

The Source

Commodity of the Month - Asparagus



MARKET ALERTS

Bell Pepper - There is a tight supply of red and yellow bell peppers and occasional bruising and scarring on green bell peppers.

Cucumber - Supply is light and quality is good.

Eggplant - South Florida's supply is light and of fair quality, while Mexico's is moderate and gradually increasing.

Watermelon - Supply is light and quality is fair.

Squash - Supply is tight and quality is good overall.

Tomato - Supply is tightening and quality is good.

MARCH 13, 2024

CROP UPDATES

Mother Nature is affecting supplies and quality in the west as the last storm system passes north of Central California. Southern California and the desert regions are bracing for another strong wind event with sustained 20-35mph winds and gusts up to 45mph. High pressure returns next week. [Read more](#)

WEATHER

Arizona - Low pressure enters Arizona, causing strong winds and scattered showers. Temperatures drop, with highs in the 70s-80s dropping to the 60s and low 80s by Sunday.

California - High pressure on Wednesday will cause temperatures to cool briefly, with breezy winds and gusts up to 30 mph. Morning lows will be in the 40s to 50s.

Florida - Warm temperatures throughout the week, with increased shower chances in Northern Florida and Central Florida, and winds gusting near or less than 20 mph in southeast Florida and Tampa Bay.

Mexico - Central Mexico is expected to experience warm temperatures through Sunday, mostly dry through Saturday, with isolated showers possible. High temperatures in the low 80s to 90s.

FREIGHT

The West Coast freight market anticipates a spring transition from Yuma to Salinas due to warming weather, causing multi-region loading for the next six weeks.

PRO*FRESH
LOGISTICS

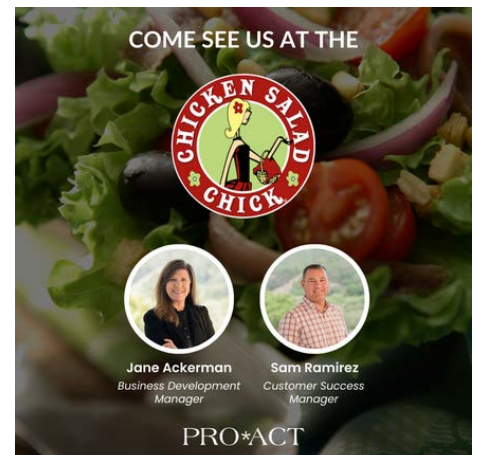


Table of Contents



[Apples](#)



[Citrus \(Lemon\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Limes\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Oranges\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Cucumbers](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Eggplant](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Garlic](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Grapes \(Green\)](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Celery](#)



[Lettuce Tender Leaf](#)

Commodity Updates



Apples

There is a good supply of most apple varieties. Gala's being the one exception. In the fall, shippers heavily promoted and sold this year's crop, which was near record levels. Due to that effort, spring supplies have been lighter than normal, and the supply between now and new crop will be slim.

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



Asparagus

Due to ideal growing conditions, Caborca asparagus volume continues to be good this week. Providing adverse weather conditions do not occur, supplies should remain adequate.

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



Avocados

As higher elevation growers have the majority of fruit right now, they are holding off harvesting and crossings to increase pricing. Due to the high dry matter content, ripening times are short. Contracts for Quarter 2 are available in CMS.

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



Bell Peppers

ALERT

Mexico's supplies have rebounded, while Florida's volume is steady/light; green bell peppers have occasional bruising and scarring concerns, with slightly lower prices expected. There is a tight supply of red and yellow bell peppers, especially gold and orange varieties, with a slight increase in markets expected.

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

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

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Commodity Updates



Berries (Blackberries)

As the weather warms up in March, better production numbers are expected.

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



Berries (Blueberries)

Production on the Central Coast has begun in a very limited way. In mid- to late April, better yields are expected. As soon as the weather begins to improve. The main offerings in this area are Chilean imports and some very light Peruvians. Production in central Mexico is slowly increasing, peaking in mid-April.

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



Berries (Raspberries)

The number of fruits transferred from Baja and Central Mexico is expected to increase over the next few weeks. CMEX numbers are beginning to gain traction. By the end of March and into April, there will be more fruit available for transfer out of McAllen, TX.

