

The Source

Commodity of the Month - Avocado

MARKET ALERTS

Bell Peppers: Bell pepper availability is tight due to the end of Michigan's season and storm damage in Georgia. Florida is assessing storm impacts before resuming shipments, while Northern California wraps up its green bell season. Coachella has just started with small volumes from Mexico. The red bell pepper market remains elevated, with no relief expected until early January.

Blackberries: Supplies from Central Mexico and Baja remain very limited, keeping markets elevated. However, we anticipate that Central Mexican production will gradually increase as we approach November.

Strawberries: Sporadic arrivals from Central Mexico are reported in Laredo, with the main season expected to start in mid to late November. Salinas and Watsonville are nearly finished, while colder temperatures in Santa Maria and Oxnard are reducing yields, creating a demand-exceeds-supply situation. The season has been delayed due to hurricanes, now tentatively projected to start in mid-December to early January.

Tomatoes: Markets are elevated, especially for roma tomatoes in the East. Quincy production will start soon but is expected to be low due to Hurricane Helene. Florida shippers have declared an "Act of God" from recent hurricanes, leading to limited supplies and defects through November and December. In the West, California's season ends soon, Baja is transitioning crops, and Central and Eastern Mexico have light supplies with quality concerns. High prices and limited availability are expected until Sinaloa ramps up in January.

OCTOBER 23, 2024

CROP UPDATES

As the transition from Central California to the Southwestern Desert regions begins, supplies are expected to remain steady. The Huron region will continue producing Iceberg and romaine until mid-November, providing good size and quality. However, recent warm temperatures have increased insect activity and some seeder issues, likely continuing as the season winds down. [Read more](#)

WEATHER

Arizona -Low-desert valleys will experience warmer-than-average temperatures through the weekend due to high-pressure ridging, light northerly winds, and low humidity levels.

California - High pressure and light offshore winds will dominate temperatures today, with morning lows ranging from the upper 30s to the upper 40s. A low-pressure system will move in tomorrow, causing cooling and deepening marine layer conditions. Maximum temperatures will drop to the upper 50s to low 80s.

Florida -High pressure will dominate the region through the weekend, with seasonal temperatures expected. A dry period is expected, with northern Florida experiencing low 80s highs and central and southern Florida reaching mid-80s highs. Winds will be 15-22 mph.

Mexico - Central Mexico is forecasted to experience mostly dry weather through the weekend, with seasonably warm temperatures ranging from the low 70s to 80s and lows in the 40s to mid-50s.

FREIGHT

This week freight sees significant delays at the supplier level due to curtailing volume with the onset of winter. What was one, maybe two days loading, is becoming even three days to ship a truck. Please be advised of these delays and plan accordingly.

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

All major apple varieties have now entered the new crop harvest, with the exception of Pink Lady's, which will begin at the end of the month. Overall, volumes are down across nearly all varieties compared to last year, especially Granny Smiths. Size profiles are also skewing larger, which challenges the food service industry as it competes with retail for smaller sizes. The only exception is small Galas, where there's currently ample supply of 125/138s.

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



Asparagus

Asparagus supplies from Peru and Mexico are steadily improving each day, leading to a gradual easing of market prices. We anticipate further improvements in supplies, including larger sizes, as we head into next week.

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



Avocados

Markets remain steady as the Adventajada crop begins in a light volume, shipping alongside the Flora Loca crop. Dry matter levels for both crops are hovering around 26%, minimizing the likelihood of checkerboarding. With only about 50% of the Loca crop harvested, there is still an ample amount of fruit on the trees. Growers in Mexico are size-selecting based on demand for export.

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



Bell Peppers



Bell pepper availability is tight as Michigan's season has ended and storms have impacted Georgia's harvest, with very limited supply from the region. Florida is currently assessing storm damage before resuming shipments. Northern California is wrapping up its season on green bells from the Coast areas, while Coachella is just getting started with small volumes from Mexico also trickling in. The red bell pepper market remains elevated, with no significant relief expected until early January.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Fair

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

Key Partners



Commodity Updates



Berries (Blackberries)

ALERT

Supplies remain very limited from Central Mexico and Baja, with markets still elevated. We expect Central Mexican production to steadily ramp up as we head into November.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good



Berries (Blueberries)

We're starting to see some relief as offshore containers are now arriving at ports in Los Angeles and New Jersey. The East Coast is receiving the majority of these shipments, while West Coast ports are expected to see a gradual increase as Peruvian production ramps up in the coming weeks. Central Mexico is also beginning to cross product into the U.S., with volumes set to rise as we move into November. Peruvian imports are now arriving consistently and shipping out of Miami, with small quantities of fruit also crossing into McAllen, TX from Mexico.

