

# the Fresh Press ALERT

Produce that's Fresh. Information that's to the Point.

OCTOBER 6<sup>TH</sup>, 2017

## **ARUGULA ALERT**

Tender-leaved items such as spring mix and arugula are active due to quality issues—product is brittle and showing signs of decay and mildew spots.

## **BROCCOLI & CAULIFLOWER ALERT**

The market is extremely active; the industry is now facing shortages on all packs and sizes of broccoli. Projection estimates are 40-55% down and we are seeing prevalent quality issues such as: heavy brown bead, pin rot, hollow core, and decay.

## **BRUSSELS SPROUTS ALERT**

The market remains active and short as insects are an issue.

## **CITRUS—ORANGES ALERT**

Oranges are now becoming extremely tight as more packing houses have finished with Valencias for the season. There are historically low supplies on small sizes, and demand exceeds all consumer needs; this is a global situation as South America, Chile, CA, FL, and TX are all below harvest and availability expectations. Supplies will be very limited the next 4 – 5 weeks with no relief until the Navel season starts late October.

## **ICEBERG & ROMAINE ALERT**

The market is quickly increasing due to prior extreme temps and the industry is now facing shortages. Quality issues of decay and seeders are present and sizing is very small, having a direct effect on yields. Relief is not expected until Huron is ready in 2-3 weeks, and possibly to Yuma, AZ which is 5-7 weeks away.

## **MUSHROOMS ALERT**

The hurricanes have affected southeastern farms; with the loss of power, all product in all stages of growth needed to be disposed. Demand will be up and weather patterns inconsistent, attributing to lower volume into November.

