

The Source

Commodity of the Month - Asparagus

MARKET ALERTS

Avocado: Markets are steady, but rising field costs and limited harvests may impact pricing. California's harvest is limited due to rain, with peak sizes in the medium range. Elevated markets are expected until Mexican supply improves.

Bell Peppers: Green pepper prices are higher as production has passed its peak, and cooler weather has slowed output. Red bell supplies are good, with Canadian shipments starting in a few weeks. The Nogales season will run through May, transitioning to Coachella in June, starting with green peppers and followed by red bells.

Blackberries: Available quantities are lower than expected this week, with a significant amount of CMex transfer fruit being rejected at the border due to quality concerns.

Raspberries: Supplies remain limited with higher market prices, but we expect availability to improve in late March as warmer weather arrives on the West Coast of California.

Strawberries: Strawberries are available from Texas, Florida, Santa Maria, Oxnard, and Baja California. Florida's production is declining, while new crop California and Baja fruit will increase. Central Mexico's production will drop, and rain on the West Coast may disrupt production this weekend.

Pineapple: Pineapple supply will remain tight until mid-April, with peak volumes in May. Flexibility in sizes is needed as Costa Rican pineapples dominate, and lower yields from rain may impact availability and pricing.

MARCH 12, 2025

CROP UPDATES

Cold systems will bring rain and winds to California and Northern Mexico, impacting harvests, especially strawberries in Santa Maria, Oxnard, and Northern Baja. Citrus and avocado harvests may be delayed, and weather could affect transition supplies, increasing disease pressure and disrupting schedules. [Read more](#)

WEATHER

California: Heavy rain and winds up to 35 mph are expected through Thursday night, followed by lighter showers on Friday and more rain Sunday night.

Mexico: Warm temperatures and dry weather will continue through the weekend, with highs in the low 80s to near 90 and lows in the mid 40s to 50s.

Florida: Mornings will warm through the week, with dry weather until Saturday, followed by increased showers on Sunday and gusty winds through March 14th.

Arizona: Rain will end early Wednesday, with a cold front bringing moderate showers and gusty winds through Thursday, followed by cooler temperatures and light rain through Friday.

FREIGHT

This week, snow over low lying passes will impact California travel affecting transit between California's Central Valley and the Desert Cities. Expect that front to move east dropping snow over Interstate 40 creating winter driving conditions and possible closures.

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

The apple market is steady, with minor price drops for some varieties. Red Delicious, Golden Delicious, Granny Smith, Gala, Fuji, and Pink Lady apples are plentiful for foodservice sizes. However, Cosmic Crisp apples are mostly larger, making smaller sizes scarce, and Honeycrisp production is down by over 35%, driving prices above typical foodservice levels.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

Supplies from Mexico remain strong, with the market expected to stay steady through next week. However, supplies from Caborca will begin to decrease the week of March 24th. Peruvian volume is set to increase in late March, followed by the start of domestic supplies from Washington in early April.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Steady	\$\$\$	Good
Ciudad Obregon (Year Round)	Steady	\$\$\$	Good
Peru (Year Round)	Steady	\$\$\$	Good



Avocados

ALERT

Markets remain steady, but rising field costs due to limited harvests may impact pricing. Size structure is consistent, with 60ct and smaller sizes peaking, and larger sizes priced higher. California's season is ramping up, though limited harvest is expected this week due to rain, with peak sizes in the medium range (48ct and 60ct). Elevated markets are expected to continue until Mexican markets see relief.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

ALERT

Green pepper prices have risen as production has passed its peak in key growing regions, and cooler weather has further slowed output. Red bell pepper supplies remain strong, with Canadian shipments expected to begin in a few weeks. The Nogales season will run through May, transitioning to Coachella in June, starting with green peppers and followed by red bell peppers.

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

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

Supply Partners



Commodity Updates



Berries (Blackberries)

ALERT

Available quantities are lower than anticipated this week, with a significant portion of the CMex transfer fruit being rejected at the border due to quality issues.

