

The Source

February 1, 2023

PRO*ACT

Market Alerts

Apples – Small grannies and Fujis will remain scarce until the new harvest in September. Granny's are slightly tighter this week compared to last week. Apple inventories continue to be low. Overall, supplies are limited and prices remain elevated.

Asparagus –Mexico's product volume is growing as the Caborca region is gaining momentum, bringing down prices for both standard and large. XL and JBOs are limited. 28/1# available next week. East coast and Peruvian products are doing well.

Avocados –A good supply of fruit in all sizes. Promotional deals are available. Overall, the quality is good and the pricing is steady.

Bell Peppers – The overall market is steady with a steady supply of greens and slightly more availability on field packs reds out of Mexico. Cold night temperatures have slowed production, but temperatures should start to increase as we get into February.

Berries (Blackberries) –There are good numbers still crossing into the US from Central Mexico. Overall, the quality is good and the pricing is steady.

Berries (Blueberries) –This commodity is steadily coming out of Central Mexico and Chile. Overall, the quality is good and the pricing is steady.

Berries (Raspberries) –An acute shortage exists industry-wide and is expected to last for the next 3 weeks. The shortage is due to cold temperatures and a severe wind event in some major growing areas in Baja. Overall, the quality is good and the pricing is higher.

Berries (Strawberries) –Strawberries remain tight and to the numbers, as we brace for the Valentine's Day pull. Moderate supplies are coming from Central Mexico, Baja, California, and Florida. The continued cold weather is impeding growth in all areas except Florida which is increasing slightly after recovering from last week's freeze.

Broccoli –Supplies continue to be good in Santa Maria and Yuma. Overall, the quality continues to be above average. Crown production is anticipated to be better than most suppliers.

Continued

Brussels Sprouts –There is good availability and pricing is competitive in the industry. Expect steady production with this commodity throughout the week. 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 struggle in Yuma and Santa Maria. The cold weather has slowed growth causing cauliflower supplies to be short. Look for this market to remain high and supplies limited going into the weekend.

Celery –This market is soft as supplies in Yuma and southern California have improved. Demand is less. All sizes are available with heavier amounts in twenty-four count packs. Production in Florida has increased to meet east coast demand. Escalating pricing continues for value-added products on the west coast.

Citrus (Lemons) –California Desert/Arizona Region and San Joaquin Region are the main growing regions for this commodity. Overall, the quality is good and the pricing is steady.

Citrus (Limes)–The market is steady this week with a decent flow of fruit available. Quality has improved as the new crop gets started. There is some older fruit out there with sharp prices, be wary of quality. Markets are expected to be fairly steady into next week.

Citrus (Oranges) - Now that the rain has passed, expect the markets to level off. Overall, the quality is good and the pricing is steady.

Cucumbers –The market is tight, but expect the market to improve with slightly better production. Quality is good with limited large sizes.

Eggplant –The market is stable on both coasts. Supplies are coming from Mexico and Florida. Overall, the quality is good and the pricing is steady.

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

Continued

Grapes (Green) –Imports are in better supply on both coasts as Chilean volume starts to ramp up. The market is adjusting and the quality is excellent.

Grapes (Red) –Imports are in better supply on both coasts as Chilean volume starts to ramp up. The market is adjusting and the quality is excellent.

Green Onions – Mexican-grown crossings are ramping up. Supplies are improving. Overall, the quality is good and the pricing is lower.

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

Lettuce (Iceberg) –Supplies, due to cool weather in the Yuma region, have become tighter in the industry. The quality continues to be above average, with weights ranging from 38-41 pounds. All value-added items are off-escalation. Rain and cool weather in the Yuma region will keep production down. Expect stronger markets throughout the week.

Lettuce Leaf –Romaine as well as all leaf items are steady and demand is off. This will likely continue throughout the week. Expect strong supplies of Romaine hearts. Shippers with value-added products are all off-escalation. The cool weather usually leads to blisters and peels, which shippers are reporting lightly.

