

Market **OUTLOOK**

Week 3: January 13 - 19, 2025



Market ALERT

- Asparagus
- Avocado
- Brussels Sprouts
- Celery
- Citrus
- Grapes
- Herbs
- Melons
- Mushrooms
- Pears
- Peppers Bell

transportation

Nat'l Diesel Avg: \$3.561 **↑**

Last Year: \$3.294 **↓**

Nat'l Fuel Surcharge: \$0.42

Shortages: Freight rates is flat

- **extreme** - AZ, CA, ID & WA
- **slight** - FL & TX

National Posted Rate per mile

previous week's average outbound reefer rate for each region
Map from [DAT](#)



weather **OUTLOOK**

Oxnard, CA: Mostly sunny with highs in the 60s and lows in the 50s to 40s. 20 mph winds on Monday and Tuesday.

Salinas, CA: Partly cloudy and sunny skies with highs in the 60s and lows in the 40s to 30s.

Yuma, AZ: Mostly sunny skies with highs in the 70s to upper 60s and lows in the 40s.

Immokalee, FL: Partly cloudy with highs in the 70s to 60s and lows in the 50s to the upper 30s.

Idaho Falls, ID: Partly cloudy with highs in the 20s and upper teens and lows in the single digits.



Market UPDATE

apples



Washington's 2024 crop is expected to be of outstanding quality due to favorable growing conditions. Red delicious, gold delicious, granny smith, gala, and fuji have decreased. Cosmic has increased, with 2.8 million boxes. As Washington faces a 12 million box deficit, prices are expected to rise. Despite this, there is still ample fruit to ship year-round.

asparagus



Prices are escalated. Production in southern and northern Baja is low due to seasonal factors. Peruvian volume is also decreasing due to quality and seasonality, leading to increased market prices. White asparagus volume has increased but remains limited.

avocados



Holidays bring limited volume, but it has been aggravated due to USDA inspectors limited working hours. The market has been reacting accordingly, and even though there is fruit on the trees, production limitation might keep prices elevated all the way until the Super Bowl. Large fruit is very limited; the promotional opportunities are high with 60s and even better with 70s. Storage is recommended at 41°F.

bananas



The market remains in strong supply, with consistent quality and no issues regarding availability or logistics heading into next week.

beans



Green Beans: Prices are steady with good supplies and quality. Cold weather could potentially affect harvests.

Snow Peas: Prices have lowered slightly. Guatemalan production and quality are expected to improve.

berries



Blackberries: Prices are stable with good supply and quality from Mexico.

Blueberries: Prices are stable. Mexico's conventional and organic are of good quality, with minor issues. Increased production is expected by the end of the month and again in mid-March. Peru offers excellent quality, but volume is declining. Chile also has good quality, with favorable attributes, with volume peaking mid-January.

Raspberries: Prices are steady. Good quality, displaying a vibrant red color, promising sizes, and steady volumes from Mexico.

Strawberries: Prices are trending down. Santa Maria's has good quality, despite some color and shape issues. Florida's quality is fair, with green tips from cold weather, but production is increasing. Mexico's quality is fair, with bruising and soft skin, but production is also increasing and is anticipated to increase through January.

broccoli



Broccoli: Supply and market pricing are improving with decreased demand. Supplies coming from Yuma and Mexico.

Broccolini: Supply is improving with steady demand and good quality. Improved supplies are expected in the next week along with market pricing.



Market UPDATE

brussels sprouts



The supply is light, with improved quality and good demand. Market pricing has increased due to increased demand. Supplies are coming from Mexico, and markets will remain steady for the next few weeks. Improvements in supplies and pricing are expected after holidays.

cabbages



Supplies are on steady. Oxnard and Yuma have experienced improved yields, quality, and pricing. Supplies are expected to be steady for the next few weeks.

carrots



The market remains stable with steady supply and quality. Temporary sizing issues observed last week are expected to resolve, bringing the market back to consistent uniformity. Demand is steady, and availability should meet expectations across both retail and foodservice channels.

cauliflower



The market is improving, with some supplies available from Mexico. Demand is lower this week, and quality is reported as good. The supply is expected to continue improving in the coming weeks.

celery



Supply continues to be light, coming from Santa Maria and Oxnard, with good quality. Market pricing is escalated and expected to improve as demand decreases.

citrus



Limes: ALERT Pricing is high. The lime market is

facing increased costs and shortages due to ongoing rain in Mexico. The current crop is winding down quickly, with more availability on larger fruit. As production shifts to the new crop, expect smaller fruit and limited large sizes. Quality is improving, but rain could cause defects, with prices continuing to firm up and availability tightening into February.

Lemons: Pricing is steady. District 1 and District 3 are packing fruit. Supplies and quality are good across the board.

Oranges: Pricing is steady, but larger sizes continue to be a challenge with little relief in sight. 88s, 113s, and 138s remain the peak sizes. Growers are raising prices on 138s in an effort to reach a sustainable price point. Quality is good, and the fruit is eating well.

corn



Pricing is steady with good quality overall. Supplies have improved in Florida and Mexico, causing prices to come down. Recent cooler weather in Florida could slow down production, leading to an increase in prices in the upcoming weeks. It is worth noting that winter corn sizing is typically smaller due to less sun and cooler weather conditions.

cucumbers



Pricing is steady. South Florida has decent volumes due to post-hurricane replanting with good quality overall. Honduras is supplying the east with stronger volumes expected after January. Cooler weather could possibly slow production slightly. The west has strong supply from Sinaloa, with improved quality as older crops are phased out.