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



Berries (Blueberries)

With the conclusion of the Chilean season, we're seeing an increase in market activity. Products are now being sourced from Central Mexico, Baja, and the Central California coast, with quality reported as exceptional.

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



Berries (Raspberries)

ALERT

Supplies remain limited, keeping prices elevated. However, we expect availability to improve in late March as warmer weather arrives on the West Coast of California.

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



Berries (Strawberries)

ALERT

Strawberries are available from Texas, Florida, Santa Maria, Oxnard, and Baja California. Florida is past its peak and declining, while new crop California and Baja production will increase in the coming weeks. Central Mexico's production and quality will decline over the next four weeks. Rain on the West Coast is expected to disrupt production heading into the weekend.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
McAllen, TX (November - May)	Steady	\$\$\$	Fair
Dover, FL	Steady	\$\$\$	Good

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

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Only the Finest Berries™



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Commodity Updates



Broccoli

Broccoli supplies remain steady this week despite the wet weather and rain in Yuma. The market is expected to stay stable, with a slight increase in prices.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Brussel Sprouts

Domestic and Mexico supplies remain strong, with a soft open market due to high industry volume. Bulk and processed options are great for promotion. Quality is generally very good, with some occasional insect damage in the domestic crop and minor elongated seed cores/stems in the Mexico crop.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest in the Imperial Valley growing region is slowly ramping up next week, with a positive outlook. Lake Park, GA is shipping a variety of products, including chunks, cellos, jumbos, and babies, and will continue through May. Please remember to submit snack pack orders 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies in Yuma are expected to be tighter this week due to rain and wind. While overall quality remains strong, occasional off-color heads are being observed. The market is likely to gradually increase as we approach the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Light	\$\$\$	Good



Celery

Production in Oxnard and Santa Maria remains strong and will continue throughout the week, while Yuma's availability will be moderate. Suppliers are offering deals for bulk orders, making it a great opportunity to promote. Large sizes remain the most available, and overall supplies continue to outpace demand across the industry.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Dec - April)	Light	\$\$\$	Good

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

Supply Partners



Commodity Updates



Citrus (Grapefruit)

Ruby Reds are available, with peak sizes at 56ct and smaller, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

Markets are steady for now, though sizing may increase slightly due to rain. Deals are available on all sizes. District 3 (CA Desert/AZ) has wrapped up, while District 1 (San Joaquin Valley) is the primary region and continues to ramp up with good volume each week.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (February - September)	High	\$\$\$	Good
San Joaquin Valley (October - May)	Steady	\$\$\$	Good



Citrus (Limes)

Prices are rising as the old crop phases out, and lower yields are expected from the new crop. While quality has improved, we anticipate more smaller fruit (200ct and smaller) as the season progresses. Offshore fruit is available from Colombia, with shipments loading out of Miami.

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



Citrus (Oranges)

Peak sizes have shifted to 72ct and 88ct, with markets slightly stronger on 113ct and 138ct as expected sizing increases. Good deals are still available, with Brix levels around 13. It's shaping up to be a strong year for foodservice, and Valencia oranges are expected to be available by late May to early June.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	High	\$\$\$	Excellent



Cucumber

Supply remains steady from offshore, Mexico, and Florida. Nogales will continue through May, transitioning to Baja in June. Florida will run through May, with Georgia taking over afterward.

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

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

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Commodity Updates



Eggplant

Markets remain firm, with cool weather slowing harvest in Florida. Meanwhile, Mexico is transitioning to new growing areas, and production is expected to increase.

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



Garlic

Garlic quality is outstanding, and supplies are expected to stay strong in the coming weeks.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

The grape market is currently oversupplied, making pricing difficult to quote. Peruvian imports are almost finished, but Chilean supply is increasing, with no market changes expected until mid-April at the earliest. Mexico will be the next region to supply grapes, starting at the end of May.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onions remain in excellent supply and quality. The market is expected to stay steady heading into next week.

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



Kale

Kale supplies are expected to be plentiful this week, with improved quality and less insect pressure. This presents a great opportunity for promotion.

