

# Fresh News

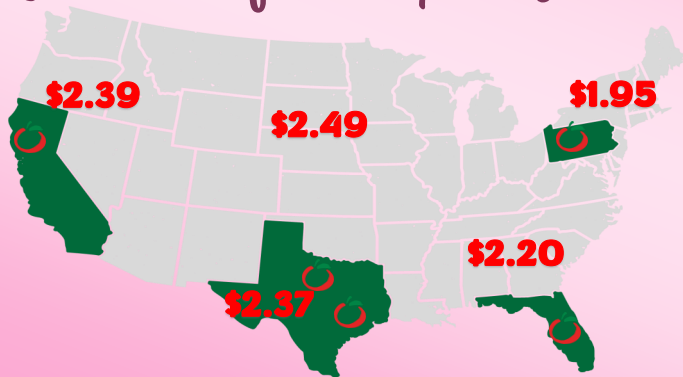


## Market Alert

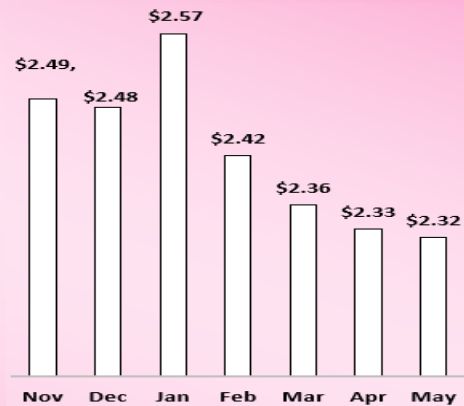
- ◇ Avocados
- ◇ Citrus
- ◇ Grapes
- ◇ Lettuce
- ◇ Tomatoes



## National Reefer Rate per Mile (Last Week per DAT)



## Trend



## Weather Alerts

**+53°** +55° F +44°  
 Watsonville  
 Saturday, 04

Sunday	+61° +40°
Monday	+63° +40°
Tuesday	+65° +44°
Wednesday	+73° +45°
Thursday	+75° +51°
Friday	+70° +50°

See 7-Day Forecast

**+55°** +58° F +44°  
 Salinas  
 Saturday, 04

Sunday	+57° +43°
Monday	+62° +40°
Tuesday	+63° +47°
Wednesday	+74° +47°
Thursday	+77° +52°
Friday	+74° +52°

See 7-Day Forecast

**+93°** +97° F +68°  
 Culiacan  
 Saturday, 04

Sunday	+102° +67°
Monday	+102° +69°
Tuesday	+98° +68°
Wednesday	+103° +68°
Thursday	+102° +68°
Friday	+105° +68°

See 7-Day Forecast

**+86°** +88° F +69°  
 Ruskin  
 Saturday, 04

Sunday	+85° +70°
Monday	+85° +68°
Tuesday	+83° +72°
Wednesday	+88° +73°
Thursday	+88° +72°
Friday	+85° +73°

See 7-Day Forecast

**+53°** +61° F +52°  
 Yakima  
 Saturday, 04

Sunday	+62° +48°
Monday	+61° +43°
Tuesday	+59° +41°
Wednesday	+67° +40°
Thursday	+72° +45°
Friday	+77° +54°

See 7-Day Forecast

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## Tomatoes

*Alert*

### Florida

The production of Roma tomatoes in Florida is now being harvested in the southern region. The overall production is moderate, albeit the yields are lower than our usual standards. The quality of the Ruskin crop crown picks has been excellent with good sizing. Sizing is trending larger, which has created an inverted market on 6x6 and 6x7 size tomatoes. The overall Florida volume is still trending at least 5% below normal levels.



Florida's grape tomato growers experienced a surge in volume this week, but overall, their production has remained rather stable. The quality of the crops from the newer plantings has been satisfactory, but the yields of the older crops have been reduced due to sun damage, resulting in poorer grades.

