

The Source

April 19, 2023

PRO*ACT

Market Updates

Apples –Granny Smiths remain scarce. Decreased demand hasn't affected prices but made them more available. Washington shippers have stepped up Gala packing as they approach the end of the storage season.

Asparagus –West Coast product is still tight. There are fewer 28/1 being packed. Volume has been helped by the majority of suppliers moving back to 11/1. Caborca is slowly finishing. The next region is still a week away. We might see Washington asparagus by the end of the week.

Avocados –The market is steady with good big fruit supplies. The 60/70s are still in low supply. Warmer weather in Mexico should bring more fruit of all sizes. California fruit supplies are increasing.

Bell Peppers –Mexico and Florida continues with a steady supply. Nogales is winding down so we're seeing adequate supply as we approach the transition to Coachella. Quality is fair and the availability of large fruit is very limited. Coachella will start in 2 weeks. Supplies are good in Florida and Georgia. The season starts in mid-May. The red bell supply is fairly tight. Canada's supply is now going with seasonal volume.

Berries (Blackberries) –Product is still in short supply. This gap should last another 2 weeks. Overall, the quality is good and the market is higher.

Berries (Blueberries) –Georgia and Florida have begun production with good numbers. The West Coast is still struggling to fill orders with what little Central Mexico product is available.

Berries (Raspberries) –This item is a mirror image of the Blackberry situation with very light numbers until California production begins in 2 weeks.

Berries (Strawberries) –Better availability is reported on the West Coast and Baja Mexico. There is a two-tiered market due to quality.

Broccoli –Broccoli supplies including florets continue to be extremely limited in Yuma as production starts in Salinas. Supplies in Santa Maria and Mexico are steady. Overall, the quality is above average. Look for this market to adjust higher for the weekend.

Continued

Brussels Sprouts –Brussels sprout supplies continue to tighten as we transition. Expect the market to increase as we approach the weekend. Overall, good quality is reported.

Carrots –Whole carrot supplies are in a better position. Markets are down slightly. Georgia will be done by the end of April.

Cauliflower –Cauliflower supplies including florets continue to be in a demand-exceeds-supply situation as we start production in Salinas. Santa Maria and Mexico supplies are steady and we could see more demand in these areas. Expect this market to continue to rise as we approach the weekend.

Celery –Better supplies are available this week for this commodity. Shippers with a late crop in Yuma are flexing volume-type orders this week. Good production continues in Oxnard/Santa Maria. Aside from slight seeder being reported, the overall quality continues to be strong. There is an aggressive market for row crop products, so this is a good item to promote.

Citrus (Lemons) – The main growing region is District 1 and is peaking on FCY fruit. District 2 is ramping up and will bring more choice-grade fruit to the market. Small fruit is tight due to the rain which helps to increase fruit size. The market continues to climb upwards.

Citrus (Limes)–The market is steady to lower. Wide range of pricing between large and small fruit. Manifest heavy on small fruit 230/250s. The quality is good. In May, expect an active market as we come off these higher levels.

Citrus (Oranges) -Supplies are peaking at 72/88ct. The quality is good. Markets are tightening up on the small fruit with significantly less volume. To help with the short supply of 113/138ct navels, Valencias have started very lightly.

Cucumbers – There is good supply/quality from Nogales and Florida. The market overall is steady.

Continued

Eggplant –Lighter volume out of Florida due to rain. Firm markets on both coasts expect this to remain fairly tight until we transition to the Northern regions.

Garlic -California's production is steady and expected to continue throughout the week. Good quality has been reported.

Grapes (Green) –The recent oversupply is over. Peru is done and Chile diverts tonnage to other markets. Most of the Chilean fruit is already here. Grape shippers are concerned that supplies might not last until the Mexican import deal. Mexico is looking like it will start in late May which is about 3 weeks later than normal. Expect market prices to rise on both coasts throughout April.

Grapes (Red) –The recent oversupply is over. Peru is done and Chile diverts tonnage to other markets. Most of the Chilean fruit is already here. Grape shippers are concerned that supplies might not last until the Mexican import deal. Mexico is looking like it will start in late May which is about 3 weeks later than normal. Expect market prices to rise on both coasts throughout April.

Green Onions –Mexican-grown supplies continue to improve 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 market is steady.

