



Produce Supply Update

February 4th, 2019

Good Morning!

The cold and wet weather in Mexico has slowed down much of the vegetable harvests down there. Peppers and cucumbers are seeing very limited production and higher than desired pricing.



The total apple crop is down significantly from last year and from early fall estimates. The most recent estimate is around 116 million boxes. This is down 11% from the August forecast of 131 million boxes and the 2017 crop size of 132 million boxes. Demand from domestic and export markets remains strong and is putting pressure on pricing. In mid-December the average price for each variety was up around \$2/box from last year and much more on small Granny Smith, Gold Delicious and Gala's, and pricing on most varieties, grades and sizing has trended up since then. This shorter crop on many of the long-standing varieties is

compounded with many growers pulling out Red Delicious, Gold Delicious, and other variety trees in recent years and planting many of the newer / trademarked varieties, organics, as well as Honeycrisp and the soon to be released Cosmic Crisp which sell at higher price points. The prices started the season lower due to carry over supplies from the 2017 crop and the anticipated 130+ million crop size but have since adjusted to reflect the shorter than projected supplies. Fortunately for domestic pricing, exports are off due to increased tariffs in recent months. To date, only 28% of the WA crop has been exported, near a record low and helping ease some of the pricing pressure on the smaller WA State supplies this season.

The cabbage market is finally starting to turn around after a year of the highest pricing in memory. Prices are falling as supplies are improving every day.



Cantaloupe supplies are much better after several weeks of very short supply. Offshore supplies are coming into better volumes and it's definitely benefitting the markets.

Strawberry supplies are limited this week in California due to damage from earlier rains and the start of the Valentine's Day pull. Florida is also reporting light production numbers due to colder weather. Long stem berries are extremely limited right now.



We're now shipping several varieties of organic lettuce from our greenhouse. All 100% Organic, local, sustainable, and beautiful. Give us a call to find out more!

Q: What do you say to an octopus on Valentine's Day?

A: I want to hold your hand, hand, hand, hand, hand, hand, hand, hand!

Thank You for Your Business!
Have a Great Week!

Copyright Ford's Produce 2019