### Mexico

Mexico offers a variety of growing regions currently, including those in Baja, East Mexico, and West Mexico. Sinaloa crops are declining, but Sonora plantings are expected to continue until June or July, depending on weather conditions, quality, and market demand. The eastern region of Mexico is in its initial stages of production, and we can expect the volume of products from this area to increase progressively as additional crops become available from now until June. Baja has commenced in a preliminary manner, with additional regions expected to become operational within the following 7 to 10 days. In the coming months, we may expect to witness the inclusion of locally grown products from California in June/July. The availability of round tomatoes in Mexico is now limited as growers navigate a period of transition. The completion of West Mexico is imminent, with expectations to conclude by June. The regions of East Mexico and Baja are currently experiencing a gradual increase in the amount of goods being transported. As the month goes, we should expect a progressive increase in volume from these programs. In the western region, the quantity of grape tomatoes has been moderate, whereas in Sinaloa there has been an abundant supply. The quality of the plants is getting questionable as they age. Some lots are exhibiting shrivel, sunscald, and translucency, but others remain unaffected. Anticipate a largely unchanged situation until Baja initiates the cultivation of new crops in a few weeks. As the plants mature, they are starting to raise some doubts. Some lots are exhibiting shrivel, sunscald, and translucency, while others remain unaffected. Anticipate a continuation of the current situation until Baja initiates the cultivation of fresh crops in a few weeks.



## Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality. We have shortages in organic bananas, expect shortages for the next week or two. Therefore color will be delayed.



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# Fruits

## *Apples*



The apple market is generally stable, although there are a few types that have experienced price increases. The oversupply crisis of Fujis and Pinks has been resolved. The Washington region is evaluating the stock of Gala apples in response to the challenging market conditions in the second quarter. It is recommended to temporarily replace Galas with Fujis until September due to the restricted supply of Galas.

## *Berries—Blackberries*



Mexico is currently experiencing its peak season, which will last until mid-June. The quality of berries from Mexico has generally been satisfactory, although there have been infrequent instances of fruit that are leaking or showing signs of reversion. The production in Santa Maria and Oxnard is starting to increase. Watsonville and Salinas are commencing their production with modest quantities.

## *Berries—Blueberries*



Mexico is now experiencing a decline and is expected to maintain reduced levels of activity until May. Florida is currently reaching its peak season. Georgia will exhibit significant progress next week, and we have upcoming engagements in Central California and North Carolina.

## *Berries—Raspberries*



Anticipated quantities are projected to remain consistent over the next 2 to 3 weeks. We anticipate an increase in numbers toward the latter part of May or the beginning of June. Baja will persist in generating a consistent amount of output. Oxnard is expected to see an upward trend, while the volume of raspberries originating from central Mexico will gradually decrease. Watsonville and Salinas are in the initial phases of production. Canada is approximately two months away from their season.

## *Berries—Strawberries*



There is currently an excess of supply, and the usual demand for Mother's Day will not have a significant impact on availability. The Northern region will be adequately stocked for a duration of 3 to 4 weeks. The fruit produced in this location exhibits exceptional quality and possesses a desirable berry size. Similarly applies to Santa Maria. Promising figures are anticipated in the upcoming weeks. The fruit in Santa Maria has been exceptionally enormous, primarily as a result of ideal growth conditions. Despite output in Oxnard being on the down, the amount is expected to remain robust in the upcoming weeks. The fruit from Oxnard has displayed good quality, primarily consisting of medium-sized fruit with a pleasing shine.

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## Citrus - Lemons

The lemon market is experiencing a surge in demand for lemons that are 140 count and smaller in size. Greater sizes present prospects for advantageous bargains. There is an abundant supply of large Fancy and Choice lemons that are sized 115 and above, but there is a restricted availability of smaller sizes (140/165/200). The fruit maintains its high quality, which ensures a stable market.



*Alert*

oranges originate from California and are known for their huge size. Therefore, it is crucial to maintain flexibility in specifying the size of the oranges to ensure that shippers can fulfill orders.

## Citrus - Limes

The period of strong demand for Cinco de Mayo has over, but, lime prices remain elevated. Nevertheless, it is expected that prices will decline once the holiday period concludes. Suppliers have indicated that there will be a plentiful supply of tiny fruit in the upcoming months. On the other hand, there will be even less huge fruit available in May and early June because there was not enough moisture during a crucial time for the fruit to grow.



## Grapes

The availability of grapes is currently lower than usual, resulting in a significant demand on both the east and west coasts. This trend is anticipated to persist in the future. Mexican red and green varieties will be accessible by mid-May. Chilean grapes are expected to be delivered by the end of the month, which will help facilitate the shift to Mexican supplies in May and stabilize the market for top-quality fruit. However, prices are expected to remain high.



