

The Source

March 15, 2023

PRO*ACT

Market Updates

Apples –The market is steady for most varieties. It is slightly higher on Galas; 88s and larger. The quality overall is good.

Asparagus –There are enough supplies of STD and LRG for 11/1 and 28/1. Fewer XL/JBO deals on volume. Overall, the quality is good and the market is low.

Avocados –The market is on the rise due to good demand and light supplies of big fruit. The upcoming Mexican holiday next week (Benito Juarez) will cause production to slow down. The quality is good overall.

Bell Peppers –The green bell market is strong as new fields have a slow start in Mexico while Florida is transitioning to spring crops. Quality is good with a limited number of larger sizes. Colored bell production will gradually improve as Central Mexico gets into new fields and Canada gets started.

Berries (Blackberries) –Lighter supplies will cause the market to increase with limited availability.

Berries (Blueberries) –Most shippers are experiencing a planting gap for this item until mid-April. Overall, the quality is good and the market is higher.

Berries (Raspberries) –Good volume is available to be promoted out of Central Mexico and Baja. Overall, the quality is good and the market is lower.

Berries (Strawberries) –Heavy rains have affected the West Coast growing regions. Central Mexico and Florida are nearly done. Baja fruit is coming on strong over the next couple of weeks. We expect transition delays as we move into the Salinas and Watsonville areas due to flooding.

Broccoli –Supplies are starting to get tighter in Santa Maria, Yuma, and Mexico. Overall, the quality continues to be above average. Look for this market to adjust higher heading into the weekend.

Continued

Brussels Sprouts –There is good availability and pricing is competitive in the industry. Expect steady production with this commodity throughout the week. Overall, good quality is being reported.

Carrots – Whole carrot supplies continue to be tight due to recent inclement weather. Markets are up as well.

Cauliflower –Cauliflower supplies continue to be limited due to the recent and current cold weather in Santa Maria and Yuma. The warmer weather in Yuma is starting to spur growth. Look for this market to slowly adjust lower going into the weekend.

Celery –This market is steady overall. Smaller sizing is more readily available and shippers are flexing on the thirty-six counts in particular. Rain and cool temperatures continue in the growing regions. Expect moderate availability throughout the week. Value-added products continue to increase with certain shippers. Florida's production is extremely light.

Citrus (Lemons) – The main growing region is District 1 and is peaking on FCY fruit. District 2 will get started in better volume in late March and will bring more choice-grade fruit into the market. Overall, the quality is good.

Citrus (Limes)–There is a slight decline in the market. Quality is improved notably on smaller fruit 230s/250s. Expect markets to remain active as rain is hitting the growing regions of Veracruz.

Citrus (Oranges) - Supplies are peaking on 72/88/113ct with deals to be made on small fruit. The quality is good. Markets have been low but will firm up with rain/cold weather in the forecast.

Cucumbers – Florida spring crops have started along with Baja. Offshore fruit supplies are decreasing with poor quality. Mexico's production remains moderate.

Eggplant –Supplies are adequate with good demand. Florida spring crops have started in a light way. Mexico will go through April and then transition to the California Desert.

Garlic - Steady California production is expected throughout the week. Good quality has been reported.

Continued

Grapes (Green) –Plenty of supplies on both coasts for this commodity. There is a wide range in quality and price.

Grapes (Red) –Plenty of supplies on both coasts for this commodity. There is a wide range in quality and price.

Green Onions –Mexican-grown supplies are improving this week. Mexico's warmer weather is helping spur growth. Overall, the quality is good.

Kale –This market continues to be steady. Moderate to good availability is expected throughout the week. Overall, the quality is good and the pricing is steady.

Lettuce (Iceberg) –This market remains steady. Warm temperatures in Yuma have accelerated the growth of this commodity. Shippers are trying to keep inventories at a minimum, so deals are being offered. Common defects being reported include pinkening and discoloration as well as misshapen heads. Supply is expected to remain steady throughout this week.

Lettuce Leaf –Warm temperatures in Yuma have caused romaine as well as all leaf items to grow rapidly. Romaine hearts will have good availability all week. Common defects that are being reported include fringe burn, blister, and peel as well as discoloration on the outer leaves. Good availability is expected all week for all leaf items.

