

Fresh News

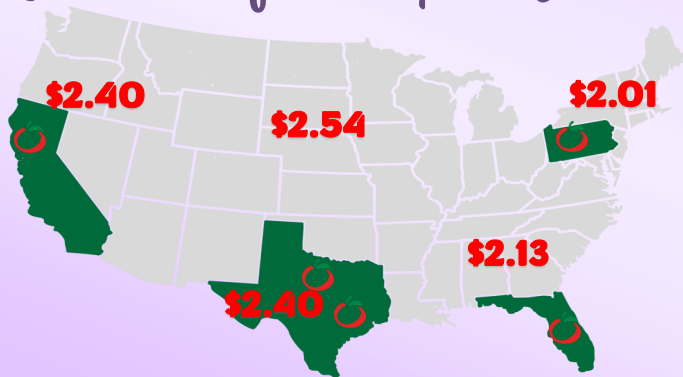


Market Alert

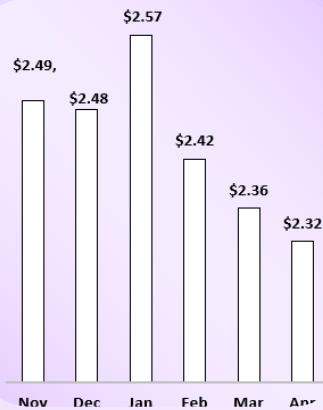
- ◇ Asparagus
- ◇ Berries
- ◇ Grapes
- ◇ Tomatoes
- ◇ Watermelon



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+59°
Oxnard
Saturday, 20

Sunday	+62°	+57°
Monday	+63°	+57°
Tuesday	+59°	+55°
Wednesday	+59°	+55°
Thursday	+61°	+55°
Friday	+62°	+56°

See 7-Day Forecast

+63°
Salinas
Saturday, 20

Sunday	+70°	+50°
Monday	+67°	+51°
Tuesday	+64°	+46°
Wednesday	+62°	+45°
Thursday	+61°	+47°
Friday	+62°	+51°

See 7-Day Forecast

+91°
Culiacan
Saturday, 20

Sunday	+103°	+66°
Monday	+102°	+67°
Tuesday	+100°	+66°
Wednesday	+104°	+68°
Thursday	+102°	+67°
Friday	+98°	+68°

See 7-Day Forecast

+83°
Ruskin
Saturday, 20

Sunday	+81°	+69°
Monday	+74°	+64°
Tuesday	+79°	+58°
Wednesday	+81°	+63°
Thursday	+78°	+68°
Friday	+85°	+69°

See 7-Day Forecast

+60°
Yakima
Saturday, 20

Sunday	+60°	+41°
Monday	+62°	+39°
Tuesday	+64°	+47°
Wednesday	+69°	+52°
Thursday	+65°	+49°
Friday	+53°	+46°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

Supplies on Roma tomatoes remains scarce due to significant crop damage caused by excessive rainfall in south Florida, affecting the ongoing production. The level of quality has somewhat increased this week. However, most of the gathered produce does not meet the specifications required for retail. The Eastern region will not experience substantial harvest quantities until the Ruskin/Palmetto crops start in late April or early May. The volumes of round tomatoes have remained rather stable, ranging from light to moderate levels compared to the previous week. The supply is expected to stay rather stable for the next 10-14 days. The grape tomato production in Florida has remained consistent and sufficient this week.



Mexico

This week, Mexico's Roma numbers have shown greater resilience in the Western region. The mature plantations in Sinaloa are reaching the end of their production cycle, resulting in smaller-sized and lower-quality produce. However, new plantations located further north have recently begun yielding excellent fruit, characterized by larger sizes, including jumbo and extra-large. The commencement of new Spring fields in East MX, originally scheduled for April 15th, is now being postponed to the end of April. Exploration activities in Western Mexico will persist on the current land holdings, sustaining operations until late May or early June. However, the region has already reached its maximum level of production, so anticipate a progressive decrease in both quantity and quality for the rest of the season. The current inventory in East Mexico is limited, but it is expected to increase by April 15th when additional shipments arrive. Baja is projected to become operational in the latter half of May. In the western region, the availability of grape tomatoes has remained stable, with sufficient quantities being consistently supplied. Production is expected to proceed in a like manner over the next few weeks. The quality of the product has varied, based on factors such as the farmer, field, and picking process.



Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality. Demand is higher than normal. Therefore, at the moment shippers are about a day or two behind color.

A Fresh Take on Value-Added Distribution

Fruits

Apples



In April and May, there will be ample availability of a wide range of apple kinds. Gala and Gold Delicious are remarkable anomalies. The volume of golds has begun to decrease as carriers approach the conclusion of their storage agreement. There is still a significant amount of storage capacity available for Galas, and they are a highly sought-after variety with a steady demand. We should continue to hold galas until the new harvest arrives, but the supply will remain limited.

Berries—Blackberries

Alert



The region of Central Mexico will remain the primary focus for production until early May. The quality of the product is excellent, with sizes ranging from medium to large. It has a wonderful gloss and is predominantly black. Additionally, it has a good level of firmness. The conventional counts range from 22 to 35, while the organic numbers range from 32 to 45. As the temperatures rise in the regions, there will be a decrease in quality and some fruit will become more delicate. The Santa Maria and Oxnard regions are projected to increase their production in early May and anticipate reaching peak production by the end of June.

Berries—Blueberries

Alert



Multiple regions are contributing to the overall volume. The recent de-

crease in temperature in Oxnard has resulted in a slower ripening process and a decrease in the overall volume of yield. Nevertheless, the quality consistently remains high, with the majority of errors resolved being connected to color. The volume has reached its highest point and is anticipated to decrease as June continues. Organic blueberry production in the Central Valley is increasing, and it is anticipated to further accelerate in the coming weeks. Although output was initially hindered by the chilly weather, it is expected to increase this week as temperatures rise. While there may be occasional occurrences of mushy fruit and red backs, the overall quality of the product is generally positive, characterized by good size and flavor. The organic volume peak has been delayed by approximately one to two weeks, now expected to occur in mid-May, while the conventional harvest will start at the end of April. The average temperatures in the Southeast have been in the low 80s during the day and in the high 60s during the night. Thunderstorms are forecasted over the upcoming weekend. During the progression of spring, temperatures are gradually increasing, resulting in a rapid escalation in volume, which culminates by the conclusion of April. The berries are of medium to big size and possess exceptional quality and flavor. Certain packs may have stems, blush, and scars, nevertheless, the general quality and production appear to be promising, particularly in Georgia, where a higher volume is an-

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anticipated next week.

Berries—Raspberries

Mexico has existed The current weather conditions are characterized by high temperatures and abundant sunshine in all areas, occasionally accompanied by powerful gusts of wind. Day-time temperatures fluctuate between the low 90's and the 100's, while overnight temperatures remain around the mid-50's. The upcoming week is forecasted to have similar high temperatures. The fruit often has a satisfactory red hue, with occasional lighter shades in the collection as a result of harvesting slightly prematurely to prevent exposure to high temperatures. The sizes primarily range from medium to large, with counts varying between 40 and 48. Occasionally, there may be some overripe and crumbled fruit found in packs, but personnel are diligently working to ensure the quality of the packets is maintained. Anticipate a gradual increase in production with a growing volume from California commencing next week.



Berries—Strawberries

The weather has exhibited significant variability in the Watsonville, Salinas, Oxnard, and Santa Maria regions. The output in Watsonville and Salinas was considerably affected by a hail storm, whilst in Oxnard, constant rain has been impacting the quality and timing of the fruit. Santa Maria has seen predominantly warm and sunny weather, with the expected precipitation dissipating rapidly. Common fruit quality issues such as deformi-



ties, scorched calyx, soft tips, water damage, and pinrot are prevalent in these locales. Notwithstanding these problems, it is anticipated that there would be a gradual improvement in quality, notwithstanding the previous high rates of elimination.

Citrus—Lemons

We have abundant quantities of Fancy and Choice grades available in sizes 115 and above, while the availability of lower fruit sizes, spanning from 140 to 200, is slightly restricted. Nevertheless, the overall fruit quality remains quite satisfactory, so contributing to a stable market environment. Due to a steady availability of larger sizes and consistently acceptable quality assessments, the market remains stable, providing advantageous circumstances for buyers.



Citrus—Limes

The market is now declining since demand has remained stagnant after the Easter break. Additionally, there is an abundance of small-sized products due to recent harvests, while the supply of large-sized products is limited throughout the second quarter.



