

Fresh News

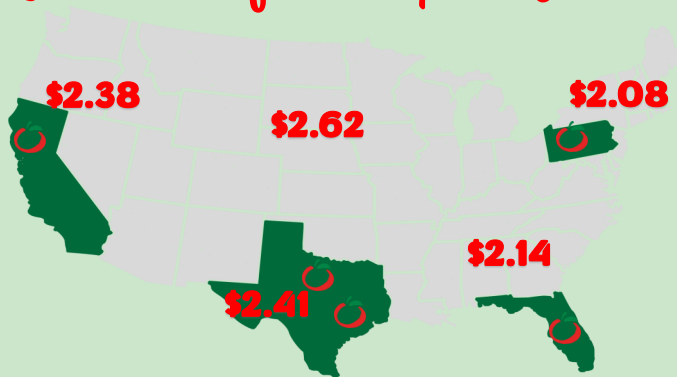


Market Alert

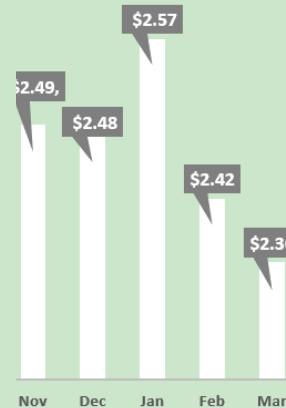
- ◇ Cantaloupe
- ◇ Honeydew
- ◇ Lettuce—Various
- ◇ Tomatoes
- ◇ Watermelon



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+77° +78° F +55°
Yuma
Saturday, 30

Sunday	+68° +53°
Monday	+71° +55°
Tuesday	+80° +58°
Wednesday	+84° +63°
Thursday	+86° +64°
Friday	+74° +56°

See 7-Day Forecast

+60° +61° F +44°
Salinas
Saturday, 30

Sunday	+60° +45°
Monday	+67° +46°
Tuesday	+69° +49°
Wednesday	+64° +50°
Thursday	+53° +42°
Friday	+54° +41°

See 7-Day Forecast

+78° +88° F +58°
Culiacan
Saturday, 30

Sunday	+88° +61°
Monday	+85° +62°
Tuesday	+89° +58°
Wednesday	+91° +56°
Thursday	+90° +58°
Friday	+91° +58°

See 7-Day Forecast

+79° +80° F +62°
Immokalee
Saturday, 30

Sunday	+83° +62°
Monday	+86° +63°
Tuesday	+87° +66°
Wednesday	+86° +70°
Thursday	+77° +61°
Friday	+72° +55°

See 7-Day Forecast

+56° +59° F +38°
Yakima
Saturday, 30

Sunday	+62° +41°
Monday	+66° +44°
Tuesday	+70° +50°
Wednesday	+62° +46°
Thursday	+52° +38°
Friday	+56° +42°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

The production of Roma tomatoes has been minimal, and the weather event on Friday is expected to prevent harvesters from working in the fields for the upcoming days. The quality of crown pick has been satisfactory, however it has been inconsistent among growers that harvest later. Anticipate a restricted supply for the majority of the upcoming week due to the necessary drying time for the fields and the subsequent coloration of the fruit. The supply of round tomatoes is generally stable, but below historical volumes causing an increase in pricing as growers manage through the start of the seasonal transition. Growers are hopeful that the rainfall on Friday will not significantly affect the quality and availability. Grape tomatoes have exhibited robust production levels this week, with the majority maintaining consistent quantities resulting in stable pricing. The quality of the fruit has been satisfactory, however, the current rainfall conditions may have an impact on the fruit in the upcoming week.



