

The Source

March 22, 2023

PRO*ACT

Market Updates

Apples –The market is steady for most varieties; Slightly higher on Gala 88s and larger.

Asparagus –Plenty of supplies in all sizes 11/1 AND 28/1 out of the west (Mexico) looking at Peruvian grass in the east in about 2 weeks. Overall, the market is lower and the quality is good.

Avocados –The market is steady and volume is improving in all sizes. The quality is good.

Bell Peppers –Western supply is light as crops transition to northern regions. Expect moderate supplies until California starts at Coachella. Florida supplies are steady. Colored bell production is slowly increasing out of Central Mexico and Canada.

Berries (Blackberries) –Limited numbers are coming out of Central Mexico and the market is tight. The quality overall is good.

Berries (Blueberries) –The sole production areas are Central Mexico and Baja until Georgia and Florida begin in 2 weeks.

Berries (Raspberries) –There is good availability coming in from Central Mexico and Baja. Overall, the market is lower and the quality is good.

Berries (Strawberries) –We are in a demand exceeds supply market situation due to continuous rains in the California growing regions. The quality overall is good.

Broccoli –Supplies are slowly starting to get better in Santa Maria, Yuma, and Mexico. Overall, the quality continues to be above average. Look for this market to adjust slightly lower heading into the weekend.

Brussels Sprouts –There is good availability and pricing is competitive in the industry. Expect steady production with this commodity throughout the week. Overall, good quality is being reported.

Carrots –Whole carrot supplies continue to be tight due to recent inclement weather. The market is up as well.

Continued

Cauliflower –Cauliflower supplies are improving in Santa Maria and Yuma. The warmer weather in Yuma is starting to spur growth. Look for this market to continue to adjust lower going into the weekend.

Celery –Demand is low and the market has decreased. This coupled with a better production in Yuma has created a surplus of products in the marketplace. Production in Oxnard/Santa Maria is steady on all sizes. The quality continues to be above average with only slight seeder being reported. Rain and cool temperatures after today will escape the growing regions for the next 3-5 days. In terms of value added products, there is no escalation. Florida's production continues to be very light.

Citrus (Lemons) – The main growing region is District 1 and is peaking of FCY fruit. District 2 will get started in better volume in late March and will bring more choice-grade fruit to the market. Small fruit is tight due to the rain helping to increase the fruit size. The market continues to climb upwards.

Citrus (Limes)–Prices firmed up a bit this week due to less fruit crossing through Texas. Overall quality is good with sizes continuing to peak on smaller fruit 230s/250s.

Citrus (Oranges) -Supplies are peaking on 72/88/113ct. The overall quality is good. The market has been low, but will tighten up with the rain/cold weather in the forecast.

Cucumbers – Volumes are steady with plenty of availability on both coasts. There has been a light start in Baja as Sinaloa is still going. Meanwhile, Florida is producing strong numbers and good quality.

Eggplant –The market is steady on both coasts. The quality overall is good.

Garlic -Steady California production is expected throughout the week. Good quality has been reported.

Grapes (Green) –Plenty of supplies on both coasts for this commodity. There is a wide range in quality and price.

Continued

Grapes (Red) –Plenty of supplies on both coasts for this commodity. There is a wide range in quality and price.

Green Onions –Mexican-grown supplies are improving this week. Mexico's warmer weather is helping spur growth. Overall, the quality is good.

Kale –This market continues to be steady. Moderate to good availability is expected throughout the week. Overall, the quality is good and the pricing is steady.

Lettuce (Iceberg) –This market is decreasing. Production is high in the Yuma region due to ideal growing temperatures. The weights have averaged 41-43 pounds. Common defects being reported include pinking and discoloration as well as misshapen heads. Expect steady supplies throughout the week.

Lettuce Leaf –Good supplies of Romaine and all leaf items will continue throughout this week. Expect strong supplies of Romaine hearts as well. This market will begin to turn around in the next week or two. Common defects that are being reported include slight blistering and peeling, along with a bit of fringe burn.

Lettuce Tender Leaf –Supplies are better on parsley, spinach, and arugula due to the current and recent warm weather in Yuma. The weather in the growing will continue to improve going into the weekend. Overall, the quality is expected to be fair and at steady pricing.

Melons (Cantaloupe) – There are plenty of supplies of big fruit and the pricing is slightly lower. Retail ads start mid-week which may reduce availability.

Melons (Honeydew) –Supplies are improving but mostly on big fruit. Overall, the market is steady and the quality is good.

Melons (Watermelon) – The price is on the rise as Mexico's supplies decrease and offshore supplies are light. Overall, the quality is good.

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Mushrooms – Excellent supplies are forecast for the next two weeks, then supplies are expected to get tight again.

Onions –Excellent supplies from South Texas. Northwest supplies are coming to an end.

Pears –The market is slightly higher as retail bag programs switch from Bartletts to Anjous. The quality overall is good.

Pineapples –Steady open market volume. Overall, the quality is good and the market is steady.

Potatoes –Supplies remain extremely limited and pricing is increasing. Burbank will remain limited until May.

Squash –The squash market is steady while the yellow market is very limited. Florida has just started its spring season and Mexico is transitioning to northern growing regions. Quality is adequate with occasional scarring.

Stone Fruit –There are light supplies of imported peaches, plums, and nectarines on both coasts. The market is steady. The imported kiwi market is stable and supply remains light.

Tomatoes –Round supply out of Florida is steady with great quality; crown fruit is peaking at large sizes. Mexico's round supply is steady. During the next few weeks, Roma's out of Florida are light as they look to transition to the Ruskin Palmetto area. The Western Roma supply is also transitioning to the spring season. Grape supplies are strong on both coasts.

A Peek at Peak Seasons

Raspberries
Asparagus

Blackberries (Past Peak Season)
Blueberries (Past Peak Season)

Weather

California –A total of 12.5 inches of rain will fall through Wednesday night before showers taper off today. The morning lows will be in the 40s and the daytime highs will be in the 50s. Cloudiness will linger tomorrow night into Friday as a weak system passes to the north. In that period, overnight lows drop as low as the mid-30s, while min temps only reach the low 30s to low 40s by Sunday and max temperatures are still only in the 50s to low 60s.

Mexico –Central Mexico will experience seasonably warm temperatures over the next five days. Temperatures will peak in the mid-70s to mid-80s, with lows in the mid-40s to low 50s. There should be no rain through the weekend, except for a few sprinkles or light showers.

Florida –The peninsula will experience dry and warm conditions through Friday due to high-pressure. Today and tomorrow's highs will be in the low-upper 80s, with some low 90s on Friday. In the morning, temperatures will warm from the low 50s to the low 60s today, and reach the upper 50s to the upper 60s by Friday.

Arizona –Unseasonably cool temperatures today and tomorrow with highs in the 60s to low 70s. Dry and gradual warming Friday/Saturday with temperatures in the mid-60s to mid-70s. Cooler temperatures Sunday with highs in the low 60s to low 70s. Today's morning lows are in the mid-40s to low 50s cooling Thursday/Friday to the upper 30s to mid-40s. Light lettuce ice in cold-prone valleys on Thursday/Friday. Low 30s to low 40s Sunday with light to light-moderate ice in most Yuma area valleys.

Freight


Trucks remain steady in California, Idaho, and the Northwest. The national diesel average dropped slightly and is now at 4.185 per gallon. California's price also dropped and is currently at 5.260 per gallon.

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Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is lower	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is lower	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MUSHROOM	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is good, pricing is higher	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is higher	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is lower	 GRAPES (GREEN)	Quality is good, pricing is steady	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is higher	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is good, pricing is higher
 BROCCOLI	Quality is good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is lower	 SQUASH	Quality is good, pricing is steady
 BRUSSELS SPROUTS	Quality is fair, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is steady
 CARROTS	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is lower	 LETTUCE LEAF	Quality is good, pricing is steady		
 CELERY	Quality is good, pricing is lower	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		