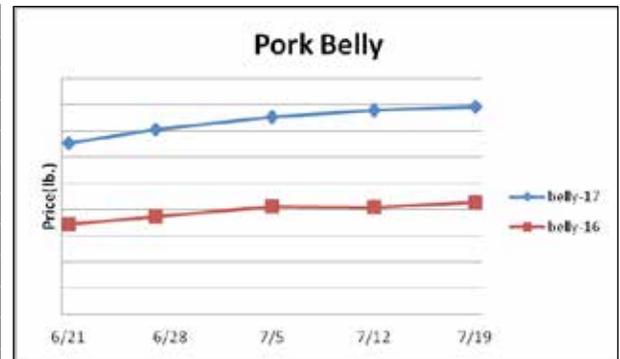
**PERFORMANCE**  
FOODSERVICE



## Pork

Pork output last week rose notably from the holiday shortened prior week and was 3% bigger than 2016. Hog slaughter reached an eight-week high. Hog supplies will seasonally expand in the coming weeks and months which should put downward pressure on most of the pork markets. The five-year average move for the 23-27 lb. ham market during the next two months is a decline of 12.4%. Ham prices usually find some support in late September in response to holiday purchasing.

Description	Market Trend	Supplies	Price vs. Last Year
Live Hogs	Decreasing	Ample	Higher
Sow	Increasing	Ample	Higher
Belly (bacon)	Increasing	Good	Higher
Sparerib(4.25 lb & down)	Decreasing	Good	Higher
Ham (20-23 lb)	Increasing	Good	Lower
Ham (23-27 lb)	Decreasing	Good	Lower
Loin (bone in)	Decreasing	Good	Higher
Babyback Rib (1.75 lb & up)	Decreasing	Good	Lower
Tenderloin (1.25 lb)	Increasing	Good	Lower
Boston Butt, untrmd (4-8 lb)	Decreasing	Good	Lower
Picnic, untrmd	Increasing	Good	Higher
SS Picnic, smoker trm box	Increasing	Good	Higher
42% Trimmings	Increasing	Good	Higher
72% Trimmings	Increasing	Good	Higher



# MARKET TRENDS

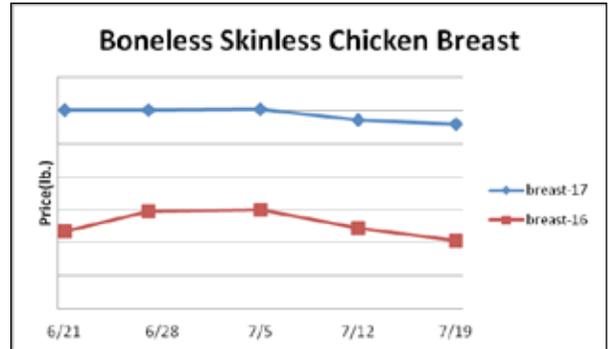
JULY 28, 2017



## Poultry

Chicken production for the week ending July 8th fell sharply from the previous week due to the holiday and was just .6% larger than the same week last year. Broiler weights during the last six weeks have tracked .9% above the prior year. In 2017 before that, weights averaged down .6%. If broiler weights remain heavy, it would aid chicken output in the coming months. The USDA is forecasting chicken output this summer to be just 1.6% larger than 2016. But, better year over year gains are projected by the USDA for the fall. Chicken producer margins are some of their best for this time of the year in a decade. This should also aid chicken production later this year. The greater risk in the chicken breast markets is lower.

Description	Market Trend	Supplies	Price vs. Last Year
Whole Birds WOG-Nat	Decreasing	Good	Higher
Wings (jumbo cut)	Increasing	Good	Higher
Wing Index (ARA)	Decreasing	Good	Higher
Breast, Bnless Skinless NE	Decreasing	Good	Higher
Breast, Bnless Skinless SE	Decreasing	Good	Higher
Breast Boneless Index (ARA)	Decreasing	Good	Higher
Tenderloin Index (ARA)	Increasing	Good	Lower
Legs (whole)	Increasing	Good	Higher
Leg Quarter Index (ARA)	Increasing	Good	Higher
Thighs, Bone In	Decreasing	Good	Higher
Thighs, Boneless	Increasing	Good	Higher