Mexico

With Holy Week being celebrated, expect availability concerns as loads crossing will diminish dramatically during this time. Roma cultivators are primarily harvesting from mature fields this week, where the size has decreased. The commencement of new land development is anticipated within the upcoming 7-10 days, thereby enhancing both the quantity and quality of resources. Both the Baja and Sonora regions are expected to commence operations in early to mid-April, although the higher volumes of Baja are not expected until May or June. The availability of round tomatoes has been somewhat restricted this week, ranging from mild to moderate. West Mexico will persist in cultivating its current land area, so sustaining its operations until late May or early June. If water rations are implemented, there is a potential for the season to conclude prematurely and/or see a decrease in volume. In general, the availability of supplies remains lower than in the previous year due to the failure of several growers to plant for this season. However, it is expected that the supply will recover to reasonable levels over the following week. The quality has been satisfactory. The supply of grape tomatoes in Sinaloa has exhibited a moderate level and is projected to persist in a comparable manner for a minimum duration of 2-3 weeks. The quality of the produce has varied based on the grower, field, and picks.



Bananas

The quality of the fruit is good, and increased supplies are anticipated in the upcoming weeks. At the moment there are no supplies or quality issues.



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Fruits

Apples



There is an ample availability of the majority of apple cultivars. Gala's stands out as the sole exception. The crop this year reached almost unprecedented levels, and shippers intensified their efforts in promoting and selling during the autumn season. As a result of that endeavor, the spring supplies were less abundant than usual, and the supplies from now until the new crop will be thin.

Berries—Blackberries



The Berries originating from Mexico demonstrate commendable quality, even with certain noted imperfections. Mexico is expected to maintain its position as the primary supplier until the commencement of contributions from the US areas in May. The availability is anticipated to exclusively transition to California beginning next week.

Berries—Blueberries



The production of blueberries in Mexico is experiencing an upward trend, but with occasional occurrences of faults. Starting next week, availability is anticipated to exclusively transition to CA. The production in Chile has concluded for the season, and there will be limited supply in the next weeks.

Berries—Raspberries



In general, there has been a modest increase in supplies. Mexico remains the primary region, and Oxnard is slated

to join the competition next week, with a projected rise in numbers. We anticipate that Baja will experience marginally improved figures on a weekly basis during the month of May.

Berries—Strawberries



The harvest for the 2024 season has begun in the Watsonville and Salinas areas, benefiting from ideal weather conditions with sunny sky and pleasant temperatures. Growers are hopeful about the expected increase in volume in April, despite the possibility of rain over the weekend and into next week. The Oxnard region has been undergoing moderate weather conditions, with a modest likelihood of precipitation in the forecast. The region's strawberry quality remains exceptional as it nears its peak season, which is anticipated to extend until the end of March and potentially into April. The strawberry region of Santa Maria is characterized by sunny weather, with anticipated wind activity throughout the middle of the week, followed by milder conditions in the following week. Despite small flaws in the fruit, the general quality of the fruit remains excellent, and growers expect a significant increase in output in the coming weeks. The season in the Florida and Mexico region has reached its conclusion.

Citrus—Lemons



The harvesting of lemons in District 1 is currently reaching its peak sizing at

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75/95/115 counts. This phenomenon is expected to persist in both District 1 and District 2 within the state of California. District 1 possesses a substantial quantity of fruit of superior quality, which is expected to extend to District 2. The commencement of imports from Argentina is scheduled for mid-May. The availability of smaller-sized lemons (140 count and less) will continue to be limited during the California season. Although imports may provide some assistance, it is important to note that Argentina lemons are also larger in size.

Citrus—Limes

Today, there has been a little decrease in open market pricing after the rush to load produce a week ago for Easter. We anticipate a little interruption in the upcoming week, as Mexican cultivators will suspend their harvesting activities on Thursday, March 28 and refrain from resuming until Monday, April 1, in commemoration of Good Friday and Easter. This will result in a decrease in prices until supplies are replenished and additional fruit is harvested. The Mexican fruit industry continues to face competition from offshore counterparts, which is impeding its market growth. The fruit supply from Colombia and Peru is sufficient to prevent Mexico from dominating the market. Anticipated is a deceleration in Colombian imports, which may result in increased pricing for Cinco de Mayo promotions in the upcoming month. Optimal resources are found in little fruit, whereas larger sizes are more difficult to locate in any quantity and far more expensive.



