

# On The Horizon

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## Market Update

**Tomatoes:** Tomatoes continue to be short in the East, as Quincy just doesn't have the volume to fill the gap between the Eastern shore/local deals and Palmetto/Ruskin. It looks to be another 2-3 weeks before Ruskin is running with consistent, solid volumes on rounds and romas.

Tomato volumes are also light in the West, although there are several growing areas shipping fruit. Northern California will wrap things up next week, shifting supply down to Mexico. Eastern Mexico will go through mid-December with steady, but light volumes, while Baja continues to cross its quality-challenged Fall fruit. Grape tomato crossings from Baja have also been limited, as quality and packouts limit production each day. There are some nicer grapes coming out of Central Mexico but the volume isn't enough to cover other areas' short supplies.

**Bell Peppers:** The East has adequate pepper supplies coming out of Georgia, but there are definite quality issues. South Florida growers should start next week and are expected to bring solid volume and good quality to the market. California is working through the transition from central areas to the desert. Smaller fruit is coming out of the older production areas while we look to the desert for jumbos and extra larges.

**Eggplant:** The California desert is up and running eggs with very nice quality and consistent volume. Fresno is still in the mix, but should wind down over the next few weeks. The East continues to have a steady supply with good quality.

**Green Beans:** Western green bean production is making the transition from Northern and Central California growing areas to the desert. Quality is becoming questionable out of the older growing areas, but is reported as very nice out of the desert region. In the East, there are still a few beans in North Carolina but the majority of volume is coming from Georgia. Overall, there is good supply.

**Cucumbers:** Cucumber volume and quality are good in the East this week, with Georgia and Central Florida shipping volume and South Florida beginning to break fields. In the West, Baja is seeing light supply and sporadic crossings, although quality has become very nice. Mainland Mexico is seeing volume increase, as more growers come into play each week.

**Summer Squash:** Squash supply has rebounded in the East this week, with more product coming to market due to warmer weather. Local deals are finishing up in California, shifting Western demand to Mexico. Production is increasing out of Northern Mexico and quality has been very nice. Baja is also shipping product, but the fruit has some quality challenges due to weather.

## Transportation Facts

\*The National Diesel Average dropped \$.03 this week and comes in at \$2.53 per gallon.

\*The average price for a gallon of diesel fuel is \$1.13 lower than the same time last year.

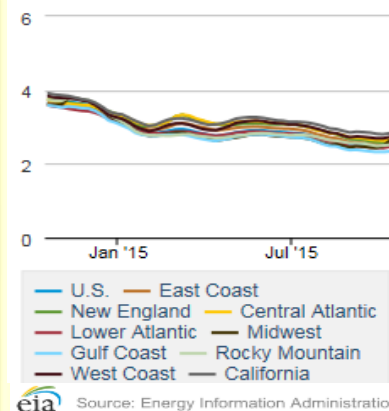
\*Fuel prices fell in all reporting regions except for the Rocky Mountains, where the price remained steady.

\*California reported the highest-priced diesel fuel of the week at \$2.81. The cheapest fuel in the nation is in the Gulf Coast area at \$2.32.

\*The WTI Crude Oil Price fell \$.75 (1.6%) per barrel this week, moving from \$46.64 to \$45.89.

### On-Highway Diesel Fuel Prices

(dollars per gallon)





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\*Register to win a Lipman Yeti cooler!

\*Happy Hour is from 2-4 pm on Saturday!

**On the Horizon  
will return in  
full format next  
week.**

**See you at  
PMA!**

**PRODUCE BAROMETER**

ITEM	QUALITY	PRICING
Bell Pepper	Good	Lower
Cucumber	Good	Steady-Lower
Eggplant	Good	Lower
Green Beans	Fair to Good	Steady-Higher
Lettuce-Iceberg	Fair	Higher
Jalapenos	Good	Steady
Onions	Good	Steady
Potatoes	Good	Higher
Squash	Good	Lower
Tomatoes	Fair to Good	Higher

**October Calendar**

**All Month**

National Chili Month

**October 24<sup>th</sup>-25<sup>th</sup>**

PMA Fresh Summit Expo

**October 27<sup>th</sup>**

National Potato Day

**October 31<sup>st</sup>**

Halloween

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Questions or comments about the newsletter?

Contact : [joanna.hazel@lipmanproduce.com](mailto:joanna.hazel@lipmanproduce.com)

