



Frog Holler Produce brings you...

# *The Market Report*

August 13th, 2020

**Markets to Watch:** **Asparagus:** Quality out of Mexico continues to be above average. Expect planting gaps to start to occur as growing territories will start to change in Mexico. **Broccoli:** Good supplies in northern and Southern California will continue through out the week. **Red Grapes:** Market has come off and with good demand. Good availability on all siezes with promotable volume through the balance of the month.

- **Apples:** Small size fruit continues to remain limited as the USDA box program and retail are still running hard. New crop Gala varieties will be entering the market. Red Del stocks are depleting.
- **Watermelon:** Market is steady with good consistent demand. Good availability on all sizes this week. Mini watermelons remain limited and in high demand.
- **Potatoes:** New crop Norkotahs have entered the market. Quality is excellent, number 2 stocks are limited and prices are elevated. Remaining Burbank storages are limited with below average quality.
- **Stone Fruit:** Market remains active and demand continues to strenghten. Peaches and nectarines are extremely limited on all sizes. Plums and pluots have also firmed up. Excellent quality.
- **Green Grapes:** Market has softened as we are seeing multiple varieties ramping up. Good availability on all sizes this week. Quality is good with great sugars.
- **Tomatoes:** The market is steady. California is in peak season driving the market. Mexico imports are slowly crossing. Fall crops are set to harvest near the end of the month which will provide a boost to size and quality.

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