Description	Market Trend	Supplies	Price vs. Last Year
Whole Turkey (8-16 lb)	Steady	Good	Lower
Turkey Breast, Bnls/Sknl	Decreasing	Good	Lower



## Eggs

Description	Market Trend	Supplies	Price vs. Last Year
Large Eggs (dozen)	Increasing	Short	Higher
Medium Eggs (dozen)	Increasing	Short	Higher
Liquid Whole Eggs	Steady	Short	Lower
Liquid Egg Whites	Steady	Short	Lower
Liquid Egg Yolks	Increasing	Short	Higher
Egg Breaker Stock Central	Increasing	Short	n/a

# MARKET TRENDS

JULY 28, 2017

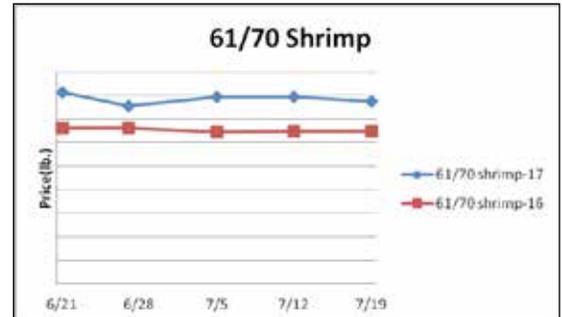
**PERFORMANCE**  
FOODSERVICE



## Seafood

World snow crab supplies remain limited. During May, the U.S. imported 30% less snow crab than the previous year. 2017 through May snow crab imports are down 20%. With the Newfoundland snow crab catch expected to fall near 20% from last year, disappointing imports are likely to persist which should be supportive of the snow crab leg markets.

Description	Market Trend	Supplies	Price vs. Last Year
Shrimp (16/20 frz)	Decreasing	Good	Lower
Shrimp (61/70 frz)	Decreasing	Good	Higher
Shrimp Tiger (26/30 frz)	Steady	Good	Higher
Snow Crab Legs (5-8 oz frz)	Steady	Good	Higher
Snow Crab Legs (8oz & up frz)	Steady	Good	Higher
Cod Tails (3-7 oz frz)	Steady	Good	Same
Cod Loins (3-12 oz frz)	Steady	Good	Same
Salmon Portions (4-8 oz frz)	Steady	Good	Higher
Pollock Alaska, Deep Skin	Steady	Good	Same



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Paper and Plastic Products

Description	Market Trend	Supplies	Price vs. Last Year
<b>WOOD PULP (PAPER)</b>			
NBSK- Paper napkin	Increasing	Good	Higher
42 lb. Linerboard-corrugated box	Increasing	Good	Higher
<b>PLASTIC RESINS (PLASTIC, FOAM)</b>			
PS-CHH-utensils, cups, to-go cont.	Steady	Good	Higher
PP-HIGP-heavy grade utensils	Steady	Good	Higher
PE-LLD-can liners, film, bags	Steady	Good	Higher

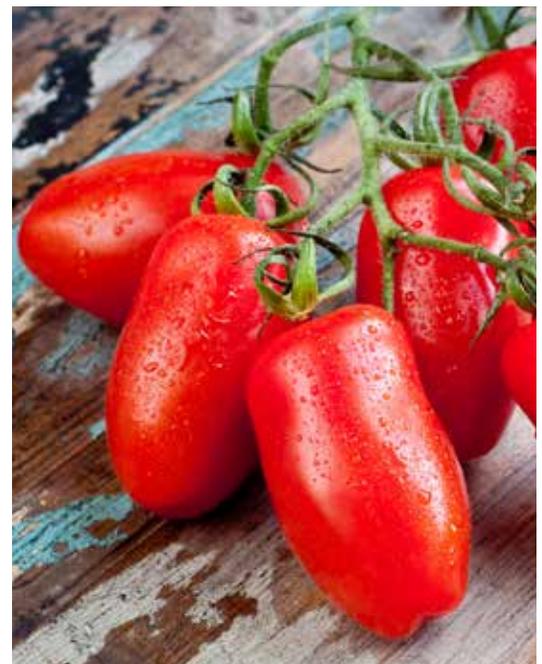
## Retail Price Change from Prior Month

Description	May '17	Apr '17	Mar '17
Beef and Veal	Increasing	Increasing	Increasing
Dairy	Decreasing	Increasing	Decreasing
Pork	Increasing	Increasing	Decreasing
Chicken	Increasing	Increasing	Decreasing
Fresh Fish and Seafood	Increasing	Decreasing	Decreasing
Fresh Fruits and Vegetables	Decreasing	Decreasing	Increasing

## Various Markets

The chief tomato for processing harvest in California has started under relatively favorable weather conditions. However, due to smaller plantings, output this year is anticipated to fall to a multi-year low which could be supportive of canned tomato prices.

Description	Market Trend	Supplies	Price vs. Last Year
Whole Peeled, Stand (6/10)	Increasing	Good	Higher
Tomato Paste-Industrial (lb)	Increasing	Good	Higher
Coffee lb ICE	Increasing	Good	Lower
Sugar lb ICE	Decreasing	Ample	Lower
Cocoa mt ICE	Increasing	Short	Lower
Orange Juice lb ICE	Decreasing	Good	Lower
Honey (clover) lb	Steady	Good	Lower



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



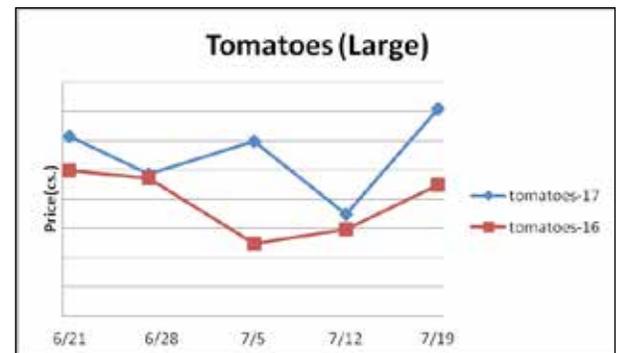
## Produce

The Idaho potato markets remain historically inflated. Potato supplies are seasonally limited as the chief fall harvest nears. History suggests the upside price risk in the potato markets from here is nominal with the markets peaking during the second week of August. From there the price trend is downward. The five-year average move for the 70 ct. Idaho potato market from mid-August through the end of the year is a decline of 31.1%. The lettuce markets have remained firm due to a modest tightening of supplies. Lemons are still in a very EXTREME MARKET and we are seeing a shortage in supply with oranges as well. Asparagus is also escalated and in VERY short supply. Lettuce is active but stable.

All the eastern growing regions continue to experience rain in the form of heavy afternoon thunderstorms. The weather forecast calls for additional rains this week for all growing regions. This type of weather almost always causes less than ideal quality and suspect shelf-life. Therefore, we suggest that dry vegetable inventories be kept as tight as possible until we work through this product.

## MARKET ALERT

- **Apples – EXTREME**
- **Avocados – ESCALATED**
- **Asparagus – EXTREME**
- **Celery – ESCALATED**
- **Cherry Tomatoes – ESCALATED**
- **Garlic – EXTREME**
- **Green Peppers – ESCALATED**
- **Lemons – EXTREME**
- **Oranges – EXTREME**
- **Potatoes (Large Sizes) – ESCALATED**
- **Roma Tomatoes – ESCALATED**



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Produce

### Apples

EXTREME: Demand from retail is extreme causing shortages industry wide. Golds and Grannys remain extremely short causing a shift in demand to all other varieties. We expect to see this continue through the rest of the season. Offshore deals are also very active due to the shortages in the Pacific Northwest.

### Pears

Bosc and Anjou are readily available domestically out of Washington. We expect to see California begin in July. Offshore Bosc and Packham supplies are steady.

### Artichokes

We are seeing prices come down. Quality is good.

### Arugula

Supplies are good for baby and wild. Quality is fair.

### Asparagus

(ALL SIZES) EXTREME- The market is tight, we are in short supply and seeing shortage by about 50%. This is due to the heat in Mexico. We usually pull from Mexico this time of the year but are having to pull from Peru due to quality. Peru lacks the supply so we are seeing supply issues and high prices.

### Avocados

ESCALATED - On the immediate horizon, we will continue to see a dip in domestic production while Mexico remains stable. Smaller sized fruit is still very short, however, we are seeing the sizing packout starting to show signs of stabilizing over the next 2-3 weeks. Long term market forecasts call for normal production and continued increased demand and active pricing through the first of September. Peruvian volume is expected to remain unchanged. We anticipate a very inconsistent avocado market over the next several weeks.