Lettuce (Iceberg) –Demand continues to exceed supply. Production in Huron and Santa Maria is steady with good weights and quality. Salinas has light weights and will continue this week. The escalation of value-added items will continue throughout the week. Expect better weights in Salinas next week as no rain is in the forecast. Temperatures are expected to be warmer in the Salinas Valley next week.

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Lettuce Leaf –Green and red leaves, as well as romaine and hearts, are active. Yuma production is finishing up with most suppliers. Production in southern California is light. Huron has moderate production while supplies in Salinas will be light throughout this week. Next week's production in Salinas is expected to be better. Blisters and peels are being reported along with fringe burns. An increase in value-added product will continue throughout this week.

Lettuce Tender Leaf –Italian parsley, cilantro, and arugula (baby and wild) are tight. The product in Salinas is currently behind schedule for 7-10 days. This is due to the heavy rains we had back when the growers tried to plant the product. The product is not sizing up and the weights are not to spec. Hope growth improves as the weather starts to warm up slightly in the next few days in the Salinas Valley.

Melons (Cantaloupe) –The market is steady, and fruit supplies are good. There are volume deals on 6's and 9's on both coasts, very limited on 12's and 15.

Melons (Honeydew) –Four more weeks for the offshore deal. The honeydew market is steady. There are good supplies on 5/6's. The quality overall is good. Good demand.

Melons (Watermelon) –Offshore fruit is finishing. Steady supplies coming out of Mexico. Florida's numbers improving daily. Better pricing soon.

Mushrooms –There is excellent availability and the prices are steady.

Onions –All growing regions have limited availability. The northwest season is ending and Texas supplies are light due to rain. California will start at a low volume next week.

Pears –The market is steady. Expect prices to rise gradually from May to July as storage supplies reach the end. The upcoming crop of California Bartletts is projected to start the week of July 10th but could be later due to weather.

Continued

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

Potatoes –The market remains extreme and escalated on all cartons. Improved availability on 6 oz #2s, but higher prices.

Squash –There is good supply/quality from Nogales. Florida firmed up last week due to rain. There is an increase in wind scarring especially on yellow.

Stone Fruit –Imported peaches and nectarines are done on both coasts. Plum supplies are moderate. Market steady. Imported kiwi market slightly higher. Supply remains light. California cherries projected to start the week of May 8th.

Tomatoes –Markets are active due to rain in Florida. As a result of lighter supplies and increased demand in Mexico, the Roma market is also higher. Tomato grapes are steady. California will start its season in Indio in 4 weeks.

A Peek at Peak Seasons

Blackberries (Past Peak Season)

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national diesel average remains steady and is currently 4.116 per gallon. California's diesel price is also steady at 4.963 per gallon.

Weather

California –High pressure returns to the area today, bringing lows in the low 30s to low 40s and highs in the low-upper 60s during the day. Over the course of the week, the high will strengthen, resulting in temperatures gradually warming, reaching the upper 60s to mid-80s by Friday. Cooler temperatures are expected on Sunday due to onshore winds.

Mexico –Through April 23rd, temperatures will remain seasonably warm. Most fields will see high temperatures in the mid-70s to mid-80s through Saturday, and low 70s to low 80s on Sunday. Over the next five mornings, temperatures will cool into the mid-40s to mid-50s. During the week leading up to a cold front, we expect dry weather through Thursday followed by isolated showers on Friday into Sunday. In most showers, total rainfall should range from traces up to 0.20 inches, but some thunderstorms may bring higher totals.

Florida –Throughout the week, breezy conditions prevail with slow warming trends. Northeasterly gusts of 15-20 mph are expected over most fields today. High temperatures are in the upper 70s-mid 80s today, warming up to the low-upper 80s tomorrow through Saturday, and cooling on Sunday slightly. Morning lows will be in the 50s today, warming to the 60s by Saturday. Southern Florida may see scattered light showers Thursday afternoon and evening, then a chance for rain over north and central Florida is expected Saturday morning.


Arizona –Temperatures are shy of normal today due to a passing cold trough that will increase wind gusts to 35-40 mph today through Thursday. Friday's winds will turn to northerly gusts up to 25-30 mph along the Lower Colorado River valley. Warmer temperatures over the weekend as the high-pressure ridge rebuilds. Temperatures on Friday will be in the low to upper 80s, warming Sunday to the mid-90s. Morning lows today, the mid-40s - low 50s becoming the upper 40s - upper 50s Saturday.

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