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

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

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Commodity Updates



Lettuce Iceberg

Availability is lighter this week, with stronger demand. Quality remains above average, with weights ranging from 39-43 pounds. Some outer leaf discoloration and minor insect damage have been reported. Production in Huron is expected to start in 1-2 weeks.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Production of romaine, green, and red leaf has slowed, while demand is stronger. Butter lettuce supplies will be moderate, and romaine hearts will be less available than in previous weeks. Overall quality is good, with slight fringe and tip burn possible upon arrival.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

There is a great supply of tender leaf items this week, with quality remaining excellent. Insect pressure has significantly decreased compared to previous weeks. Quality, supply, and market conditions are expected to remain steady heading into next week.

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



Melon (Cantaloupe)

Cantaloupe prices are stabilizing, and supply chain challenges have improved. The spring crop from Guatemala is now available, boosting overall supply. As demand increases leading up to the Easter holiday, markets may be impacted.

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

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

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Commodity Updates



Melon (Honeydew)

Nogales honeydews from Mexico are currently available, with larger sizes dominating the market. Pricing remains competitive, though Mexican growers are limited on honeydew supply. Offshore honeydew supplies are improving and are now available at all major ports.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Melon (Watermelon)

Due to reduced acreage in Mexico, Nogales watermelons will experience steady demand for the rest of the season. Offshore watermelons are in strong supply, helping fill gaps in Mexican availability. The market is also preparing for increased demand ahead of the Easter holiday.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Mushroom

Promotable volumes are available. Pricing is steady at lower levels.

Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Good
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Onions

Storage crops are currently of excellent quality, with a strong supply of red and yellow onions from Western Idaho. As demand begins to soften, suppliers are open to making deals, particularly for volume purchases of jumbo red and yellow onions.

Commodity/Region	Supply	Price	Quality
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Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Pears are in limited supply and will remain so until mid-July when California's new Bartlett crop arrives. Washington's pear production is down 25-50%, with Bosc pears seeing the largest drop. Anjou pears are now the main variety, and prices are expected to rise. Imported Bartlett pears are available for those not needing domestic supply.

Commodity/Region	Supply	Price	Quality
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Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

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

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Commodity Updates



Pineapples

ALERT

Pineapple supply will remain tight until mid-April, with peak volumes expected in May. Flexibility in sizes will be needed over the next 3-4 weeks to balance supply and demand. Costa Rican pineapples are the main source, with contracted business taking priority. Large crownless pineapples are in high demand, and rain is expected to lower yields until mid-April, impacting availability and pricing in the short term.

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



Potatoes

The market remains steady this week, with stable pricing. Distributors are increasingly seeking DLVD pricing over FOB. Florida and North Dakota color potatoes are available, offering excellent quality. Sweet potatoes are in supply from North Carolina, Mississippi, and Arkansas.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

The market has firmed up due to reduced supply in Mexico as crops transition from Sinaloa to Sonora. Additionally, cold weather in the growing regions is slowing production.

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



Stone Fruit

Imported peaches, plums, and nectarines are arriving on both coasts, with moderate supplies and light demand keeping the market stable through March and into April. The kiwi market remains steady, with domestic fruit supplemented by imports from Italy and Greece, and Chilean kiwi starting in early April.

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



Tomatoes

Markets are fairly steady, with prices remaining at or slightly above minimums. Supplies are good to strong, and overall quality from both Florida and Mexico is solid. Promotable volumes are available. The market is expected to remain steady unless an unforeseen weather event occurs.

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

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

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FRESH LINK



Weather Updates



CALIFORNIA

A strong low-pressure system is bringing moderate to heavy showers and wind gusts up to 35 mph through Thursday night, with rain totals ranging from $\frac{3}{4}$ " to 2". Morning lows will drop to the low 30s to mid 40s, while daytime highs will cool to the upper 40s to low 60s. A second, weaker system will move in on Friday, bringing light to moderate showers through Friday night, with rain totals expected between a tenth and half inch. After a dry weekend, the next system will arrive Sunday night, bringing more rain.