Market UPDATE

grapes



The prices are escalated. Demand for imports on both coasts has far exceeded supply. This trend is expected to continue through January.

herbs



Tarragon and **thyme** remain in short supply on the East Coast, with shortages expected to continue for a few more weeks due to limited availability from Colombia and Mexico. On the West Coast, supplies are still low due to cold weather in Mexico, but conditions are expected to improve as temperatures warm up over the next couple of weeks.

ALERT Cilantro: Supplies are on budget with good quality reported. Demand has increased, and supplies are shipping out of Oxnard and Yuma. Supply is expected to be limited for the next few weeks with escalated market pricing.

kale



Supply and market pricing are steady with good demand and quality.

lettuce



Green & Red Leaf: The supply and quality have improved along with size and weight, with decreased demand coming from Yuma. Market and contract pricing is back to normal.

Iceberg: The supply and quality have improved along with size and weight, with decreased demand coming from Yuma. Market pricing is expected to be steady in the coming weeks.

Romaine: Improved supply with lighter demand is causing the market to soften from Yuma. Quality has improved along with size and weight. Market pricing is expected to improve in the

coming weeks along with supplies.

Tender Leaf: Improved supply and quality with good demand. Cooler mornings are causing a slower growth rate in Yuma.

melons



Cantaloupe: Prices are escalated with limited supply due to shipping issues. The quality is good with limited sizing. The availability is expected to be limited through January.

Honeydew: Prices are escalated with very limited supply. The shortage is expected to continue over the next three to four weeks. Flexibility in sizing will likely be necessary.

mushrooms



Quality is good, but yields are fluctuating. Most growers continue to face supply issues. Availability will be affected by the holiday, and no price increases are expected. End users can be less affected by combining white and brown.

onions



Quality is good across all growing regions, with steady demand. Market prices on yellows and reds are steady, while whites are active and expected to continue to increase, possibly into February. The availability of whites is getting a little tight, with reds not too far behind. Mexico is buying a lot of whites and reds. Freight is beginning to increase.

onions green



Supplies are on budget with good demand coming from Mexico. Volumes are low due to labor shortages and holidays. Markets are expected to react and increase in the coming weeks.



Market UPDATE

pears



RADAR The U.S. is expected to experience a significant downturn in the 2024/25 season, with production and exports reaching their lowest levels in decades. Pear production is predicted to drop 20%, the smallest harvest since the 1967/68 season. Damaged trees and blossoms from a January freeze and cold spring weather exacerbate the declining acreage trend. Oregon and California reported 15% and 17% declines, respectively, further tightening supplies.

peppers bell



Supply of green bell from Mexico and Florida is improving, which is helping to bring prices down. However, red bell supplies are still limited, keeping the market escalated. Overall, the quality of both is strong. Recent cold weather in Florida and some unfavorable weather in Mexico may affect production in the short term.

peppers chili



Pricing is steady. Light chili volumes in Florida are expected due to cooler weather. West and central Mexico have strong volumes and quality.

pineapples



Market conditions are improving further, with better availability across all sizes. While larger fruit still has limited supply, medium and smaller sizes remain strong in both quantity and quality. Improved weather and efficient logistics are contributing to enhanced supply flow, setting a positive outlook for the coming week.

potatoes



The Idaho market pricing is steady, with good quality. Yields are slightly down from last year. Despite the decrease, Idaho is expected to continue to have plentiful availability.

squash



Pricing is trending up. Good supply overall from both coasts. Cooler temperatures in Florida are slowing down production, leading to slightly higher pricing.

tomatoes



Supplies are improving across all regions. Florida has nearly returned to normal supply levels, while Mexico's supplies continue to improve, helping to lower prices. Recent cold weather in Florida and some unfavorable weather in Mexico may affect production in the short term.



Market UPDATE

in the news...

Rising Temperatures, Rising Challenges for Fresh Fruit

Understanding these challenges can shed light on the broader effects of global heating and help point the way toward solutions that benefit both the agriculture industry and society.

Adam Formica • January 09, 2025 | visionmagazine.com

The latest UN Emissions Gap Report projects that if countries follow through on current pledges to reduce carbon emissions, average global temperatures could rise by 2.6 to 2.8°C (4.7 to 5.0°F) this century, compared to pre-industrial levels. But it's important to note that this increase is an average across the globe. On land, where most fresh fruit is grown, temperatures will likely increase even more sharply. Generally, temperature increases on land—especially in non-tropical areas—are expected to be about double the global average.

For example, data from the National Oceanic and Atmospheric Administration (NOAA) shows that in 2023, the average temperature on land was already 1.8°C (3.2°F) higher than the 1901–2000 average, while ocean temperatures were 0.91°C (1.6°F) higher. Projections indicate that by the end of the century, temperatures on

land could rise between 5.2 and 5.6°C (9.4 to 10.1°F). Such increases could have drastic effects, even if they might seem modest at first glance, especially given that daily temperature swings can be much larger. But even a seemingly small, steady rise in temperature—barring any of the more uncertain, abrupt changes that could be brought on by crossing tipping points in the climate system such as through melting ice sheets or deforestation—can have major consequences for crops that depend on specific climate conditions to thrive.

How Rising Temperatures Affect Fresh Fruit Crops

There are many ways that a shifting climate can impact fresh fruit crops. Two of the main temperature-related ones that have become apparent in recent seasons are pushing temperatures beyond certain critical limits and increasing cumulative heat



over the entire growing season.

1. Exceeding Temperature Limits

Plants have specific temperature ranges in which they grow best. When temperatures rise too high, they can push plants beyond these...

[Read full article HERE](#)

produce in **PEAK** *for January*

Avocados	Grapefruit	Mangoes
Beets	Kale	Tangelos
Cabbage	Kiwi	Leeks