

The Source

March 24, 2021

PRO*ACT

Market Alerts

Apples – Quality and supplies are good on all varieties, except smaller sized **Granny Smiths**, where pricing may be higher.

Asparagus – Supplies are plentiful on all sizes of asparagus, with good quality and pricing.

Avocados – Supplies of most sizes of 60 CT and larger fruit are very light, particularly #1 grade product, due to a combination of Mexican harvest holidays and increased U.S. demand. California's harvest will increase in the next few weeks. Quality is good, and pricing remains high. Consider using smaller sized product where possible.

Bell Peppers – Mexico's growing region transition from Sonora to Sinaloa has lightened supplies on **Green Bells. Reds** are more plentiful. Quality is good across all colors and grades.

Berries (Blackberries) – Central Mexico's harvest has lightened, causing a temporary shortage until California's season ramps up. Quality is fair.

Berries (Blueberries) – Quality and supplies are good out of all growing regions, with offshore product slowing and Mexican imports increasing.

Berries (Raspberries) – Similar to Blackberries, Central Mexico's harvest has lightened, causing a temporary shortage until California's season ramps up. Quality is fair.

Berries (Strawberries) – Strawberry supplies have decreased nationwide, due to California's rain and hailstorm and the Mexican harvest holiday. Florida's season is beginning to wind down.

Continued

Broccoli – Growing region transition continues, with harvests moving out of Yuma into Santa Maria and Salinas Valley. Quality and pricing are good.

Brussels Sprouts – Abundant supplies and very nice quality.

Carrots – Quality is good on all bulk and value-added product. Georgia's harvest is almost finished for the season.

Cauliflower – Similar to Broccoli, harvests continue to transition out of Yuma into Santa Maria and Salinas Valley. Quality is good, pricing may be higher.

Celery – Field transition has not affected celery supplies as much as other row crops this month. Supplies and quality are good, promotable pricing may be available.

Citrus (Lemons) – Supplies are good, with nice quality, on 140 CT and smaller sizes being the best buys. Current markets are steady.

Citrus (Limes) – Mexico's harvest is very light and pricing is increasing. Consider substituting other sizes as needed, to avoid shortages.

Citrus (Oranges) - Quality is very good, supplies are steady. Markets are holding steady with plenty of opportunities to promote.

Cucumbers – Mexico's Sonora harvest is expected to begin in 7-10 days. Quality and pricing are good out of all growing regions.

Continued

Eggplant – Mexico's transition to Sinaloa is complete. Quality and pricing are good, however some #2 product may have external scarring and misshaping.

Garlic – Quality, availability and pricing is steady.

Grapes (Green) – Uneven quality and pricing market-wide is expected to continue for the next few weeks.

Grapes (Red) – Red grapes are in good supply on both coasts. Wide range in quality and price.

Green Onions – Quality, availability and pricing is steady.

Kale – Good supplies coming out of Yuma. Look for this market to stay steady going into next week.

Lettuce (Iceberg) – Supplies are tight, Yuma AZ's harvest is winding down and Huron Valley CA's has been cool and rainy. Outer leaf discoloration and decay has led to lighter case weights.

Lettuce Leaf – Supplies are better than with Iceberg, particularly on whole Romaine. Yuma, AZ will harvest through the end of March, when Huron Valley, CA will begin. Blister and peel, as well as light mildew, is reported. Case weights are lighter.

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Lettuce Tender Leaf – Good supplies coming out of Yuma. Look for this market to stay steady going into next week.

Melons (Cantaloupe) – East Coast supplies are better than those in the West, with port delays in Southern California causing issues. The import season is projected to run through the end of April. Quality is good, with Brix sweetness levels at 10% and up.

Melons (Honeydew) – East Coast supplies are better than those in the West, with port delays in Southern California and a light Mexican harvest. Quality is good.

Melons (Watermelon) – Offshore watermelon market remains in a demand exceeds supply situation. Offshore season is on the decline and the industry awaits production out of Mexico to increase. Mini seedless are also very limited. Demand for Mexican watermelon continues to increase and markets are higher. Quality continues to improve as well as sugars.

Onions – Supplies are tight, particularly on Medium sized product. Pricing is expected to continue higher until the end of April, when California's harvest begin.

Pears – Small **anjous** remain tight. Good supplies of **red anjous** and **bosc**.

Continued

Pineapples – Quality is excellent and markets are steady. We expect a strong Easter pull so supplies may be a snug next week. We recommend to send orders early.

Potatoes – 80 CT and smaller **Burbank (and some Nor-kotah)** varieties are the best buys. 70 CT and larger are more scarce and expensive.

Squash – Supplies are abundant, quality is good, promotional pricing may be available.

Stone Fruit – Decent supplies on both coasts. The rains in Chile last month will shorten the season. About 3 to 5 weeks left.

Tomatoes – Supplies are good on all **Rounds and Romas**. **Grapes** and **Cherries** are less available, and more expensive, for the next couple weeks. Mexico's harvest is yielding as expected, and Florida's is in transition between growing regions.

Weather

California – Temperatures start to warm up this week as an offshore flow approaches. Temperatures to reach mid 70s to mid 80s by Sunday afternoon.

Mexico – Near to slightly below normal temps over the next 5 days across Northern Sonora. Over most of Central and Southern Sonora temps will generally be near normal through Friday and warm slightly by Saturday.

Florida – Much warmer than normal temps expected by midweek under strengthening high pressure and southerly flow. Afternoon highs climb from the mid 70s-low 80s Tuesday to mid 80s-low 90s by Thursday through Saturday.





































A Peek at Peak Seasons

Bell Peppers	Squash
Carrots	Tomatoes
Cucumbers	Blackberries (PAST PEAK)
Lemons	Raspberries (PAST PEAK)
Oranges	Grapes Green (PAST PEAK)
Pineapples	Stone Fruit (PAST PEAK)

Freight

Trucks remain tight in Idaho and the Northwest. Trucks in CA are steady, The National Average remained steady and currently at 3.194 per gallon.

Commodities at a Glance

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