### Bananas

Demand and quality are good and inventories are lighter this week.

### Green Beans

EAST: The market continues to gently fall as production increases from NC & SC.

WEST: Light supplies from Brentwood and Watsonville are keeping the FOB price high from the region. Quality is showing some indications of trouble due the high temperatures.

### Berries:

#### Blueberries

Production is increasing in Baja California and Oxnard; prices will remain unchanged this week while prices are varied by region. Quality is good.

#### Blackberries

Blackberries are good in supply through this month. Quality is good.

#### Raspberries

Good quality and supply. Central California growers are now harvesting as well.

#### Strawberries

Availability is good, although quality in the Santa Maria is not that favorable. Quality is good out of Salinas but prices are higher.

#### Bok Choy

Quality is good and we are seeing some higher quotes on WGA cartons.

#### Broccoli

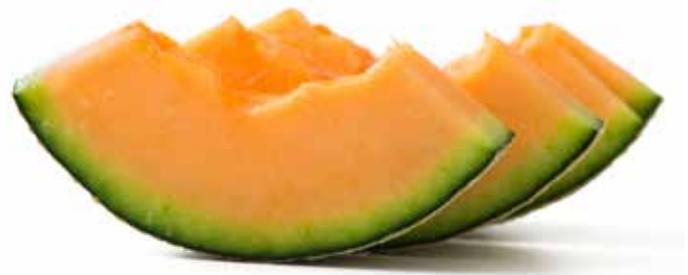
Prices are slightly higher and supplies are on the lighter side. Quality is good.

#### Brussels Sprouts

Higher prices and tighter supplies remain but are leveling out. Quality is improving.

#### Cantaloupe

Market is finally starting to ease a bit and will be settled in the next few days as we are going in a good way here on the Westside, the overall quality is very nice fruit is firm and clean with a nice clean net, and overall just a very nice opening box. The extreme heat is causing a little sugar drop but fruit is still eating excellent we are peaking on 9's and 12's but getting a few smaller. We will have good volume going forward here through mid-October; this is an excellent time to promote melons.



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Produce (continued)

### Carrots

There is a good supply with solid quality.

### Cauliflower

Market is good, supplies are lighter and quality is very good.

### Celery

ESCALATED Oxnard is done and we are now in Salinas for 100% of supply. Prices are still higher but have come down a lot.

### Cilantro

Quality is variable as there is still yellowing with some decay. Prices are moderate.

### Corn

Georgia Sweet Corn is plentiful and promotional pricing is available. White, Yellow and Bi-Color corn loading in the Central CA District is now available with good volume.

### Cucumbers

EAST: MI and NJ have good supplies and FOB prices are fairly stable with a possible slight decrease. Quality is generally good from both regions, however, there is still questionable product in the marketplace. We continue to recommend to keep inventory tight.

WEST: Supply from Baja is plentiful with improvement in quality. Look for a gentle decline in FOB prices.

### English Cucumber

Supplies from Eastern Canada are good.

### Eggplant

EAST: FOB prices are active and moving up as volume has declined in NC, SC, and NJ. Quality remains good from the region.

WEST: Fresno is in production, however, the heat is showing less favorable quality. Look for Brentwood to begin in the next week which should give relief to pricing and quality.

### Fennel

Supplies for the week will be light.

### Garlic

EXTREME The extremely hot weather the past 7-10 days is helping us significantly. The 2017 crop is dying down. We are shipping US product; the market has stabilized somewhat.

### Ginger

Chinese ginger supplies have tightened up putting upward pressure on prices across the country. This is still a better dollar value than ginger from Hawaii, Brazil, Thailand and Costa Rica.

### Grapes

We are going here in the central San Joaquin Valley now and we will be harvesting grapes here through November. The overall crop looks very good with a nice set and some very nice quality. We are seeing some burn due to the extreme heat we have been experiencing in some vineyards but at this point it looks to be minimal damage. The greens are a bit tight right now but will see some new varieties coming in the next 10 days and that should help with volume, the reds are Flames and there is a wide range in sizing on them but for the most part they are very clean and are eating very good right now.