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



Berries (Strawberries)

In McAllen, TX, the Mexican season is winding down or over. Over the next few weeks, late season fruit will still be available in a lighter way. As we move into spring, the new crop is looking good and yields are beginning to increase in Santa Maria and Oxnard. Last week, Florida's production exceeded expectations, flooding the market with higher than anticipated numbers. Temperatures in Dover, FL will begin to rise into the 90s in the next 2 to 3 weeks, signaling the end of the season.

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

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

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Only the Finest Berries™



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Commodity Updates



Broccoli

This week's broccoli supplies remain steady. The market should remain steady this week. There is also a good supply in Santa Maria. The market is expected to remain steady next week.

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



Brussel Sprouts

The Brussels sprouts this week are of good quality. We can expect this market to remain steady as we head into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Fair
Salinas, California (July-December)	Steady	\$\$\$	Fair



Carrots

Market on whole carrots are steady. The Imperial Valley is now the main region for growth. Size looks good. No issues for the foreseeable future.

Commodity/Region	Supply	Price	Quality
Kern County, California (May-July) (October-February)	Light	\$\$\$	Good
Lake Park, Georgia (December - May)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies have remained consistent this week. This market should remain steady as we approach the weekend.

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



Celery

This commodity continues to be in steady supply. Among all pack sizes, large will remain the most widely available. Oxnard/Santa Maria continues to have good supplies and sharp pricing. Apart from some slight seeders reported by some shippers, the quality remains above average.

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

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

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Commodity Updates



Citrus (Lemons)

There is an overall peak sizing of 140ct and larger. The main growing region is District 1. Sizes smaller than 165ct are extremely tight.

Commodity/Region	Supply	Price	Quality
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CA Desert/Yuma (October - February)	Steady	\$\$\$	Fair
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Citrus (Limes)

Prices are rising due to lower supplies due to seasonal lows in Mexico. Cold weather and persistent rains reduce bloom drop and available supplies. There are mainly 110- and 150-count limes, which are of good quality with minimal scarring and decay. Over the next one to two weeks, markets are expected to rise. Stocks are being shipped by boat into New Jersey and Florida domestic ports. Good quality; light stylar and oil spotting from past rains affecting grading. Markets comparable to Mexico; prices slightly lower than Mexico FOB.

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

Fruit is currently peaking at 72ct and larger; 88/113/138ct are extremely scarce and will remain this way through the navel season. Fruit size will continue to increase as the season progresses due to low fruit set and rain events. As we navigate 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 ranges from 12-14; quality is good. At this time, there is no gassing.

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

ALERT

There is a shortage of supplies in Mexico and a limited amount of Honduran imports into Florida, resulting in high prices. Florida's domestic season has started in a limited manner, with sufficient volume expected by early March.

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



Eggplant

ALERT

South Florida's supply remains light, with fair quality, while Mexico's is moderate and slowly increasing.

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

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

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Commodity Updates



Garlic

Overall, garlic supplies are tight. In recent months, South America has seen a good harvest of Argentinian garlic. However, this will not fill the overall supply gap. In the coming months, the garlic market will become tighter and more volatile.

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)

Imported grapes remain very tight. Inconsistent vessel arrivals are preventing a smooth flow of incoming product and keeping the market active. While there will be brief periods adequate supplies, the empty pipeline and pre committed program volume will keep the market price high. Expectations are this will continue until the Mexican grape deal starts in mid-May.

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



Grapes (Red)

Imported grapes remain very tight. Inconsistent vessel arrivals are preventing a smooth flow of incoming product and keeping the market active. While there will be brief periods adequate supplies, the empty pipeline and pre committed program volume will keep the market price high. Expectations are this will continue until the Mexican grape deal starts in mid-May.

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



Green Onions

The weather in Mexico has improved, resulting in an increase in supplies. As the weekend approaches, expect the market to remain steady.

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



Kale

Kale supplies and quality are good heading into the weekend.

