



# Market ALERT

WEEK 49: December 2 - 8, 2024

## asparagus



**RADAR** Prices are steady. Supplies are good, but prices have slightly increased due to increased demand. Baja is low, with northern Sonora starting in two to three weeks. Peruvian supplies remain steady, and market activity is slow but expected to rise with holiday demand. Guatemala may experience vessel delays due to rain and Tropical Storm Sara. Mexican production of larger sizes is expected to decrease by month-end. White asparagus supplies will remain limited until early December. Jumbos continue to escalate.

production, while Mexico and Florida report increased production and good quality.

## broccoli



**Broccoli:** Supplies are extremely light. Demand has decreased with Salinas done and Yuma starting. Mexico may provide some relief, and current pricing and contracts are escalated.

**Brocolini:** Supply is short and demand is good, but limited until Yuma starts. Quality is fair, and market pricing has reacted, with light supplies expected in the next few weeks.

## avocados



**RADAR** Over the past few weeks, some orchards have faced quality concerns, leading to some packing houses halting activities until the issue is resolved. The market is reacting, but holidays may help maintain stability.

## cabbages



Growers are experiencing light supplies and challenges at the field level, with fair-quality products coming from Oxnard and Yuma. Yuma was slow to start. Supplies are expected to be light in the coming weeks, with improvement expected after Thanksgiving.

## beans



**Green Beans:** Prices remain escalated with limited supplies. Georgia is improving, while northern Florida will begin soon.

**Snow Peas:** Prices are steady. Guatemalan production is improving and expected to continue, while Peruvian production is out of season, and the markets are highly active.

## cauliflower



Market is experiencing a decrease in supplies and demand with the end of Salinas. Some supplies are available from Mexico, with fair quality. Lighter supplies are anticipated until Yuma starts by the end of the week, and market conditions are expected to escalate in the coming weeks.

## berries



**Strawberries:** Prices are up. A rain event in Santa Maria could disrupt operations and affect fruit quality, potentially ending the 2024 fall crop early. Current fruit quality is good, but decay is present. Production is in the post-peak phase, with future volumes reliant on weather conditions. Watsonville and Salinas have ended

## celery



Supply is light coming from Santa Maria and Salinas. Quality is good, and market pricing is expected to increase due to limited supply and increased popularity during the holiday.



# Market ALERT

## grapes



Domestic prices are up. California faces a shortage of green seedless fruit, with red being sufficient until mid-December. Importers on the east coast are sourcing from Peru and Brazil. The industry is anticipated to transition to imported fruit by mid-December, with many growers making the switch right after Thanksgiving.

## herbs



**Chervil:** Supply remains limited, but there has been a slight improvement.

**Cilantro:** Supply is improving with fair quality. Demand has increased, with supplies shipping from Oxnard and Yuma. Expected limited supply the next few weeks with improved market.

**Sage:** Supplies are light due to rain and cool weather, with increased demand.

## lettuce



**Iceberg:** Supply is light and of fair quality, with lighter demand, causing the market to soften. Size and weight are expected to improve from Yuma. Improved supplies are expected after Thanksgiving from Yuma.

**Romaine:** Supply is limited, with fair quality and light demand causing the market to soften. Size and weight are impacted, along with an increased market. Improved supplies are expected after Thanksgiving from Yuma.

**Tender Leaf:** Supply is light and demand is good, with only fair quality. The transition to Yuma is expected to improve supplies, but cold mornings in the desert region are causing slower crop growth. Improvements in quality and supplies are expected after Thanksgiving. Market pricing has also escalated.

## melons



**Cantaloupe:** **RADAR** Off-shore prices are up. The shift towards 9/9Js is affecting smaller fruit pricing, while Guatemalan quality remains good. The transition to offshore and reduced production in Guatemala and Honduras are driving up prices.

**Honeydew:** **RADAR** Off-shore prices are up. Guatemala production is slowing down to avoid early rains, resulting in Mexico as the primary supply. Limited availability has increased prices. First Guatemalan shipments arrive at the end of the week, with larger sizes expected.

## 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.

## pears



**RADAR** The Northwest crop has decreased in volume due to weather in late February/March. Bartlett is down by 14%, affecting the grade and size. Anjous are down by 30%, with more fancy and a 3rd grade packed, expected to finish in May/June. Red anjous are down 7%, with 120/135ct being questionable and availability through May. Bosc is down 63%, making it difficult to determine the end date, but expected to start winding down at the end of January to mid-February. The market pricing is expected to be escalated all season.



# Market ALERT

## peppers bell



Supplies are tight on colored bells as Canada wraps up its season, with central Mexico being the main source. Unfavorable weather has limited availability. Supplies are expected to remain constrained until mid-December, when mainland Mexico begins production. Green bells is facing shortages on both coasts. The east coast is limited as Georgia winds down and Florida is out of the market due to hurricane damage. Out west, Coachella is seeing lighter supplies, while Nogales is seeing limited crossings out of Sinaloa. Overall, supplies of both colored and green bells are expected to improve in December.

## tomatoes



Pricing is high. Supplies are tight on the east coast, expected to last until Florida starts in mid-December. Early crops from Florida are expected to have lighter yields, and there are concerns about quality due to the impact of earlier hurricanes. Barring any further weather disruptions, Florida should return to normal supply levels by the beginning of the year. Out west, Baja California supplies are light as northern regions wind down, and production in central Mexico is feeling pressure from US demand and is challenged with cooler temperatures reducing supplies. Significant volumes are not expected until January, when more areas come online.