*Alert*

## Citrus - Oranges

Valencia oranges are currently being harvested, which is increasing the availability of smaller oranges that have a brilliant color and brix values ranging from 10 to 14. Navels are available in larger sizes, specifically 72 count and larger. However, there is a higher demand for smaller sizes, specifically 88 count and lower. This is expected to result in increased firmness in the market for these smaller sizes. Valencia



*Alert*

## Melons - Cantaloupe

The offshore supplies are consistently stable and heading towards larger quantities. Mexico has first demonstrated satisfactory quality, but as expected, they are struggling to gain momentum and are consequently selling their products at significantly reduced prices. The offshore market has remained stable due to contractual demand, although there has been some discounting. However, Mexico continues to lower prices in attempt to attract orders, while the demand in the spot market remains disappointingly weak. Next week, the supply levels are expected to remain rather stable, with just little changes. However, to-



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wards the end of the week, the supply is anticipated to gradually decrease as it approaches the conclusion of its season. Mexico will continue to have an excess of products that surpasses its ability to sell. Domestic supplies are continuously being delayed, with only a few limited quantities expected next week and a larger quantity anticipated during the week of May 13th. However, the initial harvests will be irregular and the sizes of the produce will be quite tiny. There will be a significant rise in volume during the week of May 20th. We anticipate a stable market in the upcoming week, followed by a decrease in prices during the week of the 13th. However, we expect favorable price and volume conditions during the week of May 20th.

### *Melons - Honeydew*

It appears that dews are exhibiting a similar pattern. Offshore supplies are consistently stable and the sizes are predominantly trending towards larger proportions. Mexico is currently collecting a large quantity of crops, primarily consisting of fruits that are largely of size 6 and 5. There is a lack of strong demand. Offshore prices have remained stable as a result of a constrained demand. Mexico is selling products at significantly reduced costs. There is little indication that any of this will alter next week, except that there might be additional downward pressure on offshore pricing. Domestic activities will not experience significant volume until approximately May 20th, with a substantial increase in volume expected during that week or the next week.



### *Melons - Watermelon*

The watermelon market has stabilized with the inclusion of extra provisions from Nogales. Florida has a scarcity of watermelons and imposes limitations on their shipping destinations. Watermelons in Florida will be harvested from May 10th to May 20th. Florida's production was hindered by adverse weather conditions and reduced crop yields.



### *Pears*

The Bartletts and Bosc varieties are no longer in season, although there are still some available, they are being sold at a significantly higher market price. If possible, refrain from using them and instead choose for D'Anjous, which will be accessible until the commencement of the next season.



### *Pineapple*

The demand is robust and exceeds the supply, with exports experiencing a growth in volume. The situation is anticipated to gradually improve on a weekly basis. Anticipated port delays this week are unlikely to result in significant disruptions. The 5ct size curve is currently at the lower end, with 5ct fruit being more constricted compared to other sizes. In July, the size curve will gradually approach 5cts, but the volumes of 6cts will remain stable.



### *Stonefruit*

The beginning of the fruit season in California began on April 29th with the arrival of cherries, which



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was then followed by the arrival of apricots. As a result of the limited amount, white peaches and yellow peaches have already begun to be produced, with a particular emphasis on smaller sizes. It is anticipated that white nectarines will begin to be accessible during the second week of May, whereas yellow nec-

tarines are now available and are also peaking on both tiny sizes and restricted volume. At the end of May, plums will be added to the broad selection of stone fruits grown in California, bringing the total number of stone fruits to twenty.

## Vegetables

### *Asparagus*

The following several weeks will be filled with events in the states of Indiana, Washington, and Michigan. The BAJA continues to be a source of asparagus production in Mexico, and the country will continue to have limited supply during the coming summer.



### *Avocados*

Small fruit is more plentiful, however large fruit continues to be scarce and makes it somewhat more challenging to locate additional supply. We are already seeing distributors completing the loop by getting those final deliveries completed to clients before the holiday. The Cinco de Mayo draw has almost completely come to an end. As they go through the leftovers of the fruit that was picked for the holiday, suppliers believe that they will have strong inventories for the beginning of the next week or so. In order to bring the supply back into line with the regular demand, this



will be followed by a period of lighter harvesting.