Lettuce Tender Leaf –Good supplies of baby leaf items like spring mix, spinach, and arugula are available in the desert. Due to the rains, light supplies are anticipated in Southern California, so availability will be moderate at best. Expect some shortages going through the weekend. Overall, the quality is expected to be fair.

Melons (Cantaloupe) – Cantaloupe supplies are tight on JBO 9's, 12's, and good volume on 15's. This will continue into the next couple of weeks due to diverse weather conditions.

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Melons (Honeydew) –There are light supplies on 6's, 8's, and a few more 5's. Overall, the quality is good and the pricing is steady.

Melons (Watermelon) – Good supply out of Mexico and pricing is in the mid-20s. Offshore supply is lighter at higher pricing.

Mushrooms –Great mushroom supplies and quality. Overall, the market remains high.

Onions –Excellent supplies of Northwest onions are available. The new crop of Mexican-grown onions is ramping up in South Texas. Overall, the quality is good and the pricing is lower.

Pears –Market prices are steady at high levels. Inventory continues to be light. Most shippers are done with Bartletts.

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

Potatoes –Extreme cold weather is limiting movements in Idaho. The market remains extreme for #2s. Overall, the quality is good and the pricing is higher.

Squash – The markets are fairly steady. Supplies are in moderate but light demand, keeping prices steady. Overall, the quality is good.

Stone Fruit –Imported peaches, plums, and nectarines have started on both coasts; supplies are light and quality is very nice. Greek and Italian imported kiwi have started in a light way. Pomegranates are nearly done in the Central Valley. California Asian Pears are still available.

Tomatoes – The tomato market is lower as Mexico's production continues to increase. Roma supplies are plentiful out of Mexico, and round availability is increasing. Grapes and cherries are stable. Florida supplies are steady. Overall, the quality is good.

A Peek at Peak Seasons

Blueberries

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

Weather

California –Coastal valleys and inland fields will be near to below freezing this morning with upper 20s to mid-30s and mid-upper 30s near the coast. Daytime highs will be in the upper 50s to mid-60s. Thursday morning lows will be a few degrees warmer before winds increase ahead of a low pressure system arriving Thursday night. Most fields won't see rain, but any rain that does fall will be minimal. We will see a stronger system on Saturday night with another slight chance of rain, but totals for that system could exceed ¼".

Mexico – Seasonal temperatures are expected on Friday and over the weekend. Northerly winds will bring cooler temperatures and morning frost. High temperatures in the low 70s to low 80s through Thursday, mostly mid-60s to mid-70s on Friday into Saturday, and low 70s to low 80s by Sunday. No rain for the next five days.

Florida –Weak high pressure will produce light winds and warmer temperatures across the peninsula through tomorrow. Afternoon highs will be in the low-mid 80s in most fields with morning lows in the 60s. Another frontal system arrives early Friday morning, stalling out over the region Friday resulting in light to moderate showers and isolated thunderstorms most of the day.

Arizona – Morning lows continue to cool to the upper 30s to low 40s with light lettuce icing for the week. Moderate and gusty northerly winds should keep low temperatures above forecast in exposed areas. By the weekend, steady warming kicks in, and lows will be in the low-upper 40s across the board by Sunday. Afternoon highs climb from the 60s to 70s Wednesday-Thursday, to the mid-upper 70s by Sunday.

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national diesel average remains steady and is currently at 4.622 per gallon. California diesel prices are also steady at 5.508 per gallon.per gallon.

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Commodities at a Glance

 APPLES	Quality is good, pricing is higher	 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 steady	 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 steady	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is lower
 BERRIES (BLUEBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is good, pricing is higher	 GRAPES (GREEN)	Quality is good, pricing is lower	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is higher	 GRAPES (RED)	Quality is good, pricing is lower	 POTATOES	Quality is good, pricing is higher
 BROCCOLI	Quality is good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is lower	 SQUASH	Quality is good, pricing is steady
 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 higher	 TOMATOES	Quality is good, pricing is lower
 CAULIFLOWER	Quality is fair, pricing is higher	 LETTUCE LEAF	Quality is good, pricing is steady		
 CELERY	Quality is good, pricing is lower	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		