MEXICO

Warm temperatures and dry weather are expected to continue over the fields of Central Mexico through the weekend, with little change in the next five days. Highs will range from the low 80s to near 90, while lows will be in the mid 40s to mid 50s through March 16th.



FLORIDA

Mornings will gradually warm throughout the week, with daytime highs also rising by the weekend. Dry weather is expected through Saturday, but showers are likely to increase on Sunday with the approach of a trough. Winds will gust between 15 to 20 mph through March 14th.



ARIZONA

Rain chances in southeast California and Yuma on Tuesday afternoon will end by around 3 AM Wednesday, followed by dry conditions until an unseasonably strong cold front arrives in Coachella Valley around 4 AM Thursday. This system will move through the low deserts, bringing moderate to heavy showers through Thursday afternoon, with isolated thunderstorms possible in the Phoenix area. Light rain will continue in central Arizona into the late evening, with additional light rain expected Friday night. Southerly winds will increase, gusting to 20 mph on Wednesday afternoon and evening, peaking at 25-35 mph on Thursday afternoon. Morning lows will be in the low 40s on Wednesday, cooling to the mid 30s to low 40s by Friday, with temperatures gradually warming into the weekend.

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

Freight Updates



This week, snow over low lying passes will impact California travel affecting transit between Californias Central Valley and the Desert Cities. Expect that front to move east dropping snow over Interstate 40 creating winter driving conditions and possible closures.



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

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

	02/24/25	03/03/25	03/10/25	Change from	
				week ago	year ago
U.S.	3.697	3.635	3.582	▼ -0.053	▼ -0.422
East Coast (PADD1)	3.795	3.742	3.699	▼ -0.043	▼ -0.421
New England (PADD1A)	4.043	4.037	4.031	▼ -0.006	▼ -0.256
Central Atlantic (PADD1B)	3.962	3.926	3.907	▼ -0.019	▼ -0.402
Lower Atlantic (PADD1C)	3.708	3.643	3.587	▼ -0.056	▼ -0.446
Midwest (PADD2)	3.615	3.551	3.497	▼ -0.054	▼ -0.416
Gulf Coast (PADD3)	3.420	3.343	3.284	▼ -0.059	▼ -0.418
Rocky Mountain (PADD4)	3.495	3.478	3.414	▼ -0.064	▼ -0.578
West Coast (PADD5)	4.358	4.303	4.250	▼ -0.053	▼ -0.401
West Coast less California	3.908	3.829	3.768	▼ -0.061	▼ -0.398
California	4.877	4.850	4.807	▼ -0.043	▼ -0.400

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



A series of cold low-pressure systems are once again set to move through California, Northern Mexico and Southwestern Arizona this week. These systems will bring rain, strong winds and cooler temperatures to these regions into early next week. Central and Southern California will take the brunt of these systems with less rain expected across the Desert regions. This may hinder some harvests in the region in the muddy conditions depending on how much rain is received. Mildew pressure will be on the rise with insect populations remaining problematic as the season winds down.



Of most concern is the strawberry production in Santa Maria, Oxnard and Northern Baja as these regions are forecast to receive strong winds and moderate rainfall with lighter rain expected across Northern Baja. Following the rains, growers will once again cull and strip damaged fruit to induce growth and help the plants recover. Citrus and Avocado harvests in California will likely be delayed by a few days as these systems roll through.



The upcoming transition supplies across Central and Southern California will receive cold temperatures and substantial precipitation with these systems. The precipitation will likely increase mold, mildew and disease pressure in these upcoming stands. Field personnel are currently evaluating the fields in between recent storm systems. These stands have seen generally good growing conditions since seeding. The current weather pattern of cooler temperatures and rain may impact transition schedules currently set for late March into early April.



As always, upcoming weather patterns will play a crucial role with supplies and quality moving forward. At this point we will have to wait and see how these fields come through these storms.

TIM LYNCH

QUALITY ASSURANCE MANAGER