### *Bell Peppers*

The We are seeing availability on largely large and medium sizing as the crops in Western Mainland Mexico come to a close. This shifts the focus to the summer crops in Central Mexico and our northern neighbors in Canada for retail items. The Central MX houses are now operating at a moderate volume, and they are expected to remain in this mode for the foreseeable future. Canada has operations in both the east and the west, and it has consistently produced high-quality goods with strong figures. Because production is undergoing a shift, the overall volume of bell peppers produced in the East has decreased for the time being. There are a few late fields in south Florida that are still functioning, but the majority of the fruit that is being produced is of a small and select kind, and there are some quality issues. Plant City is the



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place to go for huge size jumbo and 2X) because they are collecting crown selects the most of the time right now, but their volume is only moderate. Expect GA to begin operations within ten to fourteen days, with larger volumes expected after they have reached full capacity. As we look to the west, we can see that Mainland MX is rapidly approaching the end of the season, with volume, size, and quality all decreasing. Now, the majority of people are looking to the fresh fields that are coming from the Coachella region. It is on the larger end of the scale in terms of size, and the quality has been outstanding up to this point.

### *Broccoli*



Despite the fact that yields are on the lower end of the spectrum, the market is beginning to gain some traction as growers enter fields that were planted during our high rain season that occurred throughout the winter of this past year. During the following ten days, it is anticipated that supplies would be lower than typical. There is still the possibility of finding a brown bead here and there, but the majority of the time, it is really uncommon. The quality is satisfactory.

### *Brussel Sprouts*



There is still a strong supply available, and there are promotional prices available. Despite the fact that the quality is still high, domestic crop production has already commenced, which further oversaturates the market.

### *Cabbage*



The month's supply of green cabbage is significantly more than usual. With Oxnard and Yuma continuing to produce high-quality goods, it is anticipated that the market and supplies will continue to be stable over the next few weeks.

### *Carrots*



On the horizon are new crops, and moving forward, both the supply and the quality of these crops will improve. The markets for baby carrots continue to be active, with prices that are slightly lower. During the months of April and May, it is anticipated that production would fall.

### *Cauliflower*

*Alert*



We have moved past the initial plantings that were impacted by the severe winter rains, and yields have begun to climb as a result. It is still a little bit undersized, but beginning the following week, you may anticipate that it will return to its regular size. Going into the next week, prices will begin to show signs of decline. While there is a high demand, there is a limited supply. There is a minimal supply coming from Mexico, with Salinas and Santa Maria being the sources of supply. Quality is satisfactory, and it is anticipated that supply will drop. The prices on the market have increased, and the contract pricing procedure will be initiated.

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## *Celery*

Santa Maria and Oxnard are the sources of the supply, which is quite sparse and of a satisfactory quality. As soon as Yuma is finished, it is anticipated that market prices will increase, and supplies will continue to be limited.



## *Cilantro*

Supply and quality are both satisfactory, and Oxnard and Salinas have made significant strides in terms of market pricing. It is anticipated that supplies will stay unchanged.



## *Cucumber*

The Cucumbers, much like bell peppers, are undergoing a change in the Eastern region. Although there are a few late fields that are still competing, they will be finished within the next two weeks in South Florida. Despite the fact that Plant City has been in production for a few weeks, the harvest has not been very robust in terms of volume. In spite of some wind scars here and there, the quality, on the other hand, has been considered to be very good. It was just this week that they began operations in Georgia, which is the next location that will have quantities. They are expected to reach seasonal levels within the next five to seven days and become the primary source of supply for the Eastern region. When it comes to cucumbers, the Western region continues to have moderate to good numbers available, with fruit coming from a number of different growing zones. Sinaloa is still producing fruit,



but in terms of both quantity and quality, things are beginning to wind down. It is anticipated that Sonora will continue through the month of May and potentially even into the month of June with sufficient supplies, provided that the weather and quality permit it. The region of Baja and Central Mexico both have cucumbers available. To this far, Baja's production has been quite low; nevertheless, we anticipate that the amount will expand over the next two to three weeks.

## *Eggplant*

The East now has an abundance of eggplant after a prolonged time of limited availability. This is due to the fact that Plant City is currently in full harvest with a large quantity of high-quality fruit. The next significant region of production will be carried out in Georgia, and it is anticipated that they will be operational in a few more weeks. However, the volume has decreased, and the quality is just about average. Sinaloa will continue to have product for another two to three weeks. It is planned to move production to the states of California and Baja. The arid region of California has begun selling their cannonball types, which may not be suitable for all merchants. However, other regions are expected to begin selling the conventional teardrop-shaped fruit within the following two to three weeks. .



