

The Source

March 31, 2021

PRO*ACT

Market Alerts

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

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

Avocados – Mexico's Holy Week harvest slowdown, and heavy demand, continues to keep pricing higher than normal, particularly on 48 CT and larger sizes. Smaller sizes and #2 grade product are the best values. Quality is good.

Bell Peppers – Mexico's growing region transition from Sonora to Sinaloa has lightened supplies on **Green Bells**, and California's harvest is expected to begin in mid-April. **Reds and Yellows** are relatively more plentiful. Quality is good across all colors and grades.

Berries (Blackberries) – Still seeing light supplies and high markets. Availability will improve towards the middle of April.

Berries (Blueberries) – Chilean season is winding down, Mexican production is light due to Holy Week and a shortage of labor.

Berries (Raspberries) – Still seeing light supplies and high markets. Availability will improve towards the middle of April.

Berries (Strawberries) – Easter demand is high as expected, and Mexico and Florida harvests are winding down, leaving California as the primary growing region. Quality is good, pricing is higher.

Continued

Broccoli – Supplies during transition are slowly improving on bulk and processed product. Quality is good.

Brussels Sprouts – Abundant supplies and very nice quality.

Carrots – Quality is good on all bulk and value-added product. **Jumbo's** out west are limited due to sizing. Georgia's harvest is almost finished for the season.

Cauliflower – Supplies during transition are slowly improving on bulk and processed product. Quality is good.

Celery – Yuma's harvest is almost completely done, with Oxnard/Santa Maria ramping up. 30 CT and larger sized product is the best value, with promotable pricing on large volumes, and very good quality.

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 this week due to Holy Week and pricing is active. Consider substituting other sizes as needed, to avoid shortages.

Citrus (Oranges) - Quality is very good, supplies are steady. Markets are holding steady on 88's and larger. Small size fruit is climbing and holding firm.

Cucumbers – Mexico's Sonora harvest is off to a slow start, with increased volume expected in 7-10 days. Quality is good, pricing is higher.

Continued

Eggplant – Good quality and availability on all sizes, and #2 product with minor external scarring potentially available at promotable pricing.

Garlic – California garlic supplies are tightening up as we wait for new crop to start in June through August.

Grapes (Green) – Chile's harvest is seeing last month's rain damage affect yields. Pricing is higher and quality is fair.

Grapes (Red) – The market on red grapes is very sloppy. Good supplies and surprisingly light demand are crushing prices. Look for this market to rebound in a couple of weeks.

Green Onions – Quality, availability and pricing is steady.

Kale – Abundant supplies and very nice quality is keeping this market steady.

Lettuce (Iceberg) – There will be good availability on Iceberg for the entire week. Production is coming out of Yuma, Salinas, Huron and Santa Maria. Aside from some isolated sclerotinia (stem decay) and tip burn, most shippers are producing good quality. Growing conditions have been ideal. Case weights are averaging 42-46 pounds.

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Lettuce Leaf – Supplies are good on all bulk and processed product, out of Yuma, Santa Maria and Salinas. Minor cases of stem decay and tip burn are reported, with overall good quality.

Lettuce Tender Leaf – Supplies are starting to get tighter as the Yuma season is starting to come to an end.

Melons (Cantaloupe) – Pricing is trending down, particularly in the East where imported product is more plentiful. Quality is excellent with a great flavor profile. There is strong Easter demand, particularly in retail.

Melons (Honeydew) – Imported product, like with Cantaloupe, is more plentiful in the East. Mexico's harvest is light ahead of field transition in the next few weeks. Domestic Honeydew should become available by mid to late April.

Melons (Watermelon) – Offshore and Mexican harvests are still very light, particularly on Mini Seedless fruit. Quality is fair, but slowly improving, and pricing is higher.

Onions – Supplies will extend in the Northwest through May. Texas new crop product is available, however super colossals are very scarce. California's harvest will start April 25th. Quality is fair.

Pears – All varieties are running to larger sizes, as the season winds down from now through early May. Quality is good.

Continued

Pineapples – Quality is excellent and pricing is steady. The Easter holiday will increase demand next week, orders should be placed early.

Potatoes – 80 CT and smaller Burbanks, and smaller #2 product, are the best buys. 70 CT and larger are more scarce and expensive. Quality is good.

Squash – Supplies are abundant on both Yellow and Zucchini, quality is good, promotional pricing may be available.

Stone Fruit – Chile's Stone Fruit season will end in mid to late April. Peaches in particular are winding down early, with Nectarines and Plums more available. Quality is good.

Tomatoes – Supplies continue to be very good on all **Rounds and Romas. Grape** supplies have also improved quicker than anticipated. Mexico's harvest is yielding as expected, and Florida has begun harvesting "crown picks" from the new fields, meaning larger size product is more plentiful in the East. Quality is good.

Weather

California – Near record high temps expected today and tomorrow. Look for low-upper 80s coast to inland valleys. High temps drop back to the mid 60s coastal, upper 60s-mid 70s inland by Sunday afternoon.

Mexico – Warm temps will continue over the next 5 days. Ninety plus temps should be seen over most of the area through the weekend.

Florida – High pressure continues to ridge into Florida from the Bahamas bringing isolated rain showers to northern Florida, ending the 80-degree days come this Thursday.

Arizona – Strong high pressure pushing max temps to record highs over this weekend.

A Peek at Peak Seasons

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

Freight





































Trucks in California remain steady. Trucks in the Northwest and Idaho remain tight. Texas trucks are tight. The national average dropped slightly and is currently at 3.161 per gallon.

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Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is good, pricing is higher
 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 good, pricing is higher	 CUCUMBERS	Quality is good, pricing is higher	 MELON (WATERMELON)	Quality is fair, pricing is higher
 BERRIES (BLUEBERRIES)	Quality is good, pricing is higher	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is fair, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is higher	 GARLIC	Quality is good, pricing is higher	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is higher	 GRAPES (GREEN)	Quality is fair, pricing is steady	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is steady	 GRAPES (RED)	Quality is good, pricing is lower	 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 lower
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is steady
 CAULIFLOWER	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady