

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Asparagus: Asparagus supply from Mexico remains tight, especially for larger sizes, due to weather impacts in Caborca. The market is active with lower volumes from Mexico, while Peruvian production is increasing and domestic asparagus will start in a few weeks.

Blackberries: We are facing a demand-exceeds-supply situation due to a shortage of quality product from Central Mexico. A significant portion of the incoming produce is not meeting quality standards, reducing the available usable transfer fruit.

Blueberries: There's a shortage of product from Central Mexico and Baja, with Florida production starting in small volumes. Georgia will follow soon, and supplies are expected to improve by late April, with light California production starting in the coming weeks.

Strawberries: Volume is expected to increase later this week as temperatures rise. Availability remains tight due to high demand from the end of the Florida and Cmx seasons, along with Easter demand. We are in a demand-exceeds-supply market through mid-next week.

Pineapples: Pineapple supply will remain tight until late April, with peak volumes expected in May. Size flexibility will be needed in the next 3-4 weeks to balance supply and demand. Costa Rican pineapples are the main source, with high demand for large crownless fruit and lower yields due to rain impacting availability and pricing.

APRIL 9, 2025

CROP UPDATES

High pressure in the West will bring heat to the Southwest, impacting quality as the desert season ends. Salinas, Santa Maria, and Oxnard are seeing good quality harvests. The USMCA will not affect fresh produce from Canada and Mexico, but other imports will face 10% tariffs. [Read more](#)

WEATHER

California: A strong high-pressure system will bring mild temperatures and gusty winds through the week, with highs ranging from the mid 60s to upper 80s. A low passing Friday will cool things down for the weekend, with highs in the mid 60s to low 80s.

Mexico: Expect cool mornings and warm days through the weekend, with no rain expected. Lows will range from the low 40s to low 50s, with some areas in higher terrain cooling into the upper 30s. Daytime highs will be in the mid 70s to mid 80s through April 13th.

Florida: Cool, seasonal temps through Friday with winds gusting 20-25 mph. A cold front will bring isolated showers and cooler, drier weather over the weekend. Northern Florida highs will be mid 70s to low 80s, while central and southern Florida will see highs in the 70s to 80s through Friday, cooling to mid-70s for the weekend. Lows will range from mid 50s to mid 60s.

Arizona: High pressure will push temps from the 90s to triple digits by Friday, near-record levels. A cooling trend begins Saturday, with highs in the mid 80s to mid 90s by Sunday. Morning lows will range from the mid 50s to low 60s, warming to mid 60s by Saturday.

FREIGHT

This is the last week for transition from Yuma to Salinas. We are excited to start the new season in Northern California and looking forward to visiting new opportunities and meeting your freight needs!

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

The apple market remains stable, with slight price declines in some varieties. Red Delicious, Golden Delicious, Granny Smith, Gala, Fuji, and Pink Lady apples in foodservice sizes are widely available. However, Cosmic Crisp and Honeycrisp are exceptions. While the Cosmic Crisp crop is larger this year, the fruit tends to be larger, reducing availability of smaller sizes. Honeycrisp production is down over 35%, causing prices to rise significantly above the usual foodservice range.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus



Asparagus supply from Mexico remains tight, particularly for larger sizes, due to rain and winds in Caborca affecting yields. The market remains active with lower volumes from Mexico. Peruvian production is gradually increasing, and domestic asparagus will start to come in within the next few weeks.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Good
Ciudad Obregon (Year Round)	Light	\$\$\$	Good
Peru (Year Round)	Light	\$\$\$	Good



Avocados

Markets remain high with no signs of easing. The size structure is steady, peaking at 60ct and smaller, with 48ct and larger priced higher. Harvest will be minimal next week due to Holy Week in Mexico. California's season is in full swing, with peak sizes in the medium range (48ct and 60ct). Peru is starting to arrive on both coasts, with volume expected to increase in May.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

Supplies are adequate, with South Florida and Mexican production declining. Central Florida has not picked up yet, so expect light supplies, while Georgia will begin in mid-May. Nogales is nearing the end of their deal, with more choice-grade fruit available. Coachella is set to start by mid-May.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Light	\$\$\$	Good
Mexico (Nov. - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