Lettuce Tender Leaf –Tight supplies continue on parsley, spinach, and arugula due to the recent cooler weather in Yuma. The weather in the growing area is improving going into the weekend. Overall, the quality is expected to be fair and at steady pricing.

Melons (Cantaloupe) – There is good volume this week and it will continue next week. Sizing is more for larger fruits. Overall, the market is steady and the quality is good.

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Melons (Honeydew) – Slightly better volume for this commodity. Pricing will remain on the higher end due to good demand and Mexico's lack of product.

Melons (Watermelon) – Prices are increasing as Mexico's production drops until April. The quality overall is good.

Mushrooms – Supplies continue to be readily available. Overall, the quality is good and the market is high.

Onions – The northwest season is winding down. Shipments are expected to continue until mid-April. Texas-grown onion supplies are ramping up.

Pears – The market is slightly higher as retail bag programs switch from Bartletts to Anjous. The quality overall is good.

Pineapples – Steady open market volume. Overall, the quality is good and the market is steady.

Potatoes – The potato market remains extreme. Burbanks and #2s remain the most limited. Overall, the quality is good.

Squash – Crops are transitioning to Northern areas. Supplies of zucchini and yellow squash are limited. Better supplies are expected by the end of next week.

Stone Fruit – Adequate supplies of imported peaches, plums, and nectarines on both coasts. Greek and Italian imported kiwi are currently at a steady price but remain in light supply.

Tomatoes – Strong supplies from Mexico keep markets steady. Florida markets remain stable due to high production from Mexico.

A Peek at Peak Seasons

Raspberries **Blackberries (Past Peak Season)**
Blueberries (Past Peak Season)

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national diesel average remained steady at 4.282 per gallon and California also remained steady at 5.316.

Weather



California – Heavy rain has moved off leaving 1" - 212" of rain. There may be lingering showers and cloudiness early Wednesday with morning lows in the 40s to mid-50s and daytime highs in the upper 50s to low 60s. Clear skies tonight bring lows back into the upper 30s to mid-40s. Weak systems move through Friday and into the weekend, bringing spotty light rain and minimal totals.

Mexico – A few isolated showers are possible today across much of the area. Most showers that occur should range from trace amounts up to 0.15". From Thursday-Sunday anticipate dry weather. Highs in the low 70s to near 80 over most fields through the day on Sunday. Morning temperatures will drop into the low-upper 40s at ground level through Saturday morning and upper 30s to mid-40s on Sunday, as a cold front brings in drier continental air to the region.

Florida – In the wake of a cold frontal passage, morning low temperatures cool to the mid-upper 30s north of Ocala today and tomorrow, with mostly 40s-50s south of there. Highs warm steadily under increasing southerly flow, from the mid 60s-mid 70s today to low-mid 80s in most fields by Friday afternoon. The next frontal system will bring significant rainfall to north and central Florida late Friday night through Saturday evening, with embedded thunderstorms expected and totals exceeding 2" in the Tampa Bay area Saturday. Remnants of that front may linger in south Florida through Sunday.

Arizona – A passing upper-level low will cool temperatures closer to seasonal average (mid 60s-upper 70s Wednesday) today through Thursday early afternoon. 0.50"-0.75" of rain possible. Over higher terrain and where stronger storms develop, heavier rainfall may occur. Up to 35-40 mph winds are expected. Upper 60s to upper 70s tomorrow, lower 60s to low 80s over the weekend. Cool lows Thu/Fri, upper 30s-upper 40s Friday. Isolated lettuce ice in cold-prone areas Friday morning. Warmer Sat/Sun, mid 40s-low 50s. No ice is expected.

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is lower	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is higher	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MUSHROOM	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is good, pricing is higher	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is higher	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is lower	 GRAPES (GREEN)	Quality is good, pricing is lower	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is steady	 GRAPES (RED)	Quality is good, pricing is lower	 POTATOES	Quality is good, pricing is higher
 BROCCOLI	Quality is good, pricing is higher	 GREEN ONIONS	Quality is good, pricing is lower	 SQUASH	Quality is good, pricing is higher
 BRUSSELS SPROUTS	Quality is fair, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is steady
 CARROTS	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is lower	 LETTUCE LEAF	Quality is good, pricing is steady		
 CELERY	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		