

The Source

February 15, 2023

PRO*ACT

Market Updates

Apples – The market for small galas is down slightly as supply is finally back to normal levels. Small grannies will remain scarce until the upcoming harvest in September. Large-size gala inventories remain low. The market overall is steady.

Asparagus –The market has jumped up to the mid-30s. Production dropped dramatically yesterday and today due to hail and freezing temperatures. Overall, the quality is good.

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

Bell Peppers – The market is fairly steady on greens with moderate supply. Size is peaking for jumbos in Florida and small fruit in Mexico. Red bell production has fallen due to cold temperatures, and the market is increasing.

Berries (Blackberries) –Steady supplies are coming out of Central Mexico crossing in through Texas. Overall, the quality is good and the market is steady.

Berries (Blueberries) –There is no change in the market with fruit coming from Central Mexico, Chile, and the first arrivals from Peru.

Berries (Raspberries) –Numbers are expected to increase in two weeks after a 4-week demand exceeds supply situation caused by cold weather and rain. Overall, the quality is good and the market is higher.

Berries (Strawberries) –Post Valentine's Day demand is off causing a decrease in pricing and an uptick in availability. Quality is exceptional in all areas except Mexico where the fruit is just fair as they approach the tail end of that season.

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

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.

Continued

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

Cauliflower –Cauliflower supplies are slowly improving in Yuma, Mexico, and Santa Maria. The recent cold weather had slowed growth causing cauliflower supplies to be short. Now look for this market to slowly adjust lower with better supplies heading into the weekend.

Celery –This market remains firm. For small sizes, the pack size is a bit heavier, thirty-six counts in particular. The cool weather in the growing regions of Yuma and southern California has slowed down the growth of this commodity; demand is moderate. Florida has been a help for east coast demand. There continues to be no escalation in value-added products.

Citrus (Lemons) – The main growing region is District 1 and is peaking on FCY fruit. District 2 will produce better volume in late March and will bring more choice-grade fruit to the market. District 3 is wrapping up.

Citrus (Limes)–Prices are higher as we fully transition to the new crop. Offshore fruit is available however supplies are adequate and quality is fair; better quality out of Mexico. How short/high this market will get will be affected by offshore production coming in. Expect rising markets through March with relief in April as we round the next corner with the crop.

Citrus (Oranges) -The market is lower and supplies are peaking on 72/88/113ct with deals to be made on small fruit. Overall, the quality is good.

Cucumbers – Cool temperatures have caused sporadic availability in Mexico and have kept prices elevated. Offshore supplies are steady and should continue for another 3-4 weeks. Expect some overlap as Florida will begin its deal in early March.

Eggplant –Light supplies in Florida will not improve till spring crops start in March. Quality is fair out of Florida. Western supply is moderate. Expect an increase in demand next week due to the Lent holiday.

Continued

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

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

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

Green Onions – Mexican-grown supplies are struggling a bit this week. Recent cold weather has delayed the crop. 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) –Demand has slowed down this week and the availability of products has increased with multiple shippers. The quality and weight of the product remain above average. The cooler weather in the growing areas has damaged the outer leaves, but after peeling them off, the product is fine. All value-added items will be at normal channel pricing. Ice in the morning may cause harvesting delays for the next few days.

Lettuce Leaf –There continues to be an excellent supply of romaine lettuce and all-leaf items. Shippers are flexing on pricing so promote as much as possible. There are also good supplies of romaine hearts available. There have been reports of blisters and peels on the outer leaves; however, these are being cleaned up at harvest time. Good supplies are predicted for the week.

Lettuce Tender Leaf –There are good supplies of baby leaf items like spring mix and spinach available in the desert. Arugula supplies are slightly tighter. Overall, the quality is expected to be fair and at steady pricing.

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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 in the past weeks.

Melons (Honeydew) –Supplies are limited for this commodity. There was light production last week causing late vessels. There will be slightly better supplies for the end of the week. Overall, the quality is good and the prices are steady.

Melons (Watermelon) – We continue to see good supply out of Mexico and pricing is in the mid-20s. Offshore supply is lighter at higher prices.

Mushrooms – Great availability and supply. Overall, the quality is good and the price is higher.

Onions – Excellent supplies remain shipping from the northwest. South Texas supplies continue to increase. Overall, the quality is good and the pricing is lower.

Pears –The market is steady at high levels. Inventories continue to be light. Most shippers are down to Anjous and Bosc pears.

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

Potatoes –The potato market remains extreme. Limited #2s are available. Overall, the quality is good.

Squash –Zucchini is readily available, but yellow and gray are more scarce. Availability has been spotty out of Mexico due to inconsistent weather. Overall, the quality has been good with some occasional scarring.

Stone Fruit – Imported peaches, plums, and nectarines are going on both coasts; supplies are light and quality is very nice. Greek and Italian imported kiwi remain in light supply and the market is steady. California Asian Pears are nearing the end of the season.

Continued

Tomatoes – Rounds, grapes, and cherries are stable. Romas have become active due to fewer crossings from Mexico caused by strong national demand in Mexico. Also, Mexico's Roma tomato production is slightly lower due to weather, but a decent supply is available.

A Peek at Peak Seasons

Strawberries

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

Weather

California –Windy conditions keep morning lows in the upper 20s to mid-30s while daytime highs hover around the low-upper 50s to low 60s. Thursday morning, the low temperature will be in the mid-20s to low 30s. A low-pressure system moves in Friday warming lows and bringing a slight chance of rain. Most rain should remain offshore, but light, isolated showers are possible through Saturday night.

Mexico –As the week progresses, a cold front will approach the area. It will lead to cool mornings and widespread icing. Morning temperatures will be in the low-30s to upper-40s this week. Daytime temperatures will also be cooler as we move into the weekend but will rebound as we move into Sunday. Highs in the mid-70s to mid-80s through Friday, low 70s to near 80 on Saturday, and mid-70s to mid-80s on Sunday.

Florida –Continued warming with dry conditions today to tomorrow, ahead of a weak passing cold front that will bring light showers to northern Florida Friday afternoon. Temperatures behind the front cool across the peninsula. Look for highs in the low 80s today, warming to the low-upper 80s by Friday, and cooling to the 60s-70s Saturday afternoon.

Arizona –A low-pressure system over the Four Corners swings a cold front through the low deserts Tuesday evening, producing light rain in all forecast zones through sunrise today. Northwesterly winds behind the front gust to 30mph this afternoon and will decrease through Friday afternoon. Morning lows will be in the mid-upper 30s today, then drop to the upper 20s-mid 30s Thursday and Friday. Some lettuce icing this morning and severe icing Thursday/Friday, in all Yuma County wind-protected valleys. High temperatures will be in the 50s-mid 60s today, warming to the mid-60s-low 70s by the weekend.

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national diesel average dropped and is now 4.444 per gallon and California is currently at 5.445 per gallon.

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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 higher	 CITRUS (LIMES)	Quality is good, pricing is higher	 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 higher	 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 lower	 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 higher	 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 steady
 CAULIFLOWER	Quality is fair, pricing is lower	 LETTUCE LEAF	Quality is good, pricing is steady		
 CELERY	Quality is good, pricing is lower	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		