Supply Partners



Commodity Updates



Berries (Blackberries)

ALERT

We are experiencing a demand-exceeds-supply situation due to a shortage of quality product from Central Mexico. Much of the incoming produce is not meeting quality specifications, limiting the amount of usable transfer fruit.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Fair
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Berries (Blueberries)

ALERT

There is a shortage of product coming into the U.S. from Central Mexico and Baja, with Florida production just starting in small volumes. Georgia will follow shortly, and we expect improved supplies from all regions by the last week of April. California will begin light production over the next few weeks.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
Dover, Florida (Year Round)	Steady	\$\$\$	Fair
McAllen, TX (October - May)	Light	\$\$\$	Good



Berries (Raspberries)

Production from Central Mexico and Baja remains steady but light, with West Coast production expected to begin in early May. Easter demand is strong.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
McAllen, TX (October - May)	Light	\$\$\$	Good



Berries (Strawberries)

ALERT

Volume is expected to increase later this week as temperatures rise. Availability remains tight due to high demand from the end of the Florida and Cmx seasons, coupled with elevated Easter demand. We are currently in a demand-exceeds-supply market through mid-next week.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
McAllen, TX (November - May)	Light	\$\$\$	Poor
Dover, FL	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Driscoll's
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Commodity Updates



Broccoli

Broccoli quality remains excellent, with good sizing and vibrant color. Minimal yellow or brown beads have been reported due to last week's high desert temperatures. The market is expected to stay steady through the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Brussel Sprouts

Domestic and Mexico supplies remain strong, with no changes expected in overall volume. Both bulk and VA categories are excellent for promotion. While temperatures are rising in the desert growing regions, overall quality remains very good.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest in the Imperial Valley is going strong, with a positive outlook ahead. Lake Park, GA is shipping volumes of chunks, cellos, jumbos, and babies, and is expected to continue through May, barring any weather disruptions. Please remember to submit snack pack orders 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies remain strong, with good overall quality and improved texture in recent weeks. Light insect damage and minimal black mildew have been reported, but these are not major concerns. The market is expected to stay steady with ample supplies heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Celery

The market remains steady across all sizes, with Oxnard/Santa Maria expected to have plentiful supply. For shipments from Salinas and Yuma, shippers are adding a delivery charge for transport from Southern California. Quality will remain consistent, as seen in recent weeks, with large 24-counts showing the best production numbers.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Dec - April)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Citrus (Grapefruit)

Ruby Reds are available, peaking at 56ct and smaller sizes, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

Markets are firming as recent rain boosts fruit size, tightening 14Oct and smaller. Small fruit will remain limited until District 2 ramps up in June. District 1 (San Joaquin Valley) is the main source, with minimal support from District 2 (Ventura/Oxnard).

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (February - September)	High	\$\$\$	Good
San Joaquin Valley (October - May)	High	\$\$\$	Good



Citrus (Limes)

The market remains steady with good quality, and fruit is peaking on smaller sizes, ranging from 200 to 250 ct. Offshore fruit from Colombia and Peru is available in Texas, New Jersey, and Florida.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Steady	\$\$\$	Good



Citrus (Oranges)

Peak sizes have shifted to 72ct/88ct as we enter the late navel season. Markets are strengthening on smaller sizes as fruit sizes increase, with Brix around 13. Valencias are expected late May to early June. Mandarins are firming, though some deals remain. Offshore mandarins are expected to hit the West Coast around June/July.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	High	\$\$\$	Excellent



Cucumber

The market is steady to slightly lower, with production coming from Florida, Sinaloa, Sonora, Central Mexico, and Baja. Overall quality is good, with the best quality coming from Mexico.