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



Berries (Raspberries)

A brief planting gap in Baja is leading to tighter supplies on the West Coast, but this should ease as we approach mid-November. Meanwhile, small shipments from Central Mexico are arriving at the border daily, with some being transferred to California.

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



Berries (Strawberries)

ALERT

Sporadic arrivals from Central Mexico are being reported through the Laredo area, with the main season expected to start in the second or third week of November. Salinas and Watsonville are nearly finished, while colder nighttime temperatures in Santa Maria and Oxnard are leading to lower yields. Cooler daytime temperatures in the high 60s to low 70s are contributing to a demand-exceeds-supply situation. The season has been delayed due to recent hurricane activity, and we are now tentatively expecting a mid-December to early January start.

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

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

Key Partners

Driscoll's
Only the Finest Berries™



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Commodity Updates



Broccoli

Broccoli supplies remain strong and steady, with consistent availability expected to continue into next week.

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



Brussel Sprouts

Available volume remains strong heading into next week, with the market tone ranging from fair to soft. However, product quality is facing a few challenges, including increased mildew and persistent elongated seed cores. Despite these issues, supplies remain solid, making it a good time for promotions.

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



Carrots

The Cuyama/Santa Maria area remains the primary growing region and will continue production through November. While Jumbos and Cellos are in tighter supply with rising markets, regular business needs are still being met. There is ample availability of baby carrots and snack packs, aligning well with the increased demand from schools returning.

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



Cauliflower

Cauliflower supplies are expected to remain strong throughout the week. Overall quality is fair, with some instances of brown spotting. The market is anticipated to stay stable moving into next week.

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



Celery

The market is holding steady as we begin the week, with consistent supplies expected across all sizes. The best availability can be found in the Santa Maria/Oxnard region, where shippers are accommodating larger orders. Production is also ongoing in Salinas. Overall, quality remains above average, with minimal reports of seeder issues.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

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

Key Partners



Commodity Updates



Citrus (Grapefruit)

Desert Rios are starting to make their debut, with initial shipments coming 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 steady overall. In District 2 (Oxnard/Ventura County), year-round shipments continue, but supplies are decreasing, with quality ranging from fair to good. Meanwhile, District 3 (California Desert/AZ) is ramping up, and we anticipate improved quality as we transition to the new crop fruit.

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



Citrus (Limes)

The market is steady to slightly lower, with quality sizing showing improvement. The fruit is currently peaking in smaller sizes, particularly in the 200-250 count range, while larger fruit remains relatively limited.

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



Citrus (Oranges)

Valencias have concluded their season, and domestic navels have begun shipping lightly, with expectations to ramp up over the next few weeks. The initial peak sizes are on the smaller side, which will be advantageous for the foodservice sector. Sizes 88 and larger are currently in very tight supply. Presently, gassing times for the navels are approximately 96 hours.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



Cucumber

Eastern cucumber supplies are tight as North Carolina's season comes to a close, and Georgia faces reduced acreage and quality challenges due to Hurricane Helene. Florida is still assessing the impact of Hurricane Milton, with early fields producing only small quantities. Out West, Baja is delivering the highest quality cucumbers, while Central Mexico is experiencing scarring issues. In Sonora, cucumbers are in good condition but exhibit a lighter color.

Commodity/Region	Supply	Price	Quality
Georgia (May - June)	Light	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good
Baja California (May - October)	Steady	\$\$\$	Good

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

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Commodity Updates



Eggplant

Eastern eggplant supplies are light but adequate. In the West, Fresno is providing fair-quality eggplant throughout the month, with production transitioning to Coachella and Mexico expected to ramp up main volumes by mid-November.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Fair
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Fair



Garlic

California garlic production is in full swing, with quality currently rated as good. Supplies are expected to remain robust as we move forward.

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)

Domestic grapes are in good supply, and the eating quality has been excellent. While black seedless grapes are somewhat limited, orders are still being fulfilled. Absent any significant weather events, we anticipate having California grapes available through mid-November. Imports are projected to begin arriving in mid to late November, indicating there will likely be no gap between domestic and imported grapes.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Excellent

Grapes (Red)

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



Green Onions

Green onion supplies are currently abundant, and quality is also on the rise. We expect the market to remain steady as we head into next week.

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



Kale

Kale supplies are anticipated to be slightly below budget for the next couple of weeks. As we move into next week, expect the market to experience a slight increase.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - OCT)	Light	\$\$\$	Good

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

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Commodity Updates



Lettuce Iceberg

Supplies remain strong, with production ongoing in Huron, Santa Maria, and Salinas. Weights from all regions are reported to range from 38 to 42 pounds among most shippers. While there have been minimal reports of slight misshapen heads and discoloration upon arrival, these issues are not widespread. This market is expected to strengthen next week, but good availability will continue throughout the week for this commodity. Production in Yuma is set to begin the first week of November.

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

Production of romaine, as well as green and red leaf lettuce, is currently available from Huron, Salinas, and Santa Maria. Overall, quality is good, with only minor reports of tip and fringe burn. Demand is currently low, and while shippers are adjusting this week, supplies are anticipated to tighten next week. Steady inventories of romaine hearts are expected to remain available throughout the week. Production in Yuma is projected to begin in the first week of November.

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

Supplies of cilantro, arugula, and parsley are expected to be slightly lower due to the recent heat. This heat is contributing to issues such as leaf miner damage and a weaker, thinner texture. As a result, we anticipate these markets will be elevated heading into the weekend.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Fair
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Oxnard, California (Year Round)	Steady	\$\$\$	Fair
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Salinas, California (May - October)	Light	\$\$\$	Fair
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Melon (Cantaloupe)

The Westside cantaloupe growing season is beginning to wind down, with additional supplies coming from Brawley and Yuma. Internal quality has been excellent, with brix levels ranging from 12 to 14%. However, there have been external concerns related to dirt issues. Mexican cantaloupes are currently available in Nogales, offering better sizing options. Offshore melons are expected to be available the week of November 10, 2024.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Excellent
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

The honeydew market remains steady as supplies increase. While better sizing is becoming available, 8-count honeydews are still somewhat limited. Mexican honeydews are currently available in Nogales.

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



Melon (Watermelon)

Watermelon supplies are improving on the West Coast, particularly in Nogales. East Coast and Georgia suppliers were significantly impacted by Hurricane Milton, leading to an increased demand for watermelons from the West Coast.

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



Mushroom

Demand is outpacing available supplies, resulting in a gradual increase in market pricing due to limited excess product.

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



Onions

Harvesting has concluded, and there are good supplies of red, yellow, and white varieties in storage. Markets are firming up, and we anticipate an increase in pricing in the coming weeks.

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

Washington is now harvesting all major pear varieties, with the market remaining firm at higher prices. This year is expected to be tight for pears, as Washington's crop has decreased significantly compared to last year's volumes. California pears are nearing the end of their season and will conclude for the year by the end of this month.

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

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

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Commodity Updates



Pineapples

Suppliers are maintaining six-week averages, prioritizing contracted business. While Costa Rican pineapple suppliers are improving, crossings remain lower year-over-year. Heavier rainfall is expected this month, which should enhance overall quality and supply. However, larger fruit remains challenging to source in the market. In contrast, Mexican pineapples are more readily available in the U.S., with quality having improved in the growing regions.

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

The potato harvest is complete, and shipments are now being made from storage across all regions. Sizing is trending between 40 and 70 count, with promotional pricing available for potatoes in this range.

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

Eastern squash supplies are generally adequate; however, quality issues are affecting availability, and North Carolina's harvest is expected to conclude in about a week. Georgia is reporting decent volumes with fair quality, while South Florida's long-term outlook remains uncertain due to storm damage. In the West, California continues to supply squash from Santa Maria, along with Baja. However, production is shifting to Sonora, where volumes are increasing and quality is good, with loading occurring out of Nogales.

Commodity/Region	Supply	Price	Quality
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Mexico (November - May)	Steady	\$\$\$	Good
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California (May - Oct)	Steady	\$\$\$	Good
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Ohio/MI/OH/NJ/NC (June - September)	Light	\$\$\$	Good
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Stone Fruit

Plums remain in good supply and are expected to continue through November. Asian pears have also started, with strong volumes available, and we anticipate domestic supplies will last into January. Domestic kiwis have begun to arrive, and the market is steady at higher pricing. Fall fruits are in full production, with ample quantities of pomegranates, persimmons, and quinces available.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (May-October)	High	\$\$\$	Excellent
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Tomatoes

ALERT

Markets are elevated, with roma tomatoes tight in the East. Quincy production will begin soon, but yields are expected to be lower due to Hurricane Helene. Florida shippers have declared an "Act of God" (AOG) from recent hurricanes, leading to limited supplies through November and December, along with anticipated quality defects.

In the West, California's season will end soon, while Baja transitions crops and Central and Eastern Mexico face light supplies and quality issues. High prices and limited availability are expected until Sinaloa ramps up in January.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Light	\$\$\$	Fair
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Baja California (Spring/Summer - NOV)	Light	\$\$\$	Good
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California (July - OCT)	Light	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Weather Updates



CALIFORNIA

"Temperatures will peak today as high pressure and light offshore winds dominate the region. Morning lows are expected to range from the upper 30s to the upper 40s, with daytime highs reaching the low to upper 70s near the coast and the low 80s to low 90s further inland. A low-pressure system will move in from the north tomorrow, initiating a cooling trend and deepening marine layer conditions through the weekend. By Sunday, another low-pressure system is set to arrive, further cooling temperatures and bringing a slight chance of showers on Sunday night. Maximum temperatures will drop to the upper 50s to low 80s by then."



MEXICO

Aside from a sprinkle or two, mostly dry weather is expected over the fields of Central Mexico through the weekend. Temperatures will be seasonably warm in the region, with only minor day-to-day fluctuations. Highs will range from the low 70s to low 80s over the next five days, while lows will be in the upper 40s to mid-50s from Wednesday morning through Sunday morning across most growing areas.



FLORIDA

"High pressure will dominate the region through the weekend, keeping temperatures mostly seasonal. Aside from a few light sprinkles or showers in southern Florida, expect a dry period over the next five days. In northern Florida, highs will be in the low 80s, with lows ranging from the mid-50s to mid-60s through Sunday. In central and southern Florida, maximum temperatures will reach the low to mid-80s, while early morning lows will be in the mid-60s to mid-70s. Winds in most of southern Florida will gust between 15 to 22 mph through Friday."



ARIZONA

The low-desert valleys will experience continued warmer-than-average temperatures through the weekend due to strong high-pressure ridging. Daily highs are expected to range from the low to upper 90s, with morning lows in the mid-50s to mid-60s across most fields and in the low 50s in Wenden. Light northerly winds will prevail throughout the period, accompanied by very low humidity levels.

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

Freight Updates



This week freight sees significant delays at the supplier level due to curtailing volume with the onset of winter. What was one, maybe two days loading, is becoming even three days to ship a truck. Please be advised of these delays and plan accordingly.



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

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

	10/07/24	10/14/24	10/21/24	Change from	
				week ago	year ago
U.S.	3.584	3.631	3.553	▼ -0.078	▼ -0.992
East Coast (PADD1)	3.563	3.586	3.590	▲ 0.004	▼ -0.818
New England (PADD1A)	3.765	3.766	3.760	▼ -0.006	▼ -0.791
Central Atlantic (PADD1B)	3.821	3.861	3.816	▼ -0.045	▼ -0.852
Lower Atlantic (PADD1C)	3.447	3.464	3.489	▲ 0.025	▼ -0.810
Midwest (PADD2)	3.587	3.651	3.543	▼ -0.108	▼ -1.011
Gulf Coast (PADD3)	3.266	3.337	3.199	▼ -0.138	▼ -0.987
Rocky Mountain (PADD4)	3.620	3.635	3.636	▲ 0.001	▼ -1.118
West Coast (PADD5)	4.261	4.274	4.210	▼ -0.064	▼ -1.258
West Coast less California	3.841	3.874	3.785	▼ -0.089	▼ -1.203
California	4.742	4.734	4.698	▼ -0.036	▼ -1.318

*prices include all taxes

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

Crop Updates



As we approach the transition from Central California to the Southwestern Desert regions of California and Arizona supplies look to remain fairly steady. The Huron region will continue to have production into mid-November adding to supplies. This region acts as a bridge for supplies during the transition. Huron production of mostly Iceberg and romaine is showing generally good size, weight and quality. Previous warm temperatures have caused an increase in insect activity and some seeders to show up recently. This looks to continue as their short season winds down finishing around mid-November.



Yuma will begin light harvests next week with full production expected to come from the region around mid-November. Growers are reporting no major setbacks despite the heat in the region. Lettuce and leafy green supplies traditionally begin with lighter carton weights due to lighter densities (puffy heads, light hearts) in these early fields. Very strong winds in the region the past couple of weeks will likely cause some wind and fringe burn as well as add a little dust to the leafy green crops as harvests begin.



As the Salinas season winds down the roller coaster in temperatures looks to continue. The heat has taken a toll on these late season supplies, especially the tender cilantro, spinach and spring mix items. Fringe burn, internal burn and seeders are the main problems for the leafy greens with the diamondback moth larvae a continuing problem in cabbage, broccoli and cauliflower fields.



It is important to keep your rotations in check as overall quality and shelf life, especially processed items, will be challenged.

TIM LYNCH
QUALITY ASSURANCE MANAGER