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

Demand exceeds supplies. All value-added items are moving to the second tier of pricing. Generally, the quality is fair, with weights ranging from thirty-four to thirty-eight pounds. There have been reports of discoloration, brown butts, and decay upon arrival. A value-added product has a shorter shelf life than a standard product. In the last week of March, Huron production will begin.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Yuma, Arizona (November-May)	Steady	\$\$\$	Good



Lettuce Leaf

All suppliers will continue to supply light supplies of romaine, green, and red leaf throughout the week. Romaine hearts are also extremely limited in supply. The number of blisters and peels produced has decreased. These issues are being dealt with by all suppliers. Yields have decreased by 15-20 percent. In the next two weeks, light weights will continue as shippers clean up products at harvest time. The quality of all items is fair. All value-added items will be escalated on Wednesday.

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



Lettuce Tender Leaf

This week, arugula and spinach supplies have improved. The weather is improving as we head into the weekend. Quality should improve with this ideal growing weather.

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



Melon (Cantaloupe)

The market is heating up and demand is increasing. Vessel delays, Holidays, combined with additional retail promotions, is moving around the loading schedule caused commodities to be tight. Week of 3/25 surge. Quality 12-14%, fruit quality remains solid and minimal scarring. The plants are in the ground in Yuma, and growers are waiting for them to bloom. There is a peak on 9s and 12s.

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

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

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Commodity Updates



Melon (Honeydew)

Honeydew is in a tight market. With vessel delays and lower yields on Mexican fields, demand has increased. Peaking on 6s.

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



Melon (Watermelon)

ALERT

Mainly offshore product from the east coast. 3 weeks of product, roughly 5 weeks until the Domestic season begins. The domestic season is likely to begin in the middle of April. Cartons and bins are heavily affected. There is an extremely tight market, demand exceeds supply, and the domestic season is not expected to begin until the end of March. The majority of products are crossing in cartons, and bin supplies are limited. Lighter color and lower sugar than in peak season.

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



Mushroom

Volumes are promotable and there is a great supply.

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



Onions

The summer contracts are being finalized, with Northwest storages diminishing and contracts being escalated. Mexican-grown onions have already started crossing, while Texas-grown onions began crossing on March 18th, and California and New Mexico expect new crops in mid-April and June.

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



Pears

Storage Bartletts are done for the season. The Anjou market has risen quickly and will remain tight until new crop Bartletts start in California around mid-July. There will be a shortage of 110s and smaller. Small Bosc remain readily available.

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

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

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Commodity Updates



Pineapples

The supply meets demand, and the growers are fulfilling their contracts. Due to the holiday pull, the supply of 6ct crowned pineapples and 7/8ct crownless pineapples has been affected. There is a high demand for pink pineapples. After the holiday, additional supplies will be available.

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

Norkotahs and Burbanks are available, with Burbanks commanding a premium. Colored potato supplies are tightening, especially Canadian-grown, while Idaho-grown storages will continue through June.

Commodity/Region	Supply	Price	Quality
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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

ALERT

Supply is tight due to cold weather cycles affecting yields; quality is good overall.

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



Stone Fruit

Growers are fulfilling their contractual obligations and supply meets demand. As a result of the Holiday pull, the supply of 6ct crowned pineapples and 7/8ct crownless pineapples has been impacted. There is a high demand for pink pineapples. After the holiday, additional supplies will be available.

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

ALERT

In the next few weeks, Florida's round tomato supply is tightening, shifting demand to Mexico. Limited production in Mexico will also lead to higher prices.

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

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

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Weather Updates



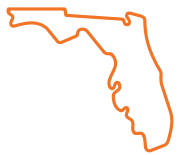
CALIFORNIA

High pressure moves over the region Wednesday, causing temperatures to cool briefly while winds remain breezy with gusts up to 30 mph. In the morning, lows will be in the low 40s to low 50s, with daytime highs in the upper 50s to upper 60s.



MEXICO

Central Mexico will continue to experience warm temperatures through Sunday. Mostly dry weather through Saturday, with some isolated showers possible on Sunday as fronts close in. In most spots, where showers do occur, rainfall totals are expected to range between 0.02" and 0.15". Through the weekend, most locations will experience high temperatures in the low 80s to low 90s. Most mornings through March 17, temperatures will be in the upper 40s to upper 50s.



