



Trendspotting

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Trendspotting: Berry prices level, cauliflower and green beans on the rise

By

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Berry prices appear to be leveling off as raspberries, blueberries and strawberries are down notably in price over the previous week. However, blackberries remain high. According to [ProduceIQ](#), the supply of strawberries and raspberries is slowly increasing from Mexico and will steadily bring down prices over the next few weeks.

As is often the case with weather, the inclement variety in California is negatively impacting cauliflower supply as prices doubled to \$34, a 10-year high. Mark Campbell, president and CEO of ProduceIQ, said unseasonably warm temperatures are causing quality issues and decreasing yields, and the reported volume from the Salinas/Watsonville area is around 50 percent of the norm for week No. 41.

“The extreme overnight heat will likely impact the yields of other heat-sensitive commodities such as broccoli, cabbage and Brussels sprouts grown in the region,” said Campbell. “Fortunately for buyers, cooler temperatures aren’t too far off and should bring some reprieve to a waning supply.”

Campbell also reported that green bean prices doubled in response to an unexpected gap in supply. “Growers in the Eastern/Midwestern U.S. are finished, and Florida and Georgia have yet to pick up production,” he said. “Georgia usually takes on the production mantle around week No. 40; however, the growers' efforts have been hampered by hurricane Idalia's damage to green bean fields. With no relief anticipated until November, prices will likely explode over the next few weeks. In the meantime, look to suppliers in Central America and Florida to fill in the gaps in supply.”

[Craig Levitt](#)

About Craig Levitt |

When his dreams of becoming a professional hockey player came crashing down due to lack of talent, Craig Levitt turned to journalism. He graduated from Hofstra University in 1992 and has covered various areas of the retail food trade since 1996. Craig joined The Produce News in 2017 and is now managing editor. In his spare time, Craig still plays men's league hockey (poorly) and enjoys walking the aisles of his favorite supermarket with his wife and two daughters.

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