



Trendspotting

WITH CRAIG LEVITT

- Advertisement -

Trendspotting: Got any grapes?

By

Craig Levitt

December 6, 2023

If it's not one thing it's another for table grapes. Hurricane season may be over, but the effects of this year's frenetic season are still haunting grape markets. This year, growers in the Tulare and Kern counties lost a significant portion of their winter crop due to a fungus caused by rain from Hurricane Hilary.

"As a result, grape markets have essentially skipped over a time of year typically marked by low, stable prices," said Mark Campbell, founder and CEO of [ProduceIQ](#). "As domestic production fades over the next three weeks, grape suppliers are optimistic that import season will provide some relief to what has been a very challenging season."

According to ProduceIQ, table grapes continue at \$34, which is approximately \$10 more than any prior year.

Keeping with the grape theme, grape-type tomatoes are at a 10-year high by a significant margin. "Usually considered a more economical alternative to cherry tomatoes, current prices are tarnishing their hard-earned 'affordable' reputation," said Campbell.

ProduceIQ reported that volume from Mexico and Florida is significantly below the norm for week No. 48. "Unfortunately, the future is not merry or bright for grape tomato buyers; supply is forecasted to struggle for the next two to three weeks," Campbell added.

Switching to avocados, Campbell said, "Prices have us doing a double-take. Quite uncharacteristically, we have no headline-grabbing story to explain current avocado prices. As far as we know, the crop is just a little lighter than expected. Resultingly, Hass avocado prices are at the second-highest value for week No. 48 seen in the last 10 years."

[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.

[Print](#)