Citrus—Oranges

There is a scarcity of little navel oranges this week. We suggest using larger subbing sizes. Approximately 10% of packs include tiny fruit within the count range of 113 to 138. The typical sugar content of oranges ranges from 11.5 to 12.5 brix. It is anticipated that this tendency will persist throughout the duration of the season until the commencement of the Valencia harvest.



Grapes

Red grapes exhibit a high degree of scarcity on both the eastern and western coasts, with a restricted supply observed on the western coast. The quality of market grapes is satisfactory, and there is an anticipated improvement in import volumes in the upcoming week. If it is relevant, it is advisable to utilize black grapes as an alternative.



Melons - Cantaloupe

The trends established last week have persisted this week and are expected to persist into April. The peak of offshore production has been reached in all regions, resulting in a moderate supply rather than a substantial one. The quality has reached a level of equilibrium, resulting in reduced instances of undervaluation. The sizes are at their highest point on 9s, with sufficient to abundant supplies of jbo 9s and 12s. The increase in demand can be attributed to the onset of spring across the nation. As anticipated, prices increased this week and are expected to remain stable for the majority, if not all, of next week. The com-

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mencement of domestic harvest is anticipated in May.

Melons - Honeydew

Last week's supplies were significantly reduced due to the deceleration of offshore production as the negotiations approach their conclusion. It is anticipated that Mexico will commence its exports to the United States in the month of April. The demand has increased as a result of seasonal fluctuations, but it may decrease in reaction to elevated pricing. We are seeking a company with a marginally more robust market in the upcoming week. The commencement of domestic harvest is scheduled for May.



Alert

Melons - Watermelon

The watermelon market has reached a decade-long peak as a result of escalating challenges in Honduras and Mexico. At present, the demand surpasses the supply. The onset of offshore supplies and the domestic season is anticipated to commence in mid-April, with an estimated duration of 1-2 weeks. Both bins and cartons see a significant influence.



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Pears

The prices of Anjou have experienced a significant increase and are expected to remain constrained until the arrival of new crop Bartletts in California in mid-July. There is expected to be a scarcity of 110s and smaller. Small Bosc are easily accessible.



Pineapple

Growers are carrying with their contractual obligations. The Christmas season has had an impact on the availability of 6ct crowned and 7ct crownless pineapples. Vessel delays and USDA delays have adversely affected the supply, resulting in a change in loading schedules. Specialty pineapples are in high demand.



Stonefruit

The current availability of Chilean white and yellow nectarines, peaches, and plums is limited due to delays caused by rainfall in the growing regions. The tray pack fruit has consistently maintained a high level of quality. Based on the projected improvements in production and the introduction of new vessels, it is expected that there will be an increase in supplies in the upcoming weeks.



Vegetables

Asparagus

With the conclusion of the Easter rush, we will now observe the true state of the market. Ad periods will



occur in the near future, although the majority of them will conclude after Easter. The Caborca contract is nearing its conclusion from a supply perspective, and the Baja district is expected to commence, if it has not already

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done so. The 28/1's will transition to 11/1's in the near future, and we are now anticipating the commencement of local transactions.

Avocados



This is a challenging period for avocado suppliers. Achieving equilibrium between the existing inventory in the pipeline and the available inventory might be a formidable task. The combination of Spring Break and Easter, along with the occurrence of March Madness, favorable weather conditions, and the consumption of avocado toast, can lead to a rapid depletion of stockpiles. Determining the appropriate quantity and timing for harvesting is a challenging task due to the inherent uncertainty associated with demand variables. Although Cinco de Mayo is still a month away, it has already captured the attention of every avocado supplier. Suppliers will need to allocate their time and efforts for the next few weeks to ensure that the appropriate fruit is prepared and shipped to customers in the correct condition. In 2024, growers were presented with a gift, despite the significant temporal gap between Easter and Cinco de Mayo on the calendar. The additional duration between holidays provides a greater opportunity to engage in fruit preparation and stockpiling activities, so alleviating the strain on the supply chain. We anticipate an increase in prices for all sizes and grades in the coming weeks.