### Green Cabbage

Green cabbage has improved, supplies are good and quality is good in the east and west. Volume incentives are available out of Georgia, however we have reported some quality issues in eastern cabbage due to the heavy amount of rain.

### Red Cabbage

Quality and sizing have been great, with good color. Overall, the market is strong.

### Green Onions

Iced: Prices are good and there is plenty of product.  
Iceless: This market is steady with good volume.

### Honeydew

Market still pretty strong here on the Westside with volumes on the lighter side, the fruit is very nice with a green to cream color and internal fruit color and condition is excellent. We are peaking on 4's and 5's keeping the smaller fruit very strong and tight, we will start to see some smaller fruit in a few weeks. We expect to have some better volumes by then as well, but the overall volume will be a bit lighter overall than last year.



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Produce (continued)

### Jicama

Normal prices and quality is good.

### Kale (Green)

Demand is steady and quality is fair.

### Kiwi

Shipments are beginning to wind down out of Chile and we are starting to see upward pressure on FOB prices. California should start in 3-4 weeks. Quality is still very nice.

### Lemons

Market strong as we are finishing up our D-2 fruit and are getting some Chilean and also starting in a light way on our Mexico program, the overall quality of the California fruit is fair and most is coming out of storage and has at least 120 hours of gas on the fruit to bring on color so fruit is not as strong as we would like, but it is typical for this time of year. The Chilean fruit has been nice for the most part but there are some blocks that have some issues and we are repacking those before we ship them, the first of the Mexican fruit looks very nice, but will continue to keep you posted. We expect to have good volume out of Mexico in the next 2 weeks and that should continue through first of October. We will start our California Dist 3 (desert) fruit around the first of September.

### California Lettuce:

#### Butter

Prices are down and supply is good.

#### Green and Red Leaf

Quality is good except for the occasional fringe burn. Demand is steady. Supply is heavy on green and steady on red.

#### Iceberg Lettuce

Supplies are lighter this week and markets are seeing an increase in price. Quality is very good.

#### Romaine

Good supply. Quality is overall good however we are still seeing occasional fringe burn and yellowing on the outer leaves.

#### Romaine Hearts

Supplies are good, prices are down. Quality is good, with occasional mildew.

### Lime

Prices are rising. Rainy weather, followed by warm temperatures, are increasing styler/end breakdown (a disease affecting the opposite end of the stem, appearing as a discolored, water-soaked spot).

### Napa

Supplies are normal. Quality is good.

### New Mexico Onions

We saw reds and whites move up as well as the supers. Colossal yellow and jumbo yellows stayed about the same. With new onions being reported up in Washington there is a good chance that the yellow market could stay close to current levels until they wrap things up in late August.

### Oranges

Market is very strong and demand exceeds supply on 88's but very tight on all other grades and sizes as well, Valencia's will continue to stay very strong through the season as we are at least 20% lighter in volume versus last year. The overall quality of the fruit is good, but they are Valencia's so you will see some tinge of green and fruit will be on the softer side and this is all due to our extreme heat we have been experiencing and is pretty typical for the summer Valencia's, The juice internal color and sugar content are excellent right now. There are some Chilean navels arriving as well as Australian but mostly larger sizes, the overall quality is very nice and prices are much stronger than on Valencia's but it is an option if you have any interest. We will keep you posted going forward and will do all we can to cover all orders, and will advise if we need to sub sizes at certain times. We will start California Navels around the middle of October, but getting from here to there will be a little rough but we will get through it.



# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Produce (continued)

### Parsley (Curly, Italian)

We are seeing prices that are still higher but improving. Quality is average.

### Green Bell Pepper

EAST: The NC and NJ crops continue to produce a fair volume, but not enough to meet demand. MI is looking to start in 10-14 days which should give much needed relief. FOB prices for extra large and choice are up while large remains steady. Quality is decent despite the spotty rain. WEST: Supplies remain short and quality is showing to be subpar. The heat is limiting harvest hours which means more pepper staying in the fields. Thurs, a quality concern when it comes time to pick. Look for higher FOBs from the west.

### Jalapeño Peppers

EAST: Prices are steady despite the lower supply from the east this time of year. WEST: Santa Maria is starting to pick up their volume which is helping maintain steady market prices. Despite this, overall supplies are still fairly limited for another week or two.

### Red Bell Pepper

WEST: As supplies improve, FOB prices are showing downward pressure.

### Pineapple

Prices are high due to strong demand; stocks are limited in both regions. Overall quality is very good: fruit is juicy and tangy, yet sweet. Sugar levels range from 13 to 16 Brix.



### Idaho Potatoes

Supplies will remain type for the balance of the season which is approximately 4-5 weeks. The larger sizes are trading at a steady pace with markets holding steady. We are seeing a little activity on 80cts due to the large spread; sheds want this price a little closer to the 70cts. 90cts did not change but the 100cts inched up a bit. Quality throughout the state is just mediocre with no significant changes until new crop. Keeping turns tight will definitely be a positive for any distributor for the rest of the season.

### Radishes

Quality is good and supply is slowing down. Expect to see stronger markets through the summer.

### Salad Blends

Prices are unchanged; apricot, nectarine, peach, and plum supplies are sufficient. Nectarine sugar levels range from 10 to 12 Brix; peach levels vary from 10 to 11 Brix and red plums are very sweet at 13 to 15 Brix.

### Snow and Sugar Snap Peas

Snow and sugar snap peas are in high demand with good quality.

### Spinach (Bunched)

Supply is good, quality is fair due to heat related issues.

### Spinach (Baby)

Baby and clipped spinach supplies are good. Quality is fair due to heat related issues and occasional reports of mildew.

### Spring Mix

There is plenty of product with quality being fair.

### Green Squash

EAST: FOB prices are expected to remain steady. Quality is proving to be good despite the rainy weather pattern. WEST: Stable quality and pricing is reflective of the good volume harvested in the central area.

### Yellow Squash

EAST: All eastern growing regions, NJ, MI, NC, and SC, are producing a good volume with FOB prices slightly lower. However, quality challenges are present due to the pop up showers. WEST: FOB prices remain weak as the west harvests good volume from Santa Maria, Watsonville, and Fresno. Quality is good coming from these areas despite the heat.

# MARKET TRENDS

JULY 28, 2017

**PERFORMANCE**  
FOODSERVICE



## Produce

### Tomatoes

EAST:

#### Rounds

Virginia tomato product is producing a fairly good quality product considering the weather and a decent volume for the area. TN, NC, and AL are having a sluggish start due to weather conditions. Demand is still strong which is putting upward pressure on FOB prices. Quality at times can be sparing. For that reason, we continue to recommend keeping your inventory on the tight side.

#### Romas

Romas are extremely active this week as well as moving into next week. As we are seeing with the rounds, roma production is very unhurried to start this season. Thus resulting in an upward spike in FOB prices. We advise to err on the cautious side with inventory as quality can be questionable at times due to the frequent showers.

### Grapes

NC and VA crops are not quite at full harvest, however, supplies are improving. There is a quality spread in the marketplace. Although pricing remains somewhat stable, the better quality product results in having to pay a higher FOB.

### Cherries

There is a small amount of upward pressure on FOB prices, however, supply and demand remain in symmetry.

WEST/MEXICO:

#### Rounds

Week after week, western tomatoes remain in battle with the tremendously hot temperatures. Growers are walking away from fields due to not being able to pick them in the heat before the fruit ripens. Though supply is steady for now, there is potential for a slight gap due to not having enough time in the day to harvest before temps reach 100+. In addition, there is a significant range in quality, resulting in a range in FOB prices. We still highly recommend to keep inventories tight due to the tenderness and shorter shelf life.

#### Romas

Volume from eastern MX and Baja is moderate as best. There is a significant range in quality due to the extreme heat, which directly corresponds with the wide spread in FOB prices. The higher quality fruit is costing a few dollars more on the FOB side.

### Grapes

Prices are fairly stable, however, better quality will result in a slightly higher than average FOB price. Volume is steady coming from the Baja region.

### Cherries

Western supplies and FOB prices remain secure moving into next week.

### Tree Fruit

Prices are unchanged; apricot, nectarine, peach, and plum supplies are sufficient. Nectarine sugar levels range from 10 to 12 Brix; peach levels vary from 10 to 11 Brix and red plums are very sweet at 13 to 15 Brix.

### Watermelon

Good supplies are now available out of Texas, the Carolinas and Georgia. California supplies are also improving. Fruit is cutting beautifully, deep red and sweet