FLORIDA

As the week progresses, temperatures will warm, and they will remain warm over the weekend as well. As a cold front approaches the region, chances for showers will increase over Northern Florida on Friday into Saturday and then extend into Central Florida by late Sunday. Throughout most of southeast Florida and Tampa Bay, winds will gust near or less than 20 mph.



ARIZONA

A broad area of low pressure moves into Arizona from the north starting Thursday, stalling in place for two days and bringing strong winds, possibly damaging Thursday, along with scattered showers across central Arizona Thursday and Friday. Thursday's near-to-above-average temperatures dipped noticeably. Wednesday's 70s-80s highs drop to mostly 60s Thursday, warming to 70s-low 80s by Sunday.

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

Freight Updates



West Coast freight market is anticipating the spring transition from Yuma to Salinas. Weather outlook appears to be in a warming trend, thus bringing product availability to all major CA growing regions. Please be prepared for multi-region loading for the next 6 weeks.



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

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

	02/26/24	03/04/24	03/11/24	Change from	
				week ago	year ago
U.S.	4.058	4.022	4.004	↓ -0.018	↓ -0.243
East Coast (PADD1)	4.185	4.151	4.120	↓ -0.031	↓ -0.240
New England (PADD1A)	4.314	4.296	4.287	↓ -0.009	↓ -0.444
Central Atlantic (PADD1B)	4.324	4.311	4.309	↓ -0.002	↓ -0.390
Lower Atlantic (PADD1C)	4.120	4.077	4.033	↓ -0.044	↓ -0.163
Midwest (PADD2)	3.961	3.919	3.913	↓ -0.006	↓ -0.181
Gulf Coast (PADD3)	3.768	3.731	3.702	↓ -0.029	↓ -0.296
Rocky Mountain (PADD4)	3.999	4.006	3.992	↓ -0.014	↓ -0.439
West Coast (PADD5)	4.692	4.653	4.651	↓ -0.002	↓ -0.247
West Coast less California	4.227	4.152	4.166	↑ 0.014	↓ -0.372
California	5.225	5.228	5.207	↓ -0.021	↓ -0.105

*prices include all taxes

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



Crop Updates

Mother Nature continues to impact supplies and quality out west as the last in a series of storm systems look to pass to the north of Central California and exit to the east today. As this system passes to the north Southern California along with the Desert regions are bracing for another strong wind event. Sustained 20-35mph winds with gusts up to 45mph are expected across the southwestern desert region into Friday. High pressure returns early next week with rapidly warming temperatures in the desert regions.

These Desert region crops have already been battered by previous freezes, heat waves, hail and rains in the region. Strong winds can then do extensive damage to these already weakened crops, especially spinach, spring mix and tender leaf items. The leaves of the various crops can be left tattered and torn allowing an entrance for pathogens to take hold. The winds will also likely increase dehydration in the leafy green crops once again impacting the texture and shelf life of most crops.

Warmer temperatures in the desert regions will quickly increase insect populations across the region. Aphids, flies and other insects are noticeable in many upcoming fields. As growers combat the bugs with insecticide sprays the small gnats and flies tend to hide and accumulate in between the leaves as they die off making them very difficult to find and remove during harvests. The warm temperatures will also increase heat related defects including weak tip internal burn, twist/irregular shape and seeders, while also contributing to weaker, dehydrated texture and lesser overall shelf life. Mildews and disease pressure are also taking a toll on current production of iceberg and romaine with some fields being left behind due to poor quality. These supplies will continue to show some premature pinking along the rib that is not seen during harvest and tends to show up during transit and storage.

On the processing side extreme heat or cold can cause physiological changes in the plants causing leaf sensitivity and a weaker overall texture. This can result in increased mechanical damage and bruising during harvest and processing. Processed leafy green items will also likely see an increase in discoloration and breakdown showing up in the bag affecting shelf life. Spinach and spring mix items tend to be most susceptible to weather fluctuations due to being harvested at a very young stage. The spring mix and tender leaf items will continue to show some yellowing, discoloration and breakdown in the bag along with weaker texture and lesser shelf life due to the growing conditions in the region.

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.



TIM LYNCH
QUALITY ASSURANCE