

Produce Supply Update July 16th, 2018

Good Morning!

Local tomatoes are really cranking up, with lots of farmers bringing their fruit to the market. Prices are falling with the increase in volumes, and we're seeing a lot of heirlooms available all of the sudden. With the warm days ahead, we should have a great season.



Local squash and zucchini farmers are winding up their first season, and replanting for their next harvest later this summer. We'll make the transition soon to Tennessee and Michigan as it gets too warm around here for the early products.

Our NC growers are finishing up their corn season also, and it's been a great one for them. Sizing was a bit on the smaller side, but quality overall was beautiful. Fresh, sweet and juicy ears were all we saw. They'll have another harvest later in the year as that crop matures.

As North Carolina finishes their seasons for several items, we'll be moving north to New Jersey and Michigan. We'll stay with the local guys as long as we can, though.

Stonefruit season is upon us! We have plums, peaches, pluots, cherries, apricots and nectarines!

Mexican Limes are at their peak, with strong harvests of preferred sizes like 175 and 200 count. Quality is excellent and pricing remains very good.



Lemons have become extremely short, with the water shortages limiting production and the heat in California limiting harvests. Prices are higher this week and expected to climb further. If you're able to substitute limes, they're at their cheapest levels of the year.

This week's weather forecast for the Salinas Valley calls for favorable temperatures with only two of the next ten days expected to be above the normal range. This is perfect growing weather out there. Quality is listed as excellent with no major defects reported throughout the industry. Plentiful supplies are expected over the next few weeks, and demand has dropped off from last week as the pull for the 4th of July holiday comes to a close. Excellent quality is reported this week with nice texture, clean appearance and sizes improving.

Our selection of disposable and paper goods continues to grow. And with consumer awareness higher than ever, we're expanding our compostable offerings so that you can feel good about your impact on the environment. Give us a call to find out how we can help you.

Q: What's the difference between a school teacher and a train? A: A teacher says to spit your gum out, and a train says "Chew, Chew, Chew".

Thank You for Your Business!

Have a Great Week!

Copyright Ford's Produce 2018