

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Asparagus: Asparagus remains very tight in Mexico especially on the larger sizes. Rain and winds in Caborca has caused lower yields. Markets continue to be more active with decreased volume coming out of Mexico. Peruvian production is starting to increase gradually, followed by domestic asparagus in the next few weeks.

Avocados: Markets remain on the high side with no signs of it coming down any time soon. Size structure remains the same as it was before, peaking on 60ct and smaller sizes with 48ct and larger being priced higher. Minimal harvest next week due to Holy Week in Mexico. California season is in full swing. Peak sizes are in the medium size range (48ct and 60ct). Peru is beginning to arrive in a light way on both coasts and expected to ramp up closer to May.

Brussel Sprouts: Brussels Sprouts are light this week. Labor shortage is the big issue this time of year with harvesters taking time off for Holy Week in Mexico. The extended hot weather in Mexico has also caused damage to the plants and stunted the growth causing a smaller size structure to the Brussels. Look for this market to go up going into the weekend.

Pineapples: Pineapple supply will remain tight and is not expected to improve until the end of April with peak volumes anticipated in May. Over the next 3-4 weeks, flexibility in sizes will be required to manage supply and demand. Costa Rican pineapples are the primary source, with contracted business taking priority. Large crownless pineapples are in high demand, and lower yields are expected due to rain until mid-April. This will likely continue to affect availability and pricing in the short term.

APRIL 16, 2025

CROP UPDATES

High pressure in the West brings warmer weather, boosting harvests in Central California. Cherry harvests begin in late April, with estimates down to 7-9 million cases. Apricot blooms are strong, and stone fruit quality looks promising. [Read more](#)

WEATHER

California: High pressure weakens Monday, leading to a cooling trend and deeper marine layer. Morning lows will be mid 30s to low 50s, with daytime highs in the low 60s to low 80s. By Wednesday, highs drop to low 60s to low 70s.

Mexico: Temperatures will warm slightly later this week, reaching mid 80s to mid 90s in most areas. Hidalgo may see mid 70s to mid 80s. Morning lows will range from mid 40s to near 60. No rain expected.

Florida: Warm temps Monday ahead of a cold front, then cooler midweek, with gradual warming later. Light sprinkles possible, but most areas will remain dry. Winds gusting over 20 mph through midweek.

Arizona: A low-pressure area from the southwest merges with a cold front from the north late Thursday. Highs will drop from the low 90s Monday to the 70s Friday, with morning lows falling to the 50s. Light rain is possible in central Arizona and southeastern California Friday into Saturday.

FREIGHT

Freight this week sees the transition from Yuma to Salinas still in effect, with a few shippers left in the desert, creating need for trucks to make out of route pickups for small orders. Look forward to next week when Salinas is in full swing.

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

The apple market is generally stable, though a few varieties have seen minor price declines. Foodservice sizes of Red Delicious, Golden Delicious, Granny Smith, Gala, Fuji, and Pink Lady apples are widely available. However, there are two notable exceptions: Cosmic Crisp and Honeycrisp. Although this year's Cosmic Crisp crop is larger than last year's, the fruit tends to be on the larger side, making smaller sizes (100s and below) less available. In contrast, the Honeycrisp crop is down by over 35%, driving prices well above the usual foodservice range.

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



Asparagus



Asparagus remains very tight in Mexico especially on the larger sizes. Rain and winds in Caborca has caused lower yields. Markets continue to be more active with decreased volume coming out of Mexico. Peruvian production is starting to increase gradually, followed by domestic asparagus in the next few weeks.

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



Avocados



Markets remain on the high side with no signs of it coming down any time soon. Size structure remains the same as it was before, peaking on 60ct and smaller sizes with 48ct and larger being priced higher. Minimal harvest next week due to Holy Week in Mexico. California season is in full swing. Peak sizes are in the medium size range (48ct and 60ct). Peru is beginning to arrive in a light way on both coasts and expected to ramp up closer to May.

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



Bell Peppers

FL supply is adequate with a mix of quality between old and new crop. Central FL will get going in a couple of weeks. and Georgia will follow. We are at the tail end of the Nogales season and quality has subsided. Few shippers will be scratching Coachella the week of 4/21 with more fields coming online by early May.

