

FRESH LINK MARKET REPORTS

October 9th, 2024 Fresh-Link Fruit 559.306.6900 I infoFLF@freshlk.com

Market Update for Table Grapes

Week of October 14 – October 20

California keeps chugging along with very strong weekly table grape shipments, as retailers continue to promote grapes in weekly circulars. We are seeing some of the best quality fruit of the season, and consumer support should be strong in October and November. South American growers have been gearing up for another strong start, with expectations that California will come up short in December, and now they are garnering interest from other global markets. Italy and Greece, which typically supply all of Europe, are finishing their seasons early, and European buyers are aggressively sourcing fruit from the north of Peru and Brazil. This will take a percentage of early fruit away from the US market and set the tone for higher prices in December. There should still be enough imports to support a smooth transition, but don't expect the market to be over-supplied.

Red Seedless

With nighttime temperatures in the Central Valley in the high 50's and low 60's, late-season red seedless varieties should start coloring nicely. There are steady supplies of Scarlet Royal, and some marketers have been aggressive. Scarlets are not a preferred variety, but this year the crop has been very nice. Indicators are still pointing to lower supplies of all grapes in December, but if the weather holds out, we could see fresh harvesting of red seedless extend into November. Currently, the spot market ranges from the mid-20s for Scarlet Royal and the mid to high 20s for Allison and other proprietary varieties.

Green Seedless

We are starting to see some of the best quality green seedless of the season, as growers are packing peak volumes of Autumn Kings and Autumn Crisp. The extended forecast looks perfect with warm days and cool nights, a welcomed change for the grape industry. Growers will continue to put their best fruit away, anticipating better pricing in November and December. Currently, the market ranges from the low 20s for a middle-of-the-road box, mid to high 20s FOB for a good box of Autumn King, and high 20s for premium Autumn Crisp. We should see the spot market hold at these levels through the balance of the month, with FOB's likely to tick higher in November.

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Citrus

California Navels expected to have some light availability toward the end of this week once recent harvests pass testing. Current estimates calculating they will be peaking on the small size for most the season. Cara Cara oranges still have a beginning harvest anticipation in mid to late December. Domestic Mandarin estimates forecast they will begin harvest anywhere from the last week of October to mid-November with some growers predicting more supply available this year. New crop Lemons also expected to begin harvest in November with limited availability to start. Florida is back in business with restricted availability on small oranges and a run of size on tangerine/mandarins after the recent storm.

Melons

Bloom drop has caused a significant drop in yields on lopes in the west. Sizing has shifted more towards R9s & 12s, with J9s being very tight. Quality on the fruit is great to excellent.

The desert deal on watermelons is done. The extreme heat we endured for the last 12-14 days cut a lot of growers season short by 10 days or so. Majority of seedless watermelon are coming from Central Valley/Northern California with a few growers still going in Bakersfield. After the 4th of July, the market and demand ahs significantly softened.