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Potato, onion markets rising on a tight supply

The potato and onion markets are currently erratic. Supplies are decreasing, creating some gapping. Unless your produce operation has a contract commitment with a supplier, it may be difficult to see full orders being totally filled on arrivals.



POTATOES

Idaho: Potatoes are experiencing an extremely limited supply. Idaho Russet Burbank demand exceeds the supply. Markets will be higher until the new crop is available. Some sheds are gapping and running only three days a week. But the new crop outlook is very promising as the growing conditions have been outstanding. The harvest is estimated for early August.

Washington: Demand exceeds supply on Norkotah Russets.

California: The demand is moderate on long whites, round reds and yellow with a steady market.

Colorado: Demand is fairly good on a firm market on the Norkotah Russets and other varieties.

Wisconsin: Russets are fairly light and demand exceeds supplies on a steady market.

Virginia: The demand for round reds is good while other varieties are moderate. The red market is about steady and others are lower.

ONIONS

Heavy rain in New Mexico and a gap in California are causing a tight market. This has caused orders to back up. There is a supply reduction forcing the market to increase.

California: The demand is good on a firm market. There are some gaps in product shipping. Supply is down from years past.

New Mexico: Onion demand far exceeds the demand on yellows. Rain has held up production causing gaps.

Georgia: The Vidalia district shows a moderate demand on a steady market.

Merchandising Tips

Potatoes and onions are the backbone of produce sales. Budgets depend on the high volume and gross profit dollars these two categories can contribute to the department. Only large aggressive displays of each will generate massive sales and gross profit for companies who go after it.

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