Citrus—Oranges

The production of the valencia crop is increasing, but the availability of navel supplies is lower this week. There is an abundant supply of oranges that come in packs of 72 or more, but there is a high demand for oranges that come in packs of 88 or less. This high demand has resulted in a shortage of smaller oranges, leading them to become firmer. Nevertheless, the overall fruit



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quality remains great, with the little fruit being particularly firm, which suggests a promising season ahead.

Grapes

The quantity of grapes is currently lower than usual, resulting in a situation where demand is higher than supply on both the east and west coastlines. This tendency is anticipated to continue for the rest of the season. Fortunately, we expect Mexican Greens to be accessible starting from the week of May 13th, followed by Reds in the week of the 22nd. This will bring some respite to the market.



Alert

Melons - Cantaloupe

The offshore supplies for next week may be slightly reduced as the largest importer is completing their harvest ahead of schedule this year, but overall they should still be plenty. The quality of the products is consistently high, ranging from good to very good. The sizes are at their highest on jbo and reg 9 count. Mexico is poised to initiate certain measures, although it is widely acknowledged that these measures are not universally embraced. The demand for contracts remains stable, while the interest for immediate purchases in the spot market is weak at most. It appears that the price will remain rather stable for the remainder of this week and the following week.



Melons - Honeydew

The offshore supplies have remained at a moderate level, characterized by high quality and reaching their



peak on counts 5 and 6. The demand for off-shore supplies has been strong in recent weeks, resulting in limited availability and firm prices. Mexico has commenced its production with satisfactory standards and quantity, with sizes reaching their highest point at 5 and 6 count. The pricing in Mexico is significantly lower compared to that of off-shore locations and discounting. The demand for offshore resources has decreased, but prices have remained stable due to limited availability. Off-shore supply levels are projected to remain stable next week, but there is a possibility of an increase in supplies in Mexico. Expect stable pricing offshore for the remainder of this week, as Mexico continues to offer discounts. In the upcoming week, it is possible that we will witness a decrease in prices across the board.

Melons - Watermelon

The watermelon market has begun to stabilize as more vendors from Nogales have become available. Florida has a restricted supply of watermelons and imposes limitations on their shipping destinations. Florida's production was hindered by adverse weather conditions and reduced crop yields.



Alert

Pears

The Bartletts and Bosc varieties of pears have concluded their season, with limited availability and a significantly elevated market price. If feasible, it is advisable to avoid them and instead go for D'Anjou, which will be accessible until the commencement of the next season.



A Fresh Take on Value-Added Distribution

Pineapple

Growers The volume is showing signs of improvement in comparison to the previous week and is expected to continue improving. The 5ct giant size will experience contraction, whilst the smaller 7ct and 8ct sizes will exhibit robust levels of trading activity. The projected yield for the upcoming June harvest normally falls between the range of 7ct to 8ct. In general, the quantities will experience a consistent increase on a weekly basis.



Stonefruit

As the season for imported peaches and nectarines comes to an end, the focus now shifts to imported red and black plums. California cherries begin in late April with a little amount, and are then followed by apricots. In May, California white and yellow peaches make their appearance, followed by nectarines. California plums reach their highest point of quality and abundance toward the end of May.



Vegetables

Asparagus

The production of asparagus from Mexico is now decreasing due to seasonal factors. Peru has commenced light production. As April progresses, the volume of Peru should grow.



Alert

Avocados

Amidst recent volatility, markets have achieved a degree of steadiness. Nevertheless, there are still obstacles to overcome with an excessive amount of supplies in various size categories. Increased agricultural harvesting operations are causing concerns regarding market stability and the potential for an excessive supply of goods. Despite ongoing concerns, shippers will be making price adjustments in the upcoming weeks to ensure the continuous movement of products. Availability is not consistent across different sizes, since certain sizes are more



often available than others.

Bell Peppers

Canada's production is currently active in both the eastern and western regions. West Mexico is in the later stage of its season, while central Mexico is experiencing improved production. As a result, the supply of colored bells is favorable this week. The quality of the Canada and new central MX fruit has been exceptional, while the remaining crops in West Mexico are weak in quality. Although the crops in southern Florida are coming to an end, there is a sufficient quantity of bell peppers available in the eastern region. The production is currently shifting from older fields to the remaining new fields, resulting in a combination of different sizes and qualities of products. The Plant City area is anticipated to become operational sometime next week, resulting in an



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increase in supply, size, and quality. Mainland MX continues to generate substantial quantities of bells, despite being in the declining phase of the season. Older fields may exhibit common quality difficulties such as thinner walls, shriveling, and discoloration. Additionally, certain farmers may produce products that do not withstand transport conditions effectively. Sonora possesses more modern agricultural areas and superior quality, while the amount of land available is somewhat smaller compared to Sinaloa. Therefore, we anticipate minimal alterations in the western region until the California desert commences in around 10 to 14 days.

Broccoli



There is a prediction of ample supply coming from Santa Maria and Salinas in the upcoming two weeks. There will be an increase in the availability of high-quality products. Currently, Georgia and Florida are also experiencing high levels of production, which is further contributing to the downward pressure on the California market. It is currently the opportune moment to begin contemplating promotions.

Brussel Sprouts



Increased demand for robust supply has resulted in higher prices, however promotional offers will still be available until April.

Cabbage



Anticipated market conditions and inventory levels are projected to stay stable in the upcoming weeks, with a consistent supply of high-quality produce

from Oxnard and Yuma.

Carrots



The baby carrot market remains dynamic with swings in pricing. Insufficient rainfall and irrigation are anticipated to result in a decline in production during the months of April and May. Upcoming agricultural advancements are expected to bring about new crops that offer enhanced supply and quality in the future.

Cauliflower



Currently, as we have returned to Salinas and Santa Maria, growers are encountering soil borne diseases caused by the excessive rainfall throughout the winter, which is negatively impacting crop production. This situation appears to be temporary, and they anticipate resolving it within the next week or two. Until that time, anticipate that markets will continue to be elevated and supply will be limited. These problems are not impacting the overall quality, but rather the quantity of output.

Celery



Prices have increased as the agricultural districts in the Desert have completed their growing season, and we will now depend on Oxnard and Santa Maria for the next 6 weeks. During this season, we begin to encounter problems with the Oxnard product's seeders, which will have an impact on crop production. Ensure that you are fully aware and in control of your requirements as we approach the month of May. Salinas will commence in the initial week of June.

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Cilantro

The supplies and quality are satisfactory, with enhanced market pricing from Oxnard and Salinas. It is anticipated that the supply would stay stable.



Cucumber

The cucumber crops in South Florida have reached the mid-point of their growth cycle, which is the period of highest production. The supply and quality have exhibited consistent and satisfactory performance. Next Monday, the cultivation of new crops will commence in central Florida. Given the anticipated continuation of southFL weather conditions till April, the Eastern supply appears to be advantageous for the upcoming weeks. Western production remains a significant MX agreement. The operations in Sinaloa farms are gradually coming to an end, but both Sonora and Baja are currently operational and producing moderate quantities. The fruit from previous crops is exhibiting slight yellowing and scarring, whereas the more recent harvests are yielding cucumbers with a more appealing appearance. Nevertheless, the fruit from Sonora lacks the vibrant green hue typically associated with produce from Sinaloa.



Eggplant

We are observing a slight increase in the number of eggs in southern Florida, however the supply and amount of land dedicated to egg production are limited. The supply will remain consistent until the commencement of operations in Plant City in early May. Culiacan consistently offers satisfactory to excellent quantities of



eggplant with reliable quality. While the spherical fruit of the CA desert may not be suitable for all shops, the crops are scheduled to begin in approximately 2 weeks.

Green Onions

Although pricing has remained high, production has started to increase. However, some growers are still facing challenges with areas affected by prior storms during planting. On a positive note, the quality of the produce has improved. We anticipate that supplies will also improve as we go towards the end of April.



Kale

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



Lettuce—Arugula

Many suppliers are struggling to keep up with the demand for arugula and spinach. Due to the precipitation over the previous weekend in Salinas, delicate leafy produce tends to have reduced upright growth, making it unsuitable for harvesting. The elevated temperatures anticipated this week are expected to facilitate the progress of several activities. Yellowing will occur, which will restrict output and lead to reduced yields. The supply is stable, with a favorable level of demand and high quality. Anticipated conditions indicate that supplies and market prices will remain stable in the upcoming weeks.



