

FRESH LINK MARKET REPORTS

January 28th, 2025 Fresh-Link Fruit 559.306.6900 I infoFLF@freshlk.com

Market Update for Table Grapes

Week of January 27 – February 2

We have seen a significant drop in spot market table grape pricing over the past 10 days, with prices finally getting down to promotable levels. Retailers have been chomping at the bit to promote grapes, but elevated spot pricing in December and early January made it impossible. Markets were naturally expected to drop to current levels by mid-February, but some key variables have impacted FOBs. The country has been under a deep freeze for almost two weeks, putting fruit sales on ice. The industry has seen steady arrivals over this same time and movement has been underwhelming, creating pressure on the markets. The good news is that many retailers are set to start promoting this week and next and that should give the industry the boost it's looking for. Weather across the country looks to warm up as well, so the combination of aggressive retails and people finally getting out and about should stabilize things. Ica quality is very good, so once retails drop and consumers gain confidence in the fruit, we should see a jump in demand.

Red Seedless

Imported red seedless numbers exported from South America week 3 jumped slightly to just over 1 million boxes. We have seen fewer Flames in the market and more proprietary varieties like Sweet Celebration, Jack Salutes and Allison. Importers finally have inventory of premium red grapes and sluggish demand has sent the spot market lower. With Valentine's Day right around the corner, this is a great time for retailers to promote red seedless. Currently, the spot market ranges from the low to mid 30s for the best and freshest fruit, while retail promotions have been set between the high 20s to low 30s for the first week of February. There are far less red seedless being exported compared to green, but consumers have been showing a preference to the new green varieties so the 1 million weekly boxes entering the U.S. seem to be enough to meet industry needs.

Green Seedless

Over the past 10 days importers have received steady volumes of green seedless from Peru and Brazil, and now, Chile has entered the mix. Quality and condition have been inconsistent variety to variety, with Sweet Globes and Autumn Crisp outperforming the others. We have a true split market between average quality fruit and premium lots. Currently, large Arra 15s and Sugar Crisp range in the high 20s, with deals being made for fruit that needs to move quickly. Premium quality Sweet Globes range from the low to mid 30s, but those prices will be dropping over the next 2 weeks when retailers start promoting. Autumn Crisp are trading between the high 30s to the mid-40s, but these prices are also on their way down. Peru is expected to export over 13 million Autumn Crisp this season, so it's only natural that FOBs

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would come down and reflect that. The good news for Autumn Crisp growers is that this variety still tops the markets for quality and price.

Citrus

Juice market on Navels is expected to hold through February. Growers hoping to pick up on exports to pick up movement on Navels which should start market price to trend upwards for domestic sales. While size structure has been picking up, the weight of sizing is still in the small spectrum. Growers will move those heavily to juice until domestic pricing begins to trend upward. Lemons building inventory on the larger size spectrum with an expectation of this to continue for the rest of the season. Small Lemons will begin to lean upward in price as they become tighter in availability. Cara Cara orange juice pricing is the same as Navels, growers expecting to send those out for juice a well. Market demand is still not in the optimal range. Mandarins still peaking on both sides of the size spectrum with good quality flavor and condition. Minneola's are now readily available this week, still peaking on the smaller size spectrum of 100/125s.

Melons

Growers still focused on covering contract commitments as availability continues to be tight on Cantaloupe and Honeydew at all locations. Demand still exceeds supply withh no immediate relief in sight even with Honduran and Costa Rican about to begin. These two countries were affected much more than Guatemala from the November tropical storm leaving their early season production in question with relation to yields and quality. With much uncertainty, realistic expectation for a return to normal will likely not be seen until mid-February when second cycle production from the Zacapa region of Guatemala resumes. Weekly production will be determined by how much fields in certain areas were impacted by the rains compared to others (lower lying, virus/bacteria, how plants responded to treatment, recent weather, etc)