

Fresh News

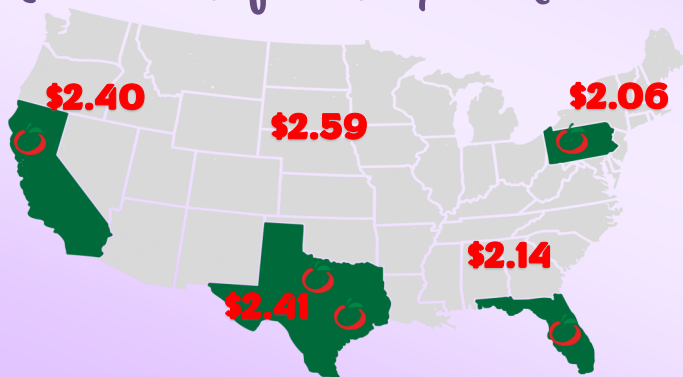


Market Alert

- ◇ Celery
- ◇ Grapes
- ◇ Lettuce
- ◇ Onions White
- ◇ Raspberries
- ◇ Tomatoes
- ◇ Watermelon



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+55° +56° F +43°
Oxnard
 Saturday, 06

Sunday	+60° +52°
Monday	+62° +53°
Tuesday	+65° +58°
Wednesday	+63° +57°
Thursday	+62° +57°
Friday	+61° +56°

See 7-Day Forecast

+57° +57° F +40°
Salinas
 Saturday, 06

Sunday	+57° +39°
Monday	+62° +41°
Tuesday	+76° +47°
Wednesday	+75° +53°
Thursday	+73° +53°
Friday	+76° +52°

See 7-Day Forecast

+83° +90° F +58°
Culiacan
 Saturday, 06

Sunday	+95° +62°
Monday	+86° +61°
Tuesday	+91° +56°
Wednesday	+96° +58°
Thursday	+94° +61°
Friday	+90° +65°

See 7-Day Forecast

+75° +80° F +61°
Immokalee
 Saturday, 06

Sunday	+80° +59°
Monday	+82° +60°
Tuesday	+83° +62°
Wednesday	+89° +66°
Thursday	+88° +69°
Friday	+82° +62°

See 7-Day Forecast

+53° +57° F +41°
Yakima
 Saturday, 06

Sunday	+57° +38°
Monday	+60° +38°
Tuesday	+62° +43°
Wednesday	+60° +42°
Thursday	+66° +45°
Friday	+59° +43°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

The recent severe rainfall adversely affected the current Roma production regions. It was noted that some areas received as much as 6" of rain, which could drastically reduce Roma availability throughout the month of April. In addition, we anticipate a higher proportion of grade outs due to the weather related impacts to both the quality and condition of the fruit. Round tomato production in FL has continued to decline as we are starting the transition to the Ruskin and Palmetto areas. Availability will remain low until harvesting begins on or around April 15th. Consistent quantities of grape tomatoes are expected for this week, as new area start production. Overall quality has been good and pricing should remain stable. The production of cherry overall volumes remains consistent, due to the more appealing price on grape tomatoes consumers are shifting to grape tomatoes. Resulting on a decreased market.



Mexico

The current supply is limited this week due to the depletion of existing land and the unavailability of additional fields. Roma growers in western Mexico are mostly harvesting from mature fields, resulting in reduced crop size. Within the next 7-14 days, there will be an increase in agricultural land in northern Sinaloa and Sonora, which will positively impact both the quantity and the standard of the produce. In addition, a small number of individuals from Baja will be arriving later in April. Tomato supply is anticipated to be limited over the next 10-14 days due to the transitional phase between plantings in different places. West Mexico will continue to cultivate their current land, which will sustain them until late May or early June, although the size of the crops may decrease as they mature. Currently, the availability of supplies in East MX is limited. However, it is expected that there will be a significant increase in fruit supplies by April 15th, coinciding with the commencement of new housing projects. Baja anticipates being operational in the middle to late part of May. The supply has been steady, with sufficient quantities readily accessible. Production is expected to proceed in a like manner over the next few weeks. The quality of the produce has varied, based on factors such as the farmer, field, and picking process.