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Lettuce—Iceberg

The primary cultivation areas for this product are Salinas and Santa Maria. Several shippers have encountered difficulties in gathering high-quality produce as a result of precipitation and low temperatures in the Salinas region. Anthracnose has emerged, resulting in quality problems. At present, the magnitude of the damage is uncertain, although several shippers are encountering issues with their yields. In the upcoming weeks, we will assess the magnitude of harm that this disease may inflict on Salinas Valley products. While Santa Maria does not experience these problems, the amount of agricultural produce grown in this location is quite low. By the end of the week, the value-added items will be increased.



Lettuce—Leaf

Growers have reported that the supply is anticipated to stay consistent, with a quality ranging from good to fair. The majority of individuals have relocated to Salinas, and enhancements are anticipated in the upcoming weeks.



Lettuce—Romaine

The supplies are scarce and of moderate quality. Yuma growers are completing the current season, while harvests are commencing in Salinas. Anticipate a limited availability of goods and a rise in market prices in the upcoming weeks.



Lettuce—Tender Leaf

Growers have reported that the supply is anticipated to stay consistent, with a quality ranging from good to fair. The majority



of individuals have relocated to Salinas, and enhancements are anticipated in the upcoming weeks.

Mushrooms

The weather has enhanced the caliber and availability of brown and white, suggesting a consistent provision for the upcoming months. Now is an opportune moment to advertise.



Onions

Mexico's supply of goods available for sale has decreased, and one would expect an increase in prices due to the rising numbers in Texas. However, the presence of the Northwest region, which is actively reducing its inventory, has led many purchasers to deplete their own stockpiles. There is a possibility that we will receive onions from California in the upcoming week, followed by onions from New Mexico. The demand for Jumbo Yellow has not entirely declined, and the sales figures are still in the range of the teens. Georgia will commence the distribution of their product this week, thereby increasing the overall supply.



Peppers—Chili

The availability of Eastern chili is restricted to southern Florida, where there is a small amount of land dedicated to cultivating new Spring crops of jalapenos, poblanos, Cubanelles, long hots, and Hungarian wax kinds. The supply will continue to be limited until Plant City commences operations in 7-10 days, which will result in more regular quantities and types of produce being available in the Eastern markets. The Mexican chili pepper agreement has made



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significant progress in just one week. It is evident that we are currently experiencing a decrease in activity in Sinaloa, and the upcoming months of April and May are expected to provide difficulties. This year has been atypical as adverse weather conditions have significantly impacted productivity. A significant number of cultivators in the Guasave region are grappling with water scarcity and have decided to cease their operations, partly due to the robust state of the national market. Typically, the majority of growers complete their work by mid-May. In about 7 to 10 days, we may expect a shipment of chilies from Sonora. However, the quantity will be lower compared to the shipments from Sinaloa. Given that Baja is not scheduled to begin until June, the upcoming six weeks may present difficulties.

Peppers Mini Sweet

Mini sweets are currently in high demand and selling out quickly on a daily basis. The quality of these sweets is also decreasing significantly as we approach the end of the western MX agreement. One major producer will complete its operations next week, which is earlier than expected, while another will cease its activities the week after. Due to the absence of any sightings from Baja until July, it is expected that there would be some difficulties until that time.

Potatoes

The market is stagnant, characterized by high quality. Idaho currently has a surplus of potatoes since they are producing higher quantities, which creates a



favorable opportunity to advertise and market them.

Squash-Yellow & Zucchini

As the squash farms in Plant City begin to operate, the volumes of squash in Homestead and southern Florida are decreasing. In general, the quantities of yellow squash are sufficient, while there is a surplus of zucchini. The latest crops from Plant City typically offer the highest quality, particularly when it comes to yellow varieties. Expect the arrival of GA in late April or early May. When observing towards the western region, it can be noted that while there is still a certain amount of fruit available in Sinaloa, the majority of the supply is currently originating from Sonora. The supply levels are at a modest level and the quality is sufficient to be sent to the East as required.



Hard Squash

Honduras-grown butter-nuts and spaghettis are being increasingly imported to the Eastern region and are expected to continue doing so until April and possibly May. There is still some Sinaloa storage fruit available in the Western region, however, the fresh crops in Sonora have commenced with consistent quantities and excellent quality. The newly harvested fruit exhibits excellent quality, however the older produce from Sinaloa is experiencing common difficulties.



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Flowers

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