

# The Source

## Commodity of the Month - Carrots



### MARKET ALERTS

**Asparagus** - Mexico production declines; markets highly active until Peru ramps up production.

**Avocado** - Prices rise as growers delay harvests due to higher dry matter and shorter ripening times.

**Blackberries** - Shippers expected to remain short in May, but supplies are improving in CMEX and Baja.

**Blueberries** - Supplies rise in Mexico, Baja, and Peru, but offloads decrease in Peru.

**Raspberries** - CMEX and Baja shortages improving; shippers to remain short by month's end.

**Strawberries** - In Oxnard and Santa Maria, rain reduces yields, Salinas and Watsonville harvests are light, Dover, FL season ends.

**Broccoli** - With lower yields and rains in the Salinas Valley, supplies are tight.

**Brussel Sprouts** - Supply is unstable due to Easter holiday labor and border schedules.

**Lemons** - The main growing region is District 1. Sizes smaller than 140ct are extremely limited.

**Oranges** - Peaking at 72ct and larger, scarce at 88/113/138ct due to low set and rain; orders flexible.

**Garlic** - The market tight despite fruitful Argentinian harvest.

## APRIL 10, 2024

### CROP UPDATES

A cold low-pressure system from the Gulf of Alaska is expected to enter California on Friday, bringing light to moderate rain and strong winds of 20-35mph. This is expected to be the last winter storm system of the season. [Read more](#)

### WEATHER

**Arizona** - Southerly winds will increase to 30-38mph on Friday, causing temperatures in low deserts to be 10-15 degrees above normal. Lows will be in the 40s-mid 50s, with maximums reaching 80s-90s on Wednesday and low-mid 90s on Thursday.

**California** - High pressure strengthens, causing temperatures to rise. Lows in King City range from mid-30s to low 40s, while near the coast, highs range from 60s to 70s. Friday will see rapid cooling and rain from 1/4" to 3/4".

**Florida** - Wednesday was warm and dry, with increased chances of showers and t-storms. Rainfall is possible in northern Florida to the Georgia border, with gusts ranging from 35 to 45 mph. Friday and Saturday are drier and cooler, while Sunday is warmer.

**Mexico** - During the latter half of the week and weekend, Central Mexico's growing areas will experience warm temperatures, with maximums in the low-upper 80s and mid-80s, and mostly dry weather through Sunday.

### FREIGHT

Freight this week is divided between Yuma and Salinas regions in the US West, with Salinas going online full time on 4/15, and South Texas loading being cautious due to delayed Mexican crossings.



### MARKET ALERTS

**Red/Green Grapes** - Inconsistent vessel arrivals keep market active; despite shortages and pre-commitment volumes, prices remain high.

**Green Onions** - Mildew issues and lower yields reduced availability; market expected to remain strong.

**Watermelon** - Limited Florida availability and weather delays restrict distribution.

**Onions** - Yellows better than reds in Oregon/Parma, Idaho; South Texas supplies improve, but prices remain high.

### IN PEAK



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# Commodity Updates



## Apples

In April and May, you can expect good supplies of most apple varieties. Gala and Gold Delicious are notable exceptions. As shippers reach the end of their storage deal, gold volumes have started to decline. Galas have more storage tonnage to go and are a very popular variety with consistent demand. We should have galas until the new crop but they will remain tight.

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



## Asparagus

**ALERT**

Asparagus production from Mexico continues to decline due to seasonality. Peru has begun with a light production. As we move through April, expect Peru volume to increase.

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



## Avocados

**ALERT**

For 60ct and 70ct sizes, triggers are in effect. Markets are steady at higher levels, but poised to rise again when the Cinco De Mayo pull comes into effect. Peru is just around the corner, with fruit expected to arrive in volume in late-May/early-June. The Peruvian fruit coming into the US is expected to peak at 60/70ct; this is not normal for Peruvian fruit. Due to the higher dry matter content in Mexican fruit, ripening times remain short. Because of lower dry matter, California fruit is coming online in a light way and ripening time is longer. There will be fewer fruits than last year, and larger fruits will peak.

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



## Bell Peppers

Both coasts are experiencing fairly steady markets. There are some issues with older crops due to rain, but quality is good. Sinaloa supplies are adequate, and Sonora crops will begin in a few weeks. Coachella will follow later this month. The price of colored bells is easing.