The quality of cherry tomatoes from Mexico is gradually getting better, resulting in a decrease in price due to the increased supply. Regrettably, the markets on the east coast continue to see record highs due to an imbalance caused by a decrease in planted acreage and weather-related pressures. This trend will persist until Florida is able to continuously generate a substantial quantity.

Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality, and we anticipate receiving substantial inventories in the upcoming weeks.



A Fresh Take on Value-Added Distribution

Fruits

Apples



There is an ample abundance of most apple kinds. Gala is the only exception. The crop yield for this year was nearly at its highest level, and shippers aggressively promoted and sold their products during the autumn season. As a result of that endeavor, the availability of spring supplies was reduced compared to normal, and there will be a scarcity of supply until the next crop is harvested.

Berries—Blackberries



Mexico remains the primary region for production. Outside of California, the number of cases remains low, but we anticipate a gradual rise in the coming 7 to 10 days. The quality of the product is excellent, with sizes ranging from medium to large. It has a pleasant gloss and is predominantly black in color. Additionally, it has a commendable level of firmness. As temperatures rise in certain areas, we observe a decline in productivity in certain ranches and a decrease in the quality of some delicate fruits as the days become hotter.

Berries—Blueberries



In April, production in Baja had a continued growth. The volume in Oxnard is starting to increase and will continue to rise into June. Mexico is now achieving satisfactory production levels, however, we anticipate a gradual decrease in output on a weekly basis

in the future. Peru's season is nearing its end. Florida has commenced and will have a progressive rise in numbers during the month of April. Georgia has had a modest increase in numbers this week.

Berries—Raspberries

Alert



The weather in all regions of Mexico has been consistently warm, with occasional gloomy days. The temperatures are expected to be in the low 80s during the day and in the upper 40s to low 50s at night. Next week, we anticipate temperatures in the mid-90s during the day and highs in the high 50s during the night. Typically, the fruit displays vibrant hues, ranging from red to light red. The sizes of the fruit vary from medium to huge, depending on the specific ranch from which they are harvested. Occasionally, we do see the presence of excessively ripe and deteriorated fruit, which is a frequent imperfection. However, our teams are diligently working to prevent these fruits from being included in the packaging.

Berries—Strawberries



The importation of fruit from Mexico is ending. The departure of the warmer weather from the region has resulted in reduced fruit size and quality problems. The season in Florida is nearing its end. The northern regions of California have had precipitation, resulting in minimal volumes. Recovery is not anticipated for Santa Maria,

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Salinas, and Watsonville until the middle of April. The volume in Oxnard is anticipated to rise in the upcoming week and continue to increase on a weekly basis until May.

Citrus - Lemons

The We have abundant quantities of high-quality citrus fruits, namely in Fancy and Choice grades, with a focus on sizes 115 and above. Restricted availability of lesser dimensions. The lemons in District 1 reach their maximum sizes at 75/95/115 counts, and same pattern is anticipated in both District 1 and District 2 in California. The abundance of high-quality fruit in District 1 will transfer to District 2. Commencement of imports from Argentina is scheduled for mid-May.



Citrus - Limes

The lime market is currently in a state of deceleration, with prices exhibiting a downward trajectory. This is happening because there is less demand after the Easter break, and there are more smaller-sized limes available from recent harvests. Additionally, there is still a good supply of high-quality limes from offshore sources. While there is an abundance of little limes available, larger sizes are still somewhat limited. Nevertheless, we expect the market to further decline in the next weeks across all size categories.



Citrus - Oranges

There We have ample stock of larger sizes, especially 72 count and above.



The demand for products with a count of 88 or above remains strong, and the pricing is significantly higher. The overall quality of the fruit remained exceptional. Approximately 10% of packs contain fruit that falls within the count range of 113 to 138. This pattern is anticipated to persist for the rest of the season. The oranges possess a sugar level ranging from 11.5 to 12.5 brix on average.

Grapes

Volumes continue to be light, resulting in a demand exceeds supply scenario.

This will likely continue for the remainder of the season. However, there is some relief in sight as Mexican green grapes are expected to become available during the week of May 13th, with red grapes following suit the week of May 22nd. For the next few weeks, supplies will be light, especially on greens. Quality has been strong this season.