## *Green Onions*

The production has started to improve, and prices are gradually decreasing despite this. During the process of sorting



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through fields that have been affected by spring weather, some growers continue to struggle with quality difficulties.

### *Kale*

Consistency in supply is accompanied by high demand and quality. Over the next two weeks, it is anticipated that both the market prices and the supply will remain stable.



### *Lettuce—Tender Leaf*

As for tender leaf, it is anticipated that the supply will stay stable, with quality ranging from good to fair and a high demand. The majority have relocated to Salinas, and it is anticipated that changes will be made within the next few weeks.



### *Lettuce—Iceberg*

The product is not heavy and is of a reasonable quality, with lesser weights and smaller heads. For the next two weeks, there will be a limited supply. In the Salinas area, it is anticipated that growers will begin harvesting in greater quantities. During the following week, it is anticipated that the markets will continue to be higher, and the prices of contracts will continue to increase.



### *Lettuce—Leaf*

With lighter weights and smaller heads, the supply is light and of a quality that is satisfactory and satisfactory. It has been determined that all growers have relocated to Salinas, that market prices have increased,



and that contract pricing will be implemented.

### *Lettuce—Romaine*

There is a high demand for the limited supplies that are of a satisfactory quality. At this point, every single grower has relocated to Salinas. The current pricing on the market has gone up. In light of the higher market pricing, it is anticipated that the supply will continue to be low.

### *Alert*



### *Mushrooms*

The quality and supply of brown and white have both improved as a result of the weather, which indicates that there will be a consistent supply for the next few months. Now is a fantastic moment to promote something.



### *Onions*

The quality is superior in every growing zone, and there is a consistent demand for it. On the yellow market, prices are stable, while on the red market, prices are somewhat higher and on the white market, prices are slightly lower but continue to be elevated. In the beginning, California had both whites and reds, and they anticipate that number to grow. It is anticipated that New Mexico will begin operations at the beginning of June. Throughout the summer, the reds will be in a tight position. Vidalia has begun operating.



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## Peppers Chili



Following a prolonged period of limited availability, the chili pepper crops in Plant City have resumed production. They feature a wide selection of foods, including lighter options for Hungarians and poblanos. In addition, we anticipate that GA will commence over the next 2-3 weeks, thereby strengthening Eastern supplies even more. The chili pepper volumes of MX are experiencing a minor improvement. Sinaloa completed its tasks ahead of schedule, whereas Sonora had not yet fully activated. Generating a scarcity of resources, precisely timed for Cinco de Mayo. The Sonora fruit is progressively ripening as the temperature becomes warmer. Sonora is expected to reach seasonal volumes in approximately 7-10 days, while Baja will begin its production over the same period. Currently, there is a significant scarcity of poblanos and serrano's.

## Peppers Mini Sweet



As the Mainland Mexico crops are coming to an end and only a few are left in Central Mexico, the supply of Canada and domestic California programs is very limited. It appears that we have entered the period of the year when the availability of supply will be limited until Baja starts producing, which is expected to happen in late June or early July. The quality is diverse and we are continuously monitoring it.

## Potatoes



The market remains stagnant, exhibiting high quality. Idaho currently has a surplus of potatoes due to increased crop

productivity, making it an opportune moment to promote this agricultural product.

## Squash-Yellow & Zucchini

Georgia has already achieved significant levels of participation in squash since its launch last week. Meanwhile, Plant City is currently engaged in the process of gathering crops, with a specific emphasis on selecting the superior quality fruit from recently cultivated areas, due to the lack of strong demand. Sonora contains significant quantities of zucchini and relatively smaller quantities of yellow squash, which is beneficial for the western region. The quality is excellent for both hues. Due to the reduced markets, the growers who choose not to allocate full resources to their previous fields will complete their work. Regarding domestic production, we are now observing a decrease in squash supply from the Coachella valley.



## Hard Squash



Some Florida acorns have started to appear, but the availability of East Coast's butternut and spaghetti squash is still limited to imports from Honduras. They are approaching the conclusion of the season, although it is probable that they will have merchandise available for another 34 weeks. By that time, we should expect to witness the emergence of squash from Georgia. Sonora continues to produce robust quantities of hard squash, while the volumes of acorn and spaghetti squash remain rather low. It is expected that Sonora's storage inventory will be sufficient until California becomes operational in 34 weeks.

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