Commodity/Region	Supply	Price	Quality
Florida (Nov. - May)	Steady	\$\$\$	Fair
Mexico (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant

The market is steady at moderate levels, with Florida pricing higher than the West. Moderate supplies are crossing through Nogales and South Texas.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
Florida	Light	\$\$\$	Good



Garlic

Garlic quality remains excellent, with supplies expected to stay strong in the coming weeks.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

The grape market in April will be tighter and higher-priced compared to the past few months, as the Peruvian and Chilean overlap has ended and new arrivals have slowed. Chile is expected to maintain sufficient volume to bridge the gap between South American and Mexican imports.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies remain strong with good quality, and the market is expected to stay steady into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Kale supplies are expected to be plentiful this week with good quality, and this trend is expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov -May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

Yuma will have production on this commodity throughout the week. Starting Monday, Huron, Santa Maria, and Salinas are expected to be plentiful. Overall quality remains good, with weights averaging 39-43 pounds. Steady production is expected all week, and some shippers are offering flexibility, so it's a great time to promote.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Production in Yuma is winding down, with this likely being the final week of harvest. Supplies in Huron will be light, while Salinas and Santa Maria will have ample supplies to meet demand. Good weather in the growing regions continues to produce above-average quality romaine, butter, and leaf lettuce. Strong supplies of romaine hearts are expected throughout the week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

The recent warmer weather in Yuma is starting to impact crops, with some uneven stands in baby leaf items as we approach the last week of harvest. Longer stems are being found in spinach fields. Overall quality will remain good, though there may be slight tip burn heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Melon (Cantaloupe)

The cantaloupe market is strong due to recent retail ads. Guatemalan melons are affected by universal tariffs, with pricing strategies under review. The spring crop from Guatemala is peaking on larger sizes, as are Mexican cantaloupes and honeydews. New Mexican fields will be available by the end of April, and the domestic melon season is set to start in late May, possibly sooner.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Melon (Honeydew)

The honeydew market is steady, supported by recent retail ads. Guatemalan honeydews are affected by universal tariffs, with pricing strategies under review. Mexican honeydews are peaking on large sizes, and new fields from Mexico will be available by the end of April. The domestic melon season is expected to start in late May, possibly sooner.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Melon (Watermelon)

The offshore watermelon season is winding down, while Mexican watermelons are increasing in supply with the spring harvest. Florida domestic watermelons have just started and are showing good quality, though demand remains light.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Mushroom

Promotable volumes are available, with pricing remaining steady at lower levels.

Commodity/Region	Supply	Price	Quality
Nationwide	High	\$\$\$	Good



Onions

Onions are available from Idaho and Texas, with Idaho's storage crop maintaining good quality. Texas rain impacted the new crop in Edinburg, but it is expected to recover this week. The Imperial Valley season will start at the end of April, and New Mexico will begin in early May, if not sooner. Jumbo white onions remain limited and are being imported from other regions and Mexico, with contracts available in CMS.

Commodity/Region	Supply	Price	Quality
Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Domestic pears remain in limited supply, expected to last until mid-July when California's new Bartlett crop arrives. Washington's pear production is down 25-50% depending on variety and region. Bosc pears are nearly finished, with Anjou now the primary variety. Imported Bartletts are available on both coasts, offering an alternative for non-domestic needs. The increased volume of imports has caused Anjou prices to level out or drop slightly.

Commodity/Region	Supply	Price	Quality
Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supply will remain tight until late April, with peak volumes expected in May. Over the next 3-4 weeks, size flexibility will be needed to balance supply and demand. Costa Rican pineapples are the main source, with contracted business taking priority. High demand for large crownless pineapples and lower yields due to rain until mid-April will continue to impact availability and pricing in the short term.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

The market is steady this week, with stable pricing. Distributors are preferring DLVD over FOB pricing. Color potatoes are available from Florida, Idaho, and North Dakota, while sweet potatoes are available from North Carolina, Arkansas, and California. Mississippi's supply is ending due to a short crop.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Supplies are strong on both coasts, with yellow squash still trailing zucchini slightly but remaining readily available. Promotable volumes of grey and Italian squash are available. Georgia production is expected to start next month.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
Florida (Nov. - May)	Steady	\$\$\$	Good



Stone Fruit

Imported peaches and nectarines are nearly finished for the season. Plums will continue arriving on both coasts through mid-April, with moderate supplies and light demand keeping the market stable. The kiwi market is steady, with domestic fruit supplemented by imports from Italy, Greece, and the start of Chilean kiwi.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



Tomatoes

Supplies are increasing with the new harvest in Sinaloa and Central Florida picking up. Quality is good, with large fruit peaking. Promotable volumes are available across most varieties.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Florida (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



CALIFORNIA

A strong high pressure system will bring shallow marine layer conditions, near to above-average temperatures, and gusty afternoon winds through the end of the work week. Morning lows will range from the upper 30s to low 50s, with daytime highs in the mid 60s to low 70s near the coast and mid 70s to upper 80s inland. A low passing to the north late Friday will weaken the high, leading to cooler temps this weekend, with highs ranging from the mid 60s to low 80s across the region.