Alert

Melons - Cantaloupe

The availability of goods in Nicaragua is decreasing as the country is nearing the end of its stock, and there are some concerns regarding the quality of the remaining supplies. Honduras continues to maintain high quality standards and a reliable supply of goods. Costa Rica appears to be experiencing some quality-related problems. The sizes are becoming more concentrated around conventional sizes of 9 and 12, with less sizes of jbo 9. The demand for goods and services is gradually increasing due to occasional intervals of warm weather around the country. However,



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this demand is still weak as winter weather persists, bringing freezing temperatures and precipitation. Prices have remained stable this week due to lower trading activity, but have been prevented from increasing by weak demand in the spot market. This tendency is expected to persist until the conclusion of the offshore agreement. The domestic operations are scheduled to commence between May 1st and May 15th. We anticipate stable markets in the near future, with fluctuating discounts based on the amount of the peak demand.

Melons - Honeydew

The offshore deal's commencement marks the initial stages of its gradual progression towards completion, resulting in reduced supply weight. The quality has ranged from fair to good, with sizes predominantly in the 5s and 6s, and some jbo 5s. The demand for cantaloupes has been strong in recent weeks and is expected to remain high despite a decrease in supplies. Mexico is still a few weeks away from commencing exports to the United States. We anticipate a little increase in the market next week.



Melons - Watermelon

As spring arrives, there is a shortage of supply compared to the demand. The overall quality of products from Mexico is satisfactory, and the offshore season has come to an end. Anticipate a significant surge in demand and a scarcity of supply throughout the month of April.



Alert

Pears

The prices of Anjou pears have experienced a significant increase and will continue to be limited until the middle of July, when the new harvest of Bartlett pears becomes available in California. There will be a scarcity of 110s and smaller. Small Bosc pears continue to be easily accessible.



Pineapple

Growers are fulfilling their agreed orders. The tropical climate has accelerated the maturation process of the fruit. Both 6ct pineapples with crowns and 7ct pineapples without crowns have been affected. Vessel and USDA delays have resulted in a change in loading timetables. There is a strong demand for specific varieties of pineapples.



Stonefruit

The current season in Chile has brought an abundance of stone fruit, while the availability of imported peaches and nectarines is gradually decreasing. Black plums are becoming common in the market. The availability of red plums is decreasing. California cherries will commence the final week of April with a restricted quantity, followed by apricots commencing either at the end of April or the beginning of May. California will introduce white peaches and yellow peaches to the market during the initial week of May, with white and yellow nectarines arriving in the subsequent week.



A Fresh Take on Value-Added Distribution

Vegetables

Asparagus



Caborca is nearly complete, and Baja is surpassing it in terms of volume. The writer's order was lost to a buyer who is beginning in Indiana, indicating that Michigan may soon follow suit. Most shippers are transitioning from using 28's to 11/1's.

Avocados



The strategies implemented to prevent a scarcity were more effective than expected, resulting in an overabundance of avocados. The surplus of avocados has posed challenges for the sector, since the existing demand is insufficient to accommodate the excess supply. Furthermore, as Cinco de Mayo is drawing up, a period when there is typically a significant increase in demand for avocados, we are compelled to reassess our methods for acquiring and managing inventory in order to prevent a recurrence of the problem of having an excessive supply. Currently, availability is stable and progressively growing across all sizes.

Bell Peppers



The cultivation of bell peppers in both the eastern and western coastal regions of southern Florida ensures an ample supply in the eastern area. The area consists of a combination of older fields containing predominantly smaller and high-quality fruit, as well as newer fields with larger and exceptionally heavy crown selections.

Currently, the XL sizing is little tight. Farms are currently addressing quality issues resulting from previous weather conditions, particularly in the older fields. However, there is still a supply of high-quality products accessible. The pepper production in MX has been average, providing an adequate supply but not abundant. Sinaloa is enduring the remainder of the season with a reduced scale profile. In the upcoming weeks, new fields will become operational in Sonora, while the 6-8 week deal in the California desert will commence. The overall quality has been commendable, particularly considering the current stage of the season. However, there have been sporadic concerns reported by individual growers or fields. Red and yellow bell pepper production has commenced in Ontario and on the West Coast of Canada. The production will continue at a low level for a further 12-14 days, and orange will be the final hue to be available in substantial quantities. Canada and the Netherlands have experienced an increase in imports, resulting in the Mexico pipeline reaching its maximum capacity for the first time in several months. Summer crops in Central Mexico are commencing with a modest start, while winter crops are reaching their last harvests with satisfactory quality. The recent sunny weather is expected to facilitate the growth of new crops in a consistent manner and enhance their quality.