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

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

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# Commodity Updates



## Berries (Blackberries)

**ALERT**

Rain and cold weather have slowed production out of the West Coast, and supplies remain low. Warmer weather as we move into springtime should help Oxnard, Santa Maria, and Watsonville produce better yields. In late April, Georgia's season should begin to produce modest numbers.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair
McAllen, Texas (October-May)	Light	\$\$\$	Fair
Georgia (April - July)	Light	\$\$\$	Fair



## Berries (Blueberries)

**ALERT**

Product comes from Peru and Mexico with some light offerings from the Central Valley and Baja. The local Florida crop is just beginning to grow in numbers. Small amounts of fruit are crossing into the U.S. and are being transferred to mixed berry distribution points.

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



## Berries (Raspberries)

**ALERT**

We are seeing a slowdown in blackberry production out of the West Coast due to rain and cold weather. As we move into spring, warmer weather should help Oxnard, Santa Maria, and Watsonville produce better yields.

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



## Berries (Strawberries)

**ALERT**

The recent rain and cold weather have disrupted production yields. In the past six weeks, we have experienced rain events on the weekends. Santa Maria and Oxnard are recovering, but another weather front is expected this weekend. Demand is strong for limited amounts of fruit. The situation should begin to change next week when more fruit is expected to mature in all areas. Salinas and Watsonville are just scratching the surface of their new crop summer fruit. In the North, numbers are expected to come on quickly.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair
Dover, Florida (Year Round)	Light	\$\$\$	Fair

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

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Only the Finest Berries™



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# Commodity Updates



## Broccoli

**ALERT**

In Salinas and Santa Maria, broccoli supplies have improved this week. Going into the weekend, expect the market to decline.

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



## Brussel Sprouts

**ALERT**

The supply of Brussels sprouts has drastically improved this week. Look for promotable volume through late April.

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



## Carrots

The whole carrot market is steady. The Imperial Valley is now the main region for growth. The sizing looks good. No issues for the foreseeable future.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent



## Cauliflower

Cauliflower supplies remain consistent this week. Look for this market to remain steady as we approach the weekend

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



## Celery

As we transition out of Yuma, this market remains steady. The majority of loading will take place in the Santa Maria/Oxnard area. Most shippers continue to provide above average quality. If orders are loaded in Salinas, a transfer fee will be added. This will continue through April.

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

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

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# Commodity Updates



## Citrus (Lemons)

**ALERT**

The overall peak size is 115ct and larger. The main growing region is District 1. Sizes smaller than 140ct are extremely tight.

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



## Citrus (Limes)

The markets are slightly lower. Out of Veracruz, the quality is generally good. Large fruit sizes will become more limited. Offshore fruit is available.

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



## Citrus (Oranges)

**ALERT**

Fruit is currently peaking on 72ct and larger; 88/113/138ct are extremely scarce and will remain so throughout the navel season. Due to low fruit set and rain events, fruit size will continue to increase throughout the season. As we navigate our way through this shorter Navel season, please be flexible with size and grade. Lead time is very important; please send orders 5-7 days in advance. Brix are in the 12-14 range; quality is good. Zero gassing at this time.

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



## Cucumber

The price is steady to slightly lower. As FL growers begin harvesting their crops, volume is expected to increase as April progresses. GA will begin in the first week of May. There is an overlap between Sinaloa and Sonora in the west, which contributes to more supply. Overall quality is good.

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



## Eggplant

Volume is steady at moderate levels. FL production will be light until the Central region starts back in April. The Mexican production is steady and of good quality.

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

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

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# Commodity Updates



## Garlic

**ALERT**

Garlic supplies domestically continue to be tight overall. Recent months have seen a good harvest of Argentinian garlic in South America. However, this will not fill the overall supply gap. It is expected that the garlic market will become tighter and more volatile over the next few months.

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



## Grapes (Green)

**ALERT**

Imports of grapes remain restricted until the Chilean deal expires in early May. According to shippers, Mexico will begin shipping in mid-May. There is cautious optimism that there won't be a gap like last year.

Commodity/Region	Supply	Price	Quality
Chile (January - April)	Light	\$\$\$	Good



## Grapes (Red)

**ALERT**

Imports of grapes remain restricted until the Chilean deal expires in early May. According to shippers, Mexico will begin shipping in mid-May. There is cautious optimism that there won't be a gap like last year.

Commodity/Region	Supply	Price	Quality
Chile (January - April)	Light	\$\$\$	Good



## Green Onions

**ALERT**

The green onion market continues to be tight this week. Due to previous weather, most shippers are experiencing mildew issues and lower yields. Next week, this market is expected to remain strong.

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



## Kale

As we head into the weekend, kale supplies and quality are good.

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

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

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# Commodity Updates



## Lettuce Iceberg

Yuma is almost finished with production. Huron will continue for another week. There is a new crop in Santa Maria and moderate availability in Salinas. The quality has improved with weights ranging from 37 to 42 pounds and clean meat. Overall, the weather has been ideal for growing. There have been isolated reports of misshapen heads, but they have been few and far between. This market is softer and value added items are off escalation.

