

# The Source

## Commodity of the Month - Asparagus



### MARKET ALERTS

**Strawberries** - Supply is steady and the quality is fair.

**Lettuce (Iceberg)** - Supply is light to steady and the quality is fair.

**Lettuce Leaf** - Supply is steady and the quality is good.

**Onions** - Supply is limited and the quality is fair.

## MARCH 6, 2024

### CROP UPDATES

California is expected to receive another round of rain mid-week, with more systems expected to pass to the north of Central California. As these systems pass, the southwestern desert region is bracing for another strong wind event, with sustained 25-35mph winds with gusts up to 40mph. This could damage crops like spinach, spring mix, and tender leaf items, increasing wind and fringe burn and dehydration. [Read more](#)

### WEATHER

**Arizona** - Low pressure in southeast CA will bring light showers to Borrego Springs and central Arizona, with gusts of 22-28 mph in low deserts.

**California** - Light to moderate showers persist today, with additional 14" to 34" rain expected. Highs will cool, morning lows warm, and skies clear on Thursday night.

### FREIGHT

Transit times are returning to acceptable levels as weather woes from weeks past subside. Truck availability and capacity is steady this week and will remain that way into next week. Yuma to Salinas transition is 6 weeks away!



COME SEE US AT THE



Brian Kane  
COO



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PRO\*ACT

**Florida** - Today's showery weather in Northern Florida will end first, persisting into the evening in Southern Florida. Light isolated showers may occur on Thursday, followed by increased shower chances over the weekend.

**Mexico** - Warm temperatures through the weekend, ranging from 80s to 90s, with lows in the mid-40s to mid-50s, and expected dry weather over the next five days.

### IN PEAK SEASON



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# Commodity Updates



## Apples

As cheaper lots are cleaned up, the general market is slightly higher. Most varieties of apples are still in good supply. Starting to see lighter supplies in galas, gold dels., and pinks.

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. As long as 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

The market is steady. Ripening times are shortening due to higher dry matter.

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



## Bell Peppers

The markets are steady. Winter crops are being replaced by spring crops in South Florida. The quality is somewhat mixed and the supply is moderate. Nogales will transition from Sinaloa to Sonora in two weeks. As a result of previous weather, colored bells production continues to be very low. Once Canada begins production, there will not be any significant relief until April.

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)

West Coast offerings from the Baja area, as well as CMEX products, are light. There are still few fruit crossings into Florida and California from Mexico, with the majority going west and east.

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



## Berries (Blueberries)

A good amount of product is still available out of Chile, Central Mexico, and Baja. Chile and Peru still have good quantities of product available. CMEX production remains on the lighter side. Over the next few weeks, numbers are expected to increase.

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



## Berries (Raspberries)

A few West Coast offerings are coming out of Baja and some are coming from the Central Coast. Production in Central Mexico remains light.

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



## Berries (Strawberries)

**ALERT**

Some growers are finishing earlier than expected due to quality concerns on some varieties and market conditions. The numbers in Oxnard and Santa Maria are increasing weekly, and they will continue to do so in April. Currently, there is an overabundance of fruit due to warmer weather driving plant production. We expect these higher yields to last through the weekend. Due to quality and market conditions, many growers may throw down large numbers of fruit as early as next week. Shippers are offering volume deals while supplies last.

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

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

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**Driscoll's**  
Only the Finest Berries™



# Commodity Updates



## Broccoli

Broccoli supplies remain steady this week. The market should remain steady this week. Santa Maria has a good supply as well. 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

This week, there are plenty of good quality Brussels sprouts available. Expect this market to adjust slightly lower as we head into the weekend.

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



## Carrots

There is a steady market for whole carrots. Imperial Valley is now the main growing region. Size is looking 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

This week, cauliflower supplies have remained consistent. Look for this market to 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

The market continues to be steady. Large sizing has the best availability among all pack sizes and will continue to be available for the entire week. Oxnard/Santa Maria continues to have moderate to good supplies, as well as the best prices. With most shippers, the quality remains above average apart from some slight seeding.

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 size of 140ct and larger. The main growing region is District 1. 165ct and smaller sizes are extremely tight.

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



## Citrus (Limes)

Demand is flat keeping prices fairly steady. Furthermore, offshore fruit is bringing more product to market, keeping prices stable. Over the next few weeks, prices are expected to remain fairly stable.

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



## Citrus (Oranges)

Currently, 72ct and larger are in peak demand; 88/113/138ct are extremely scarce and will remain so throughout the season. As the season progresses, fruit size will increase due to low fruit set and rain events. As we navigate this shorter Navel season, please be flexible with size and grade. Lead time is very important; please send orders at least 5-7 days in advance. The quality is good; the Brix is between 12 and 14. At this time, there is no gassing.

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



## Cucumber

There is still a shortage of supplies on both coasts. Over the next few weeks, supply will slowly increase as offshore season ends. There is a lot of overcast in MX, which slows production. Expect light supplies this week and into next.

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



## Eggplant

On both coasts, markets remain steady at adequate levels of supply.

Commodity/Region	Supply	Price	Quality
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, there has been a good harvest of Argentinian garlic in South America. However, this will not fill the overall supply gap. There will be a tightening and volatility in the garlic market 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)

West coast green grape supplies are much better than east coast green grape supplies. There is still an excess of demand in the market.

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



## Grapes (Red)

West coast red grape supplies are much better than east coast red grape supplies. There is still an excess of demand in the market.

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



## Green Onions

Mexico's weather has improved, which has led to an increase in supplies. Expect the market to adjust lower as the weekend approaches.

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



## Kale

Heading into the weekend, 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

**ALERT**

The demand for this commodity will continue to exceed supplies throughout the week. All suppliers are escalating prices on value-added items. Quality is fair at best, with weights ranging from thirty-four to thirty-eight pounds. Discoloration, brown butts, and decay have also been reported upon arrival. Please be aware that value-added products will have a shorter shelf life. It is expected that Huron production will begin in the last week of March.

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

**ALERT**

All suppliers will continue to provide light supplies of romaine, green, and red leaf throughout the week. The production of Romaine hearts is also extremely limited. Blister and peel have reduced production numbers. All suppliers are dealing with these issues. Yields are down by 15-20 percent. As shippers clean up products at harvest time, light weights will continue for the next two weeks. All items are of fair quality. On Wednesday, all value-added items will be escalated.

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



## Lettuce Tender Leaf

The supply of arugula and spinach continues to improve this week. As we head into the weekend, the weather is improving. With this ideal growing weather, quality should improve.

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



## Melon (Cantaloupe)

Currently, supply meets demand and is expected to remain steady for the remainder of the week. Cantaloupes with excellent quality are flat on the market. Additional volume in March as transition to new fields and retailers start to promote Spring items. There are plants in the ground in Yuma, and growers are looking forward to seeing them bloom. 9s and 12s are peaking. By the middle of April, Nogales Cantaloupes should be available.

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

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

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# Commodity Updates



## Melon (Honeydew)

There is a flat market for honeydews. The quality and sugar levels of Mexican Honeydews have been fair, with lower sugar levels. The product is peaking on 5s and 6s. Mexico's honeydew production has decreased and is expected to remain tight until March.

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



## Melon (Watermelon)

Demand exceeds supply. Mostly offshore product from the east coast. As offshore supplies decrease, East Coast melons are facing a tight market as domestic supplies arrive 3rd week of March. Shippers are starting to gap this week due to lower supplies. Growers are holding on to contacts and the product is available at a market rate.

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



## Mushroom

Supply and availability are excellent.

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



## Onions

**ALERT**

There will be a new crop of Texas grown onions in a few weeks. Storage yellows and reds will remain escalated until new crop onions enter the market. There is a very limited supply of white onions.

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

The market price continues to increase as Anjou's are now the dominant green pear. Food service sizes are becoming harder to find due to the crop's large size profile. There are a lot of small boscs 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

There are mixed results in this week's pineapple market; 5, 6 and 7 counts are down, while 8 counts are steady. A lot of subs have been needed on 6ct crowned and 7/8 ct crownless. La Mirada and Philadelphia report light demand for product. While suppliers prepare for Easter, pink pineapple is available.

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



## Potatoes

All sizes are available, and volume discounts are available.

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

On both coasts, supplies are good except for yellow out of Nogales, which is much more limited. Yellow squash prices have increased as a result.

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



## Stone Fruit

Peaches, plums, and nectarines are arriving on both coasts. There are very few peach supplies available. There are only about four more weeks left of imported stone fruit. The domestic Kiwi market is steady. We are late in the season, and the crop is showing its age. The domestic Kiwi crop is supplemented by imported Kiwi from Greece and Italy.

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



## Tomatoes

Currently, the market is stable. Volumes remain low in Florida. After spring crops come online, FL will be less of a factor for another 3 weeks. The warm weather in MX is helping to increase round supply. The prices are slightly lower. Romas are holding steady at lighter levels.

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

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

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FRESH LINK



# Weather Updates



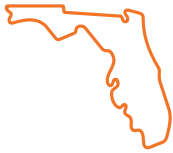
## CALIFORNIA

Light to moderate showers continue today, before tapering off early Thursday, bringing an additional 14" to 34" of rain to the region. Daytime highs will cool to the upper 50s to low 60s as morning lows warm to the mid 30s to upper 40s. The skies will clear Thursday night, but cloudiness associated with systems passing to the north will prevent temperatures from changing much over the weekend.



## MEXICO

From today through the weekend, temperatures will be warm with little variation. Through Sunday, temperatures will range from the mid 80s to the low 90s. Over most locations, lows will drop into the mid-40s to mid-50s through Sunday. Over the next five days, the region should experience dry weather.



## FLORIDA

We will continue to experience showery weather today. In Northern Florida, rain chances will end first, with rain chances persisting into the evening hours in Southern Florida. Trace amounts of additional rainfall may reach 0.15" in Northern Florida and 0.25 to 0.50" in Central and Southern Florida. There is a possibility of a few light isolated showers over Southern Florida on Thursday. Friday will be dry, then the chance of showers will increase over the weekend.



## ARIZONA

In southeast CA late tonight, a weak area of low pressure will bring light scattered showers to Borrego Springs, then into central Arizona early Thursday through midday. There is a possibility of light rain in Yuma County around sunrise Thursday, but the chances are slim. There are gusts of 22-28 mph over the low deserts this evening, which will increase to 24-35 mph Thursday morning. The gusts will continue through Friday afternoon.

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

# Freight Updates



Transit times are returning to acceptable levels as weather woes from weeks past subside. Truck availability and capacity is steady this week and will remain that way into next week. Yuma to Salinas transition is 6 weeks away!



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

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

	02/19/24	02/26/24	03/04/24	Change from	
				week ago	year ago
U.S.	4.109	4.058	4.022	↓ -0.036	↓ -0.260
East Coast (PADD1)	4.240	4.185	4.151	↓ -0.034	↓ -0.258
New England (PADD1A)	4.320	4.314	4.296	↓ -0.018	↓ -0.440
Central Atlantic (PADD1B)	4.355	4.324	4.311	↓ -0.013	↓ -0.427
Lower Atlantic (PADD1C)	4.189	4.120	4.077	↓ -0.043	↓ -0.177
Midwest (PADD2)	4.010	3.961	3.919	↓ -0.042	↓ -0.212
Gulf Coast (PADD3)	3.844	3.768	3.731	↓ -0.037	↓ -0.296
Rocky Mountain (PADD4)	3.957	3.999	4.006	↑ 0.007	↓ -0.492
West Coast (PADD5)	4.721	4.692	4.653	↓ -0.039	↓ -0.242
West Coast less California	4.254	4.227	4.152	↓ -0.075	↓ -0.376
California	5.258	5.225	5.228	↑ 0.003	↓ -0.088

\*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 with California expected to receive another round of rain mid-week. A couple more systems look to pass to the north of Central California into early next week. As these systems pass to the north the desert regions are bracing for another strong wind event. Sustained 25-35mph winds with gusts up to 40mph are expected across the southwestern desert region into Friday.

These 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. This will only increase wind and fringe burn, as well as deposit some dust on the crops. The winds will also likely increase dehydration in the leafy green crops once again impacting the texture and shelf life of most crops.

Warm temperatures and humidity in the desert regions will quickly increase insect populations across the region. Aphids, flies and other critters are already becoming 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, seeders, causing dehydrated/weaker 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 the overall growing conditions, causing leaf sensitivity and weaker overall texture 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. The spring mix and tender leaf items will continue to show some yellowing, discoloration and breakdown 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. We will keep an eye on the upcoming weather and the impact on the various crops to keep you up to date as we gather more information.



**TIM LYNCH**  
QUALITY ASSURANCE