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Broccoli

The yields will persistently remain below average for a minimum of 10 more days. Shippers have seen reduced crop yields as they shifted from the Desert region to Salinas and Santa Maria, primarily owing to the impact of winter rainfall. There are flights departing from Mexico, but the market is highly active and most shippers require orders to be placed at least two days in advance.



Brussel Sprouts

The combination of robust inventory and increasing demand has started to stabilize prices, although discounts will still be offered throughout 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

Consistent provisions persist with excellent quality. Shippers continue to see low cargo volume on shipments departing from California.



Cauliflower

There will be minimal fluctuations in pricing as we enter the upcoming week. Precipitation and lower temperatures are predicted for the Central Coast of California in the next days, which will help maintain adequate supplies.



Celery

The supply is limited, originating from Santa Maria and Oxnard, as producers complete their Yuma season. The quality is assessed as satisfactory, and it is anticipated that market prices will rise in the coming week.



Cilantro

The supplies and quality are satisfactory, with enhanced market pricing from Oxnard and Yuma. Anticipated stability is projected for the supplies.



Cucumber

Given that the Honduran imports are essentially no longer a factor, Florida will become the primary location for Eastern cucumbers in April. Weather conditions during the growth cycle have resulted in reduced yields for farms on their earlier plantings, however the quality remains satisfactory. The current volume is moderate, but it is expected to improve as we progress further into April and additional crops become available. The commencement of Georgia is anticipated to occur during the second week of May. The current supply of cucumbers in Mexico has increased to moderate/good levels this week. Sinaloa continues to have the highest volume, while Sonora has begun with a modest start. The quality of the fruit from both regions has been satisfactory, but, the fruit from Sonora lacks the same deep color as the fruit from Sinaloa due to variations in their respective growth circumstances.



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Eggplant



Currently, there is a limited supply of eggplant in South Florida, with no substantial quantity available. Additional fields may become operational in April, but, we anticipate a significant impact only when Plant City becomes operational at the conclusion of April. Meanwhile, Mexico is currently supplying a satisfactory quantity of eggplant, while there is a high demand for it due to both Lent and the Eastern market. The region of Sinaloa will remain the main area for production until the end of April, at which point Sonora will begin production. The quality has been consistently excellent.

Green Onions



Production delays experienced over the weekend will persist for the most of this week due to a sluggish return of labor. In addition, certain cultivators are facing the challenge of working with fields that have been affected by past storms during the planting process, resulting in diminished size, quality, and yields. Prices have reached their highest point and are expected to become stable by the end of next week. The weather is predicted to stay moderate, which might accelerate any prolonged decrease in supply.

Kale



The supply is consistent, with a favorable level of demand and high quality. There is an anticipation that supplies and market prices will remain stable in the upcoming weeks.

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

Alert



As the Yuma season comes to an end, most shippers are still producing modest to small amounts. Presently, this item is being cultivated in Yuma, Huron, and Salinas. The three locations all reported that the quality of the product was free from impurities, and the weights of the product ranged from 36 to 41 pounds. There have been instances of minor chromatic aberration and cranial deformities, albeit in a benign manner. Later this week, the second tier will no longer have escalation on value-added items.

Lettuce—Leaf



The Market conditions have improved due to the additional output from Northern California districts, which is supplementing the Desert production. However, the forecasted rain in Northern California is expected to cause a delay in the harvest, starting tomorrow. Nevertheless, after the rain subsides, the overall supplies are anticipated to grow.

Lettuce—Romaine

Alert



Although rain is predicted for Northern California agricultural areas, supplies have just begun to improve. However, this rainfall is expected to temporarily interrupt the harvest for a few

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days. As the productivity in the desert decreases. The color and texture have indeed enhanced the quality, despite the continued prevalence of pest pressure in the desert.

Lettuce—Tender Leaf



The supplies are within the allocated budget and the quality reports indicate satisfactory quality. The individual exhibits recurring instances of singed hair at the edges. The majority of cultivators are shifting to Salinas, anticipating enhanced quality. The market pricing has experienced a positive improvement, and there will be no activation of contract pricing for this week.