Bell Peppers



The product is arriving with significant greening, necessitating color control and potential shipment delays. Due to a decrease in planting in Central Mexico com-

pared to past years, the availability of crops in the southern region may remain restricted over the Summer months. It seems unlikely that any Canadian fruit will become available by mid-April to alleviate the supply crisis. Florida has an abundance of bell peppers, although there are certain quality issues, particularly in the older farms that are still being cultivated. However, new crops are not exempt from challenges, as they have seen significant fluctuations in weather patterns and precipitation. Sufficient high-quality fruit is available to satisfy demand, however, it is being continuously monitored for any potential problems. The current week's Western supply is constrained due to the fact that Sinaloa harvests have surpassed their peak. The quality is satisfactory, although occasional faults are observed. There is no significant increase in volume expected for the remaining duration of the season, however it is expected that there will be some fruit production in Mexico until May. The California desert is scheduled to become the next production region, with commencement expected by mid-April.

Broccoli



Next week, the market will continue to maintain a high level. The primary factors contributing to this problem are reduced yields resulting from the presence of bigger heads and branchy stems. Pin rot is still observed in products from all growing areas, but to a small extent. Shippers are making efforts to mitigate this issue throughout the packaging process. There is availability outside of Mexico; nonetheless, the market is currently active, with the majority of shippers request-

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ing orders with a two-day lead time.

Brussel Sprouts

The pricing of goods has become more stable due to robust supplies and increasing demand, however promotional offers will remain accessible throughout the month of April.



Cabbage

It is anticipated that the market and supplies will remain stable over the next few weeks, with Oxnard and Yuma providing high-quality products.



Carrots

The carrot market as a whole exhibits stability. The Imperial Valley has emerged as the primary agricultural region. The sizing seemed adequate. There will be no problems in the near future.



Cauliflower

The availability of cauliflower is stable throughout the current week. As the weekend draws near, it is expected that this market will remain stable.



Celery

The recent surge in the market appears to have reached a plateau, indicating a potential decrease in prices. Oxnard and Santa Maria will be the primary production regions for the upcoming two months. The harvesting of Salinas will commence in June.



Cilantro

Supplies and quality are satisfactory, and Oxnard and Yuma have increased



their market prices. Sufficient supplies are anticipated to persist.

Cucumber

The current status of the Honduras cucumber deal is characterized by limited availability and a scarcity of volume. FL has commenced, however, there have not been significant quantities yet. April is a favorable month for cultivating Florida cucumbers. The cucumber volume of Mexico had an initial improvement, but has subsequently decreased in the short term throughout the current week. We anticipate a recovery in the numbers next week due to the great weather conditions. The quality has been satisfactory, characterized by the desirable deep green hue that is typically associated with MX cultivation regions. Sonora farms are scheduled to commence operations in the upcoming weeks, while Baja has already initiated a modest approach.



Eggplant

The East is largely devoid of eggplants. The supply is expected to resume in mid-April in the southern region of Florida, with an anticipated increase in supply from Plant City by the conclusion of the month. In the present scenario, Mexico maintains a moderate supply of eggplant, while seeing robust demand from both Lent and the Eastern regions. The principal producing area will remain Sinaloa until late April, at which point Sonora will become operational. The quality has been consistent.



Green Onions

The onset of production delays can be at-



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tributed to the scarcity of manpower during Holy Week. Furthermore, several cultivators are currently grappling with fields that have been affected by prior storms during the planting process, resulting in diminished size, quality, and yields, thereby leading to an increase in pricing. The weather is projected to maintain a moderate temperature, which may facilitate the acceleration of any extended decrease in supply.