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

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

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Commodity Updates



Berries (Blackberries)

ALERT

Product is still coming primarily from Central Mexico and Baja. We are seeing product being rejected back to the growers due to quality specifications not being met. These rejections continue to cause shortages for some Texas and West Coast shippers. Red cell and soft fruit are the primary issues we are seeing. California production should begin early next month.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Fair
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Berries (Blueberries)

Very light numbers are coming in from CMex as that area begins to downtrend. We are expecting very light numbers initially out of Baja and Florida to be available this week but those numbers will increase as we approach May.

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



Berries (Raspberries)

Very light numbers are coming in from CMex and Baja those numbers will increase as we approach May.

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



Berries (Strawberries)

Post Easter supplies are increasing out of Santa Maria and Oxnard. Light numbers of fruit are beginning to arrive on the market out of the Salinas and Watsonville areas. The full mixed berry line up should be available in the North in 2 to 3 more weeks.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies are good this week with good quality. Look for this market to stay steady going into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good



Brussel Sprouts

ALERT

Brussels Sprouts are light this week. Labor shortage is the big issue this time of year with harvesters taking time off for Holy Week in Mexico. The extended hot weather in Mexico has also caused damage to the plants and stunted the growth causing a smaller size structure to the Brussels. Look for this market to go up going into the weekend.

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



Carrots

Harvest in the desert Imperial Valley growing region is going strong and the outlook continues to look positive. Lake Park, GA is shipping with volume w/ chunks, cellos, jumbos, and babies and is expected to run through May unless mother nature has a say in things. Reminder to send in snack pack orders 48 hrs 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 the Salinas Valley are tightening up. Fields are behind with the cooler weather. Look for this market to slowly go up going into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - Oct)	Light	\$\$\$	Good



Celery

Good supplies of this commodity is expected for the week. Demand is moderate at best. Large sizing will have the best availability. Some shippers are flexing for large volume orders so promote if possible. Loading in Salinas will constitute an extra charge as this commodity is likely coming from the Santa Maria /Oxnard region. The quality continues to be above average, industry wide.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

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

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Commodity Updates



Citrus (Grapefruit)

Ruby Red's are available, peaking at 56ct and smaller sizes, and are shipped out of Riverside and the San Joaquin Valley.

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



Citrus (Lemons)

Markets are firming up across the board due to the recent rain events helping the fruit size up. We're seeing 140ct and smaller tighten up a bit. Shippers are beginning to keep an eye on numbers. Small fruit is expected to remain snug until District 2 ramps up with more volume around June. District 1 (San Joaquin Valley) is the main growing region, with District 2 (Ventura County/Oxnard) supporting with minimal volume.

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



Citrus (Limes)

The market is steady to slightly higher as we near Easter holiday. Fruit peaking on smaller sizes 200s/230s, larger fruit 110/150ct remain limited. Offshore fruit is available but may be subject to tariffs for fruit coming from Columbia and Peru. Expect an active market thru Cinco de Mayo.

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



Citrus (Oranges)

Peak sizes have moved into more of the 72ct and larger sizes as we are now into the late season navels. Markets are strengthening on the smaller sizes due to sizing increasing. Brix are in the 13 range. Valencia's are expected to come into play end of April / Early May. Mandarins - markets are firming up here as well, but there are still some deals out there. Offshore expected to come into play out west around the June/July timeframe.

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



Cucumber

South Florida is steadily supplying cucumbers from spring crops, expected to last another four weeks. New harvests from regions like Georgia will begin soon in early May. Quality has been good although a lot of In Mexico, production remains stable, with Baja delivering the best quality among growing areas.

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

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

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Commodity Updates



Eggplant

Eggplant production is light but expected to improve within a few weeks in Central FL. In Mexico, sizing trends toward smaller 24-count eggplants, with quality rated as fair. Sinaloa's production is expected to decline by mid-May, while new crops from the Coachella, CA region will start and help meet market demand.

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



Garlic

Garlic quality continues to be good, and supplies are expected to remain strong in the weeks ahead.

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)

Grape prices are starting to rise. Particularly on quality green grapes. It is a two tiered market with troubled fruit selling at a discount. Red grapes are also increasing in price but at a slower rate than greens. Again with a wide range in quality and price.

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 Onion supplies are very good keeping the market steady. Look for this market to stay steady going into the weekend.

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



Kale

Kale supplies and quality are good. Look for this market to stay steady going into the weekend.

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

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

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Commodity Updates



Lettuce Iceberg

Salinas is in production with all shippers, while very little remains in Yuma. Huron will have supplies at the beginning of the week, and some shippers may harvest until the end of the week. There has been some reports of slight insect damage and misshapen heads, but the overall quality continues to be above average. The weights are being reported at thirty-eight-forty three pounds. Production will continue out of Santa Maria as well.

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



Lettuce Leaf

Good supplies of romaine as well as green and red leaf is expected out of the Salinas region. Yuma and Huron is finished. Demand is fair. There will be moderate to light supplies of leaf items out of Santa Maria. There will be ample supplies both north and south on romaine hearts to meet demand. Aside from minimal fringe burn being reported, the quality looks good to begin the Salinas season. Good weights are being reported on most leaf items.

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



Lettuce Tender Leaf

Supplies and quality are good on all Lettuce Tender Leaf. The weather has been ideal for steady supplies to start the Salinas season. Look for this market to stay steady going into the weekend.

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



Melon (Cantaloupe)

The Cantaloupe market is strong due to recent retail ads. Melons from Guatemala are impacted by the universal tariffs and price strategies are being reviewed. The spring crop from Guatemala is currently available and peaking on larger sizes. Mexican cantaloupes and honeydews are also peaking on large sizes. New fields from Mexico will be available at the end of April. The Domestic Melon season is on pace to start last week of May if not sooner.

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

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

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Commodity Updates



Melon (Honeydew)

The Honeydew market is steady due to recent retail ads. Honeydews from Guatemala are impacted by the universal tariffs and price strategies are being reviewed. Mexican honeydews are also peaking on large sizes. New fields from Mexico will be available at the end of April. The Domestic Melon season is on pace to start last week of May if not sooner.

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



Melon (Watermelon)

The offshore watermelon season will slowly be coming to an end. Mexican watermelons are increasing in supply due to the spring harvest. Florida domestic watermelons have just started, with good quality. Demand remains light.

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



Mushroom

Promotable volumes are available, with pricing remaining steady at lower levels.

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



Onions

Onions are available from Idaho and Texas. The quality of Idaho's storage crop remains favorable. Texas rain impacted the new crop in Edinburg, but it is expected to rebound this week. The Imperial Valley season will begin on end of April and New Mexico start of May if not earlier. Jumbo white onions remain limited and are being imported from other regions and Mexico, with contracts available in CMS.

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



Pears

Pears are currently in shorter supply than common sense on social media, and experts—who, let's face it, probably spend way too much time around fruit—say we won't see a proper domestic influx until mid-July, when California's new Bartlett crop shows up to save the day. Meanwhile, Washington's pear situation is basically a fruit-based soap opera, with production down anywhere from 25% to 50%, depending on whether the pears were having a good hair day. Bosc pears are waving a dramatic goodbye for the season, leaving Anjou to carry the whole pear burden like an overworked intern. On the bright side, imported Bartletts are storming the beaches on both coasts, like fruity invaders with passports. There are so many of them, in fact, that Anjou prices are actually dropping, possibly out of sheer pear pressure.

Commodity/Region	Supply	Price	Quality
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 and is not expected to improve until the end of April with peak volumes anticipated in May. Over the next 3-4 weeks, flexibility in sizes will be required to manage supply and demand. Costa Rican pineapples are the primary source, with contracted business taking priority. Large crownless pineapples are in high demand, and lower yields are expected due to rain until mid-April. This will likely continue to affect availability and pricing in the short term.

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

The market is steady this week. Pricing has been stable distributors are looking for DLVD versus FOB pricing. Color potatoes are available from FL, ID and ND. Sweet potatoes are available from NC, Arkansas and California. Mississippi ending due to short crop.

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

South Florida farms have good zucchini supply with yellow more limited. Zucchini quality is strong, while yellow squash has some scarring. Western production is shifting from Sinaloa to Sonora, with Obregon already in season. The Eastern region has more zucchini than yellow squash, both of good quality. If quality, supply and markets permit season may run thru early May.

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

Imported peaches and nectarines are done or nearly done for the season. Plums will continue to arrive on both coasts throughout most of May. Moderate supplies and light demand will keep this market manageable for the balance of the month. The kiwi market is steady as domestic fruit is now being supplemented by imports from Italy and Greece. Chilean kiwi are starting. Domestic Stone Fruit will start in late April with Cherries and Apricots leading the charge. Peaches and Nectarines will follow in Mid-May. Plums will start late May or early June depending on location.

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