Mushrooms



The meteorological conditions have positively impacted the quality and availability of both brown and white products, suggesting a consistent supply in the upcoming months. Now is an opportune moment to engage in promotion.

Onions

Alert



The quality of the produce is consistently high in all cultivation areas, and there is a stable level of demand. The market prices for yellow are stable, while prices for red have slightly increased. On the other hand, prices for white have somewhat decreased but are still elevated. The supply of white onions is restricted, with medium red and large yellow onions being the next most readily available options. Imports are gradually rising with satisfactory quality. The commencement of Vidalias is scheduled for April 17th. The commencement of activities in Imperial Valley is

anticipated to occur around the final week of April, but in New Mexico, it is projected to commence at the onset of June.

Peppers Chili



The availability of chili in the eastern region is currently restricted, but, we are observing a gradual increase in the supply of Cubanelles and poblanos as new agricultural areas become operational in south Florida. Currently, the quantities of jalapeño and Hungarian wax peppers available are somewhat restricted. However, in the upcoming weeks, we can expect a slight increase in volume as the fields where these peppers are grown become suitable for harvesting. The commencement of Plant City is scheduled for the period between mid to late April, which will result in a more reliable supply of larger quantities and a wider range of produce for the Eastern markets. There is a decrease in the supply of Western products this week due to high demand for the holiday season, which is causing more products to be kept in MX. Additionally, the Sinaloa harvests are nearing the end of the season. Jalapenos, poblanos, and serranos are the most affected. There is an ample quantity of tomatillos available, but, the quality is only satisfactory due to the presence of rot and brown husks, which is generating issues during the receiving process.

Peppers Mini Sweet



The supply of small sweets remains largely sufficient. Manufacturing operations will persist in the Sinaloa and Sonora regions over the upcoming months. Anticipating the future, it appears that Baja will experience a reduced Summer

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and Fall season due to a decrease in the amount of land available for cultivation.

Potatoes



The storage crop is currently exhibiting satisfactory durability during this stage of the crop year. During this season, we will consistently encounter conflicts with peepers. The cellars have been fumigated and sprout nip and clove oil are being utilized in the packaging process throughout the warehouse. The storage quality is average for the current time period. The remaining quantity we have available is currently within the expected range for this time of year. They do not expect a period without crops in storage before the fresh crop arrives. Currently, we are operating for a duration of three days with Norkotah potatoes and two days with Burbank potatoes. The primary aspect we need to emphasize regarding our storage crop is the dimensions within the storage facilities. They are observing a profile of extremely limited size using the remaining items in storage. Acquiring any 40ct has proven to be exceedingly challenging. Efforts are made to provide individuals with the exact quantity of 40's they have requested. However, it is important to acknowledge that if this size is not available in the crop, it is impossible to increase the size. Replacing sizes is the optimal choice. They are currently operating Red's and Gold's. We have observed pressure bruising in the Red's and cracks in the thumbnails of our yellows. The supply of reds will continue until the end of June, as we are running low on yellow stocks.

Squash-Yellow & Zucchini



Precipitation and economic conditions have caused damage to certain aging agricultural areas in southern Florida, resulting in an anticipated improvement in the resolution of the quality concerns observed in the past week. The new crops exhibit excellent quality. However, it will still be around one month before the first squash is harvested in Georgia, as the production gradually moves towards the northern regions for the Summer season. The Western region has abundant stocks of yellow and zucchini squash due to the overlapping production in Sinaloa and Sonora. The volume of production in Sonora is growing, and the quality has been consistently excellent. Due to the downturn in the markets, it is likely that some of the older fields in Sinaloa may cease operations sooner rather than later, resulting in a decrease in supply to more moderate levels.

Hard Squash



Honduras continues to supply steady quantities of butternut and spaghetti squash, but not acorn squash. While the volume and quality of the fruit are expected to decrease, it is anticipated that there will still be fruit available until April and possibly May. In Western regions, there is still a limited availability of Sinaloa fruit. However, the cultivation of new butternut and spaghetti harvests in Sonora has commenced, with consistent yields and excellent quality. Acorn will commence operations within the next 7-10 days, thereby finalizing Sonora's range of products.

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Flowers

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