MEXICO

Cool mornings and warm days through the weekend. No rain over the next five days. Lows in the low 40s to low 50s over most spots through Sunday. Some spots however may even cool into the upper 30s mostly over the higher terrains. Max temps in the mid 70s to mid 80s over most of the region through Apr 13th.



FLORIDA

Cooler yet more seasonal temps through Friday. Over the weekend another cold front will bring a few isolated showers with its passage but drier and cooler temps over the weekend. Winds will gust in the 20 to 25 mph range through Apr 11th. Over northern Florida max temps in the mid 70s to low 80s through Friday and upper 60s to low 70s over the weekend. Over central and southern Florida anticipate highs in the upper 70s to mid 80s through Friday and mid-upper 70s for Saturday and Sunday afternoons. Lows in the mid 50s to mid 60s through Saturday morning and low 50s to low 60s for Sunday morning.



ARIZONA

High-pressure continues to strengthen over the low-deserts warming high temps from the 90s Wednesday to triple digits for most valleys by Friday afternoon, near record levels for that date. Saturday and Sunday will see a cooling trend as the ridge slides eastward. Highs back into the mid 80s-mid 90s Sunday afternoon. Morning low temps will be in the mid 50s-low 60s Wednesday and Thursday, warming to mid 60s most fields by Saturday.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



This is the last week for transition from Yuma to Salinas. We are excited to start the new season in Northern California and looking forward to visiting new opportunities and meeting your freight needs!



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	03/24/25	03/31/25	04/07/25	Change from	
				week ago	year ago
U.S.	3.567	3.592	3.639	↑ 0.047	↓ -0.422
East Coast (PADD1)	3.675	3.695	3.713	↑ 0.018	↓ -0.405
New England (PADD1A)	3.987	3.983	4.006	↑ 0.023	↓ -0.299
Central Atlantic (PADD1B)	3.872	3.869	3.883	↑ 0.014	↓ -0.389
Lower Atlantic (PADD1C)	3.569	3.601	3.620	↑ 0.019	↓ -0.422
Midwest (PADD2)	3.491	3.519	3.579	↑ 0.060	↓ -0.432
Gulf Coast (PADD3)	3.265	3.282	3.338	↑ 0.056	↓ -0.422
Rocky Mountain (PADD4)	3.415	3.472	3.499	↑ 0.027	↓ -0.509
West Coast (PADD5)	4.229	4.259	4.318	↑ 0.059	↓ -0.405
West Coast less California	3.754	3.811	3.876	↑ 0.065	↓ -0.381
California	4.776	4.776	4.827	↑ 0.051	↓ -0.432

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



High pressure remains in place out West, keeping storm systems to the north and bringing warmer temperatures to the Southwest into next week. In the desert regions hot temperatures look to continue next week as just a few late season supplies remain in the region.

Quality in the desert regions continues to be a challenge with the hot temperatures affecting quality, texture and shelf life as the season quickly winds down. Processed items will continue to see an increase in discoloration and breakdown showing up in the bag affecting quality and shelf life. The Huron region of Central California will also finish up production in the next week or so with the limited supplies from the region. Growers continue to combat insect pressure (small flies, gnats) with warm temperatures. These tiny pests are very difficult to remove at harvest as they tend to accumulate at the base of the plant. The Salinas, Santa Maria and Oxnard regions will continue to increase harvests weekly in the nice weather pattern with generally good quality reported in these harvests.

Some good news on the tariff front this week as the Trump administration has confirmed that tariffs under the USMCA (United States-Mexico-Canada Agreement) including produce will not be implemented as fresh produce from Canada and Mexico will not be affected. This is good news however many other produce items from Central America and other countries will be subject to the 10% blanket tariffs. This will include Avocados, bananas, beans, pineapple, melons, herbs among numerous other products.



TIM LYNCH

QUALITY ASSURANCE MANAGER