

The Source

May 5, 2021

PRO*ACT

Market Alerts

Apples – Quality is good on all varieties, however smaller sized fruit is less available and may have higher pricing in certain markets. The season in Eastern districts is coming to an end.

Asparagus – Supplies of all sizes of Asparagus are less available this week, both from Peru and Mexico, during field transition. Pricing is higher in most markets, and quality is good.

Avocados – Pricing is steady on all sizes, with 48 CT and larger the most plentiful. Availability of #2 grade fruit has improved. Quality is good, with late-season product having a higher oil content and ripening more quickly.

Bell Peppers – Market pricing is slightly higher on all colors and grades of Bell Peppers. Mexico's Sinaloa region is almost finished, and Coachella's harvest will begin next week. Quality is good.

Berries (Blackberries) – Supplies have increased and market pricing is lower, as Central Mexico, Baja and Central California production is ramping up. Quality is good.

Berries (Blueberries) – Florida, Georgia and Mexico's harvests are returning to normal levels, and California is increasing as well. Pricing is lower and quality is good.

Berries (Raspberries) – Supplies remain tight and are expected to continue through May, until California's harvest fully ramps up.

Continued

Berries (Strawberries) – With the Mother's Day spike in demand past us, supplies are in better shape. Pricing is lower and quality is good.

Broccoli – Plenty of supplies and good quality coming out of Salinas and Santa Maria. Market to remain steady.

Brussels Sprouts – Good supplies and quality is keeping this market steady.

Carrots – Quality is good on all bulk and value-added product. **Jumbos** out west are limited due to the crop running small. Georgia's season has concluded.

Cauliflower – Supplies are still extremely tight due to slow growth. Supplies should start improving as we head into the weekend.

Celery – Production is lighter than in past weeks, both in Southern California and Florida. Pricing may be higher. Quality is good, with some seeder issues reported.

Citrus (Lemons) – Quality is good on all sizes, with choice 115/140/165 CT fruit the most plentiful. **Fancy grade** on the larger sizes are active. Promotable pricing may be available on small choice fruit.

Citrus (Limes) – Supplies remain very limited, particularly on 175 CT and larger sizes. 230 CT and smaller are the best value. Pricing is higher and quality is good.

Continued

Citrus (Oranges) - Quality is very good on all sizes. Supplies are plentiful on 72CT and larger. 88s and smaller are tight with firm markets.

Cucumbers – Mexico's harvest in particular continues to improve, and San Diego's is expected to start at the end of May. Pricing is lower and quality is good.

Eggplant – Good quality, availability and steady pricing on all sizes and grades for at least one more week, as the Sinaloa crop finishes and Coachella begins.

Garlic – Market is tightening up as California supplies are very tight. Look for Mexican and Argentina supplies to supplement for the next few months.

Grapes (Green) – Quality remains poor and pricing high as the import season closes out. Avoid use where possible, until the Mexican and domestic harvests start in the next two weeks.

Grapes (Red) – Quality is fair, but remain a more reliable option than Greens. Pricing is steady. Mexico's crop will begin in the next 10 days, and Coachella a week later.

Green Onions – Good supplies coming out of Mexico. Look for this market to stay steady.

The Source

May 5, 2021

PRO*ACT

Market Alerts

Kale – Steady supplies are keeping this market level. Look for this market to continue to stay steady.

Lettuce (Iceberg) – Production continues to be strong in Northern and Southern California. Quality is good, with some field-level reports of misshapen heads, pinking and discoloration, most of which is being cleaned up during packing. Expect steady supplies and possibly promotable pricing. Case weights are 42-46 pounds.

Lettuce Leaf – Whole head Romaine, green and red leaf production remains strong and steady. Occasional fringe and tip burn is the only reported quality issue.

Lettuce Tender Leaf – Salinas' harvest continues to slowly improve. Pricing will remain steady, with good quality reported.

Melons (Cantaloupe) – The import season is a few weeks away from ending. Volume and quality are declining, with 9 CT the most available size. Mexico is yielding good quality fruit.

Melons (Honeydew) – Similar to Cantaloupe, the import season is almost done, with declining volume and quality. Mexico's season will run through late June / early July. Pricing is higher in most markets.

Melons (Watermelon) – Mexico's harvest is improving, as is south Florida's. Freight cost and logistics for this product in particular continue to be a challenge. Quality is good.

Continued

Onions – California's harvest is ramping up, Texas production is steady and the Northwest/Idaho season is coming to an end. Quality is good.

Pears – All varieties are running to larger sizes, with supplies tight across the board as the season winds down very quickly. Quality is good, pricing may be higher.

Pineapples – Quality is excellent and pricing is steady. Distributors are encouraged to order early due to final Mother's Day demand.

Potatoes – The Burbank crop continues to run to smaller sizes, with 80 CT and smaller the best values. #2 product is plentiful, and quality is good.

Squash – Supplies have slowed a little on both Yellow and Zucchini, with potentially higher pricing in certain markets. Santa Maria's harvest will begin in 2-3 weeks, first **Zucchini** then **Yellow**. Quality remains good.

Stone Fruit – California's new crop has begun with very light production, expected to increase over the next two weeks. Quality is good..

Tomatoes – Market pricing is slightly higher in most markets, with stronger demand and lighter production, expected to continue for the next month. In the West, Nogales' season is finishing, California will begin harvesting in June. In the East, Florida has transitioned to the **Palmetto Ruskin** crop, followed by more northward transition in June. Quality is good.

Weather

California – Temps cool off to near normal with the widespread marine layer expected through this week-end. Next week, expect slightly warmer temps in the Salinas Valley.

Mexico – Warm temps continue and dry conditions through the weekend. Winds will continue to gust in the 20-30 mph range through Friday.

Florida – Rain showers and isolated thunderstorms are expected today and tomorrow to the north.

Arizona – Very warm in the Yuma area this week. Expect temps to see triple digits along with gust of wind in the 20-30 mph.

A Peek at Peak Seasons

Carrots
Lemons
Oranges
Strawberries

Green / Red Grapes (PAST PEAK)

Freight




































Trucks remain extremely tight in the Northwest, Idaho, and CA due to DOT sting week. Expect trucks to remain tight next week as well. The national average remained steady and is currently at 3.142 per gallon.

PRO*ACT

www.proactusa.com

The Source May 5, 2021

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is higher	 LETTUCE LEAF	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is higher	 CITRUS (LEMONS)	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is higher	 MELON (CANTALOUPE)	Quality is good, pricing is higher
 BELL PEPPERS	Quality is good, pricing is higher	 CITRUS (ORANGES)	Quality is good, pricing is higher	 MELON (HONEYDEW)	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is good, pricing is lower	 CUCUMBERS	Quality is good, pricing is lower	 MELON (WATERMELON)	Quality is good, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is lower	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is higher	 PEARS	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is lower	 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 fair, 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 higher
 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 higher