Kale

A The availability and quality of kale are satisfactory as we approach the upcoming weekend.



Lettuce—Arugula

Good quality and consistent demand are the results of prior precipitation and low temperatures. The supply is anticipated to increase as a result of stable market prices.



Lettuce—Iceberg

The light supply exhibit a satisfactory level of quality, characterized by reduced weights and smaller heads. Anticipated scarcity is projected in the upcoming weeks, resulting in a rise in market prices as a consequence of reduced yields. Huron has commenced and anticipates a more favorable crop output, whilst Yuma has concluded its cultivation.



Lettuce—Leaf

The markets have experienced a gradual decrease as the production from Northern California districts has replaced the production from the Desert. However, it is anticipated that the rain sched-

Alert



uled in Northern California will cause a delay in the harvest this weekend, so restricting the available options later next week.

Lettuce—Romaine

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The availability of supplies is anticipated to be restricted because to the anticipated significant rainfall in the Northern California production zones, which is projected to cause a delay in harvesting for a few days until mid next week. This delay is predicted to occur when Desert output starts to decline. The quality of color and texture has indeed improved, despite the continued prevalence of insect pressure in the desert.



Lettuce—Tender Leaf

Supply remains consistent, owing to favorable demand and satisfactory to adequate quality resulting from prior precipitation and low temperatures. The supply is anticipated to increase as a result of stable market prices.



Mushrooms

The weather has contributed to an increase in the availability and quality of brown and white, which bodes well for the upcoming months. A favorable time has come to promote.



Onions

The storage supply in the Northwest region is experiencing a decline. Markets continue to be high as a result of inadequate imports from South Texas and Mexico. There is high quality in all growing locations, and there is a strong demand for it.



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The market prices remain stable, with white onions exhibiting the highest level of volatility. The availability of white onions is restricted, with medium red and large yellow onions following suit. Utah is nearing completion, and the availability of imported white onions is restricted. Vidalias is scheduled to commence on April 17th. The commencement of Imperial Valley is anticipated to occur during the final week of April. The pre-cut will be affected by this.

Peppers Chili



The chili pepper supply in the East is now constrained and dispersed, awaiting the arrival of new crops in both south Florida and Plant City. The Spring plantings in south Florida are expected to gradually emerge in the coming weeks. Plant City's crops, which have a larger quantity and a complete variety, are expected to begin in mid-late April. The availability of these crops in the Sinaloa area remains at a moderate level. However, there is a great demand for them during the lent season, especially in the Mexican national market. While Mexico will persist until May/June, the more robust amounts are expected to occur toward the later part of the season. Occasional quality difficulties have been observed on the larger-cavities kinds, namely poblanos and Anaheims. However, no serious issues have been identified with the remaining products.

Peppers Mini Sweet



The availability of small sweet peppers has been somewhat constrained due to increased demand throughout the holiday season, however the

current supply is generally sufficient. Production is scheduled to persist in the Sinaloa and Sonora regions throughout the forthcoming months. In the future, Baja is expected to experience a reduced Summer and Fall season due to the limited amount of land available.

Potatoes



The market is level and of high quality. Due to increased yields, Idaho has an abundance of potatoes, which makes now an ideal time to promote them.

Squash-Yellow & Zucchini



Both coasts possess ample provisions. The convergence of Sinaloa and Sonora results in substantial volumes. Additionally, spring crops are emerging in Florida, and there are excellent bargains to be had. Although quality is generally high, this week's precipitation in Florida may impede production.

Hard Squash



This week, there is a significant abundance of Honduran butternut and spaghetti squashes in the Eastern region, while the acorn variety is now unavailable. While there is a probable decrease in both volume and quality, it is expected that fruit production will persist until April and extend into May. The hard squash condition of MX is characterized by a state of good supply and predominantly good quality. The scarring of spaghetti has been resolved from previous weeks, and Sonora will be operational in early to mid-April with fresh crop fruit.

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Flowers

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