



MARKET OVERVIEW

September 17, 2004

LETTUCE

Quality problems from the record heat wave last week are showing up now and lowering production. The lower production has caused the market to go up. Market very active this week.

PEPPERS

Due to the extremely hot weather we have had on the west coast for the last week or so; peppers have become very tight to non-existent. This is because hot weather brings them on so fast that the shippers have harvest them or loose them, which creates a gap in production.

POTATOES

All shippers are into the new crop Potatoes. New crop Burbank's will be ready by the end of this week. Quality is good and the market remains steady.

GRAPES

The grape market continues to be very active. Nineteen pound Thompson seedless are almost finished for the year. Ruby seedless are moving very well and could be finished by the end of the month, while Crimson are moving well and remaining strong. Decent supplies of black seedless and red globe are also available.

CELERY

The celery market seems to be better because local programs are winding down. The Production in Salinas remains steady and should continue through this week. This market will continue to be poised for better pricing as increased demand switches from local markets to the West Coast. Quality and conditions are excellent

MELONS

The cantaloupe market is high this week due to a temporary weather related shortage, but not to worry, better supplies are around the corner. The quality is great but as the weather cools in the coming weeks a green cast will be become apparent. Honeydews are plentiful and the quality is great. The watermelon market continues to climb. California growers are finishing up their season, with availability of large size fruit decreasing. Nogales will start mid October. The outlook for next week is for demand to continue to be strong and supplies to continue to decline. We also have local product. Quality is good.

LEMONS

Over the last several weeks we have seen heavier competitive supplies from outside the United States. Fruit is finding its way into the supply mix from Chile, Mexico, as well as Argentina & even Florida. Central California has plenty of supplies too. WARNING, the desert area may have the lightest crops in recent times. All indications at this time points to the crop being at least 40% to 50% lighter than last year. Overall fruit quality appears decent, but supplies will be a problem. In Central California, it will be late October or early November before they start picking some fruit from this production area.

Onions

All districts are going in full swing now. Idaho seems to have the most shipments. Quality is good in all areas and the market is steady.