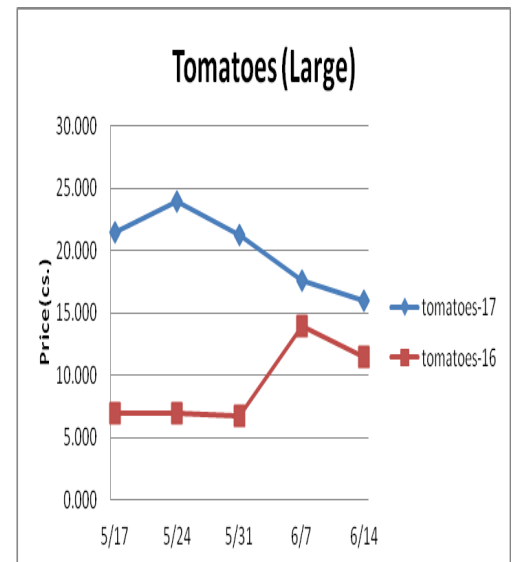
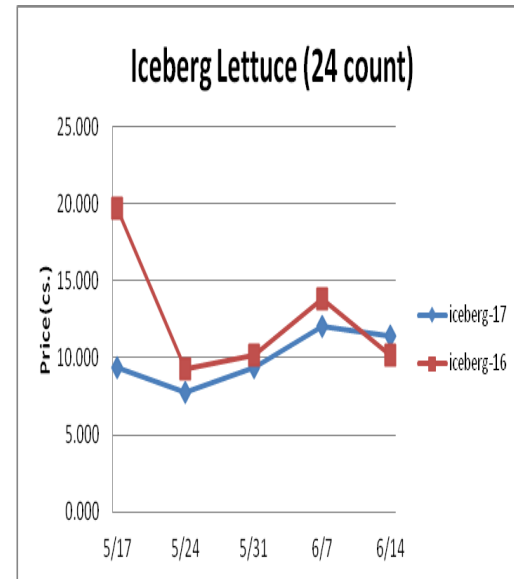


Produce

The Idaho potato markets continue to rise reaching multi-year highs. Potato supplies are seasonally tight which is supporting the markets. Recent history suggests that potato prices should move lower as the new harvest nears. The average price for the 70 count Idaho potato market during July was lower than in June in four of the last five years. At a minimum, sharply lower potato prices are expected by the fall. The cyclical transition north for the tomato harvest in the East has produced subpar supplies so far. Modestly lower tomato prices could occur in the coming weeks as Southeastern production expands.



Product Description	Market Trend	Supplies	Price vs. Last Year
Limes (150 ct)	Decreasing	Good	Lower
Lemons (95 ct)	Increasing	Good	Higher
Lemons (200 ct)	Increasing	Short	Higher
Honeydew (6 ct)	Increasing	Good	Higher
Cantaloupe (15 ct)	Steady	Good	Higher
Blueberries (12 ct)	Steady	Good	Higher
Strawberries (12 pnt)	Increasing	Good	Lower
Avocados (Hass 48 ct)	Decreasing	Good	Higher
Bananas (40 lb) Term	Decreasing	Good	Higher
Pineapple (7 ct) Term	Increasing	Good	Lower
Idaho Potato (60 ct 50 lb)	Increasing	Short	Higher
Idaho Potato (70 ct 50 lb)	Increasing	Short	Higher
Idaho Potato (70 ct) Term	Increasing	Short	Higher
Idaho Potato (90 ct 50 lb)	Steady	Short	Lower
Idaho Potato #2 (6 oz 100 lb)	Increasing	Short	Lower
Processing Potato (cwt)	Steady	Short	Lower
Yellow Onions (50 lb)	Increasing	Good	Lower
Yellow Onions (50 lb) Term	Increasing	Good	Lower
Red Onions (25 lb) Term	Increasing	Good	Lower
White Onions (50 lb) Term	Increasing	Good	Lower
Tomatoes (lg case)	Decreasing	Good	Higher
Tomatoes (5x6 lb) Term	Decreasing	Good	Higher
Tomatoes (4x5 vine ripe)	Decreasing	Good	Higher
Roma Tomatoes (lg case)	Increasing	Good	Higher
Roma Tomatoes (xlg case)	Increasing	Good	Higher
Green Peppers (lg case)	Steady	Good	Higher
Red Peppers (lg 15 lb case)	Increasing	Good	Lower
Iceberg Lettuce (24 ct)	Decreasing	Good	Higher
Iceberg Lettuce (24 ct) Term	Increasing	Good	Lower
Leaf Lettuce (24 ct)	Decreasing	Good	Lower
Romaine Lettuce (24 ct)	Increasing	Good	Lower
Mesculin Mix (3 lb) Term	Increasing	Good	Higher
Broccoli (14 ct)	Decreasing	Good	Lower
Squash (1/2 bushel)	Increasing	Good	Higher
Zucchini (1/2 bushel)	Decreasing	Good	Higher
Green Beans (bushel)	Increasing	Good	Higher
Spinach (flat 24)	Decreasing	Good	Higher
Mushrooms (10 lb lg) Term	Steady	Good	Lower
Cucumbers (bushel)	Decreasing	Good	Lower
Pickles (200-300 ct) Term	Increasing	Good	Lower
Asparagus (sm)	Decreasing	Good	Lower
Freight (truck CA-Cty Av)	Decreasing	Good	Higher



Market Report provided by:
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