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



## Lettuce Leaf

Production in Yuma has finished in Yuma. The supply in Huron, Salinas, and Santa Maria will remain moderate throughout the week. There is a lack of demand in the market, and this is reflected in the price. Multiple suppliers offer softer romaine, green and red leaf, as well as romaine hearts. Multiple suppliers have provided quality that is above average. Later this week, romaine should come off of escalation on value-added products.

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



## Lettuce Tender Leaf

Yuma spinach supplies are looking good for the end of the season. While we are in transition, arugula remains tight. As a result of yellowing, production will be limited, resulting in lower yields.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Yuma, Arizona (November-May)	Steady	\$\$\$	Fair



## Melon (Cantaloupe)

Spring retail promotions have increased demand (15-20%) and vessel delays (primarily on the West) are moving loading schedules to the end of the week. Approximately 12-15% of the fruit is of good quality, with minimal scarring.

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

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

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# Commodity Updates



## Melon (Honeydew)

Due to lower yields from offshore growing regions, honeydews are expected to remain tight for a few weeks. 10-20% decrease in fields with growers hoping to improve by Mother's Day. Honeys are limited in Arizona and are peaking on 6/8s from the region.

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



## Melon (Watermelon)

**ALERT**

The offshore watermelon season has ended, and the domestic season has begun. There are quality issues and restrictions on areas serviced, so the FL season is starting slowly. Quality has been fair and supply has improved from Arizona.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Light	\$\$\$	Fair
Central America (December-May)	Light	\$\$\$	Fair



## Mushroom

Supply is excellent and volumes are promotable.

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



## Onions

**ALERT**

The supply of yellow and white onions is increasing, which is causing pricing to ease. The price of red onions remains high and is expected to remain so throughout the summer.

Commodity/Region	Supply	Price	Quality
South Texas (July-April)	Steady	\$\$\$	Good
Tri-Cities, Washington (July-April)	Light	\$\$\$	Fair
Eastern Oregon/Parma, ID (August-April)	Light	\$\$\$	Fair
San Joaquin Valley (May-August)	Light	\$\$\$	Fair
Hatch, New Mexico (July-April)	Light	\$\$\$	Fair



## Pears

Shippers are in the process of packing up on Bosc and expect to finish by the end of the month. Anjou's market is firm and slowly rising. Because there are no other varieties to pack and storage supplies are diminishing, this market will slowly advance and remain tight. California Bartletts are in bloom now and will start in mid-July.

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

Growers are meeting their contracted orders. As a result of the weather in the tropics, fruit has matured faster than usual. 6ct crowned and 7ct crownless pineapples have been impacted. Supply has been impacted by vessel and USDA delays, causing a shift in loading schedules. Pineapples of special varieties are in high demand.

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



## Potatoes

Costs are higher on 40 - 70 CTs. Volume discounts are available on 80 - 120 CT. Both burbanks and norkotahs are available, with burbanks commanding a premium.

Commodity/Region	Supply	Price	Quality
Bancroft, Wisconsin (August-July)	Steady	\$\$\$	Excellent
Idaho Falls, Idaho (August-July)	High	\$\$\$	Excellent
Monte Vista, Colorado (August-July)	Steady	\$\$\$	Excellent
Pasco, Washington (August-July)	High	\$\$\$	Excellent



## Squash

As more growers in the central region get going, there are plenty of supplies on both coasts despite the recent rains in Florida. There is plenty of supply crossing through Nogales in Mexico. Overall quality is good with some shippers dealing for load volume.

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



## Stone Fruit

Domestic tree fruit is only a few weeks away. Cherries and apricots will be available around the end of April. In May, peaches will be followed by nectarines, nectarines in mid-May, and plums in late May. June will bring better volume and variety.

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



## Tomatoes

Demand exceeds on rounds and romas. In FL, rain last week has hampered production. Both quality and production are down. Mexico's crops are at lighter levels as the Sinaloa region winds down. In a few weeks, there will be new production from northern areas. Baja will begin in May. Nogales will run through early June.

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

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

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# Weather Updates



## CALIFORNIA

As high pressure continues to strengthen, temperatures continue to rise. South of King City, lows will be in the mid 30s to low 40s, while elsewhere they will be in the low 40s to mid 50s. Near the coast, daytime highs will be in the low 60s to low 70s, while further inland, they will range from the mid 70s to the upper 80s. The temperature will cool rapidly Friday ahead of the next low pressure system, with maximum temps only in the low 60s to low 70s. Throughout the weekend, rain is expected to fall in the range of 1/4" - 3/4" in total.



## MEXICO

As we move through the latter half of the week and into the weekend, temperatures should warm. The growing areas of Central Mexico experienced maximum temperatures in the low-upper 80s through Friday and mid-80s to low 90s over the weekend. Low temperatures will drop into the upper 40s to upper 50s through Friday morning, then into the low 50s to low 60s on Saturday and Sunday. Mostly dry weather through Sunday, except for an isolated shower or two.



## FLORIDA

Wednesday was warm and dry during the day. The chances of showers and t-storms increase by late Wednesday and become more likely on Thursday. Throughout much of northern Florida to the Georgia border, 0.50" to 1.00" of rain is possible, 0.20" to 0.50" in central Florida, and 0.05" to 0.15" in southern Florida into early Friday. Some t-storms may produce higher totals. There will also be strong gusty winds on Thursday, with gusts ranging from 35 to 45 mph in some t-storms and during the frontal passage. Friday and Saturday will be drier and cooler, and Sunday will be warmer.



## ARIZONA

By Friday, when southerly winds increase to gusts of 30-38mph ahead of the next cold low-pressure system, temperatures in the low deserts will be 10-15 degrees above normal. Wednesday morning lows will be in the upper 40s-mid 50s in most valleys, rising to the 50s-low 60s by Friday morning. The maximum temperatures will reach the upper 80s to mid 90s on Wednesday before rising to the low-mid 90s on Thursday. By Sunday afternoon, highs will be in the mid 70s to mid 80s.

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



# Freight Updates



Freight this week remains split between two regions in the US West between Yuma and Salinas. Salinas goes online full time on Monday 4/15. Caution in loading in South Texas as Mexican crossings seem to be taking longer to arrive than in weeks past.



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

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

	03/25/24	04/01/24	04/08/24	Change from	
				week ago	year ago
U.S.	4.034	3.996	4.061	↑ 0.065	↓ -0.037
East Coast (PADD1)	4.125	4.083	4.118	↑ 0.035	↓ -0.081
New England (PADD1A)	4.321	4.305	4.305	0.000	↓ -0.263
Central Atlantic (PADD1B)	4.294	4.271	4.272	↑ 0.001	↓ -0.211
Lower Atlantic (PADD1C)	4.042	3.990	4.042	↑ 0.052	↓ -0.013
Midwest (PADD2)	3.986	3.949	4.011	↑ 0.062	↑ 0.043
Gulf Coast (PADD3)	3.717	3.670	3.760	↑ 0.090	↓ -0.123
Rocky Mountain (PADD4)	3.986	3.949	4.008	↑ 0.059	↓ -0.087
West Coast (PADD5)	4.666	4.651	4.723	↑ 0.072	↑ 0.024
West Coast less California	4.173	4.147	4.257	↑ 0.110	↓ -0.189
California	5.224	5.221	5.259	↑ 0.038	↑ 0.270

\*prices include all taxes

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

# Crop Update



A cold low-pressure system generated from the Gulf of Alaska moves into California Friday with light to moderate rain expected across the state. Overall precipitation is forecast to be between ¼” - ¾” into Sunday. This system will also bring very strong winds of 20-35mph throughout California and the Southwestern Desert regions. This looks to be the last winter type storm system of the season.

Growers in the Southwestern Desert region will quickly wrap up production this week with limited supplies next week. Quality remains generally fairly good as growers trim out defects. However, insect pressure continues to be a problem in these late fields. These late season supplies will also continue to show some premature pinking along the ribs not seen during harvest and tends to show up during storage.

The timing of this latest system will not help growers as they continue the transition from the desert regions to the coastal valleys (Oxnard, Santa Maria, Salinas) of California. Crops in these coastal valleys were planted back in January and have seen substantial rain and cool temperatures throughout the growth cycle impacting growth rates. The leafy green fields, planted back in January, have also seen fluctuating temperatures throughout the growth cycle. Temperature variations can lead to physiological changes in lettuce plants and disrupt the developmental process impacting quality and shelf life. Early production is showing generally good quality with smaller head sizes and density contributing to lighter carton weights. Romaine and Romaine heart stands are showing darker outer leaves with little heart material currently. These leaves are prone to bruising and mechanical damage especially when processed. Some mildew stain and fringe or tip burn are also being reported in these early harvests. Planted acreage is consistent with historical averages with rains causing some planting gaps with various shippers, however no major supply shortages are expected.

Processed items will likely see an increase in bruising, discoloration and breakdown showing up in the bag affecting quality and shelf life. It remains very important to keep your rotations in check as the overall quality and shelf life of most crops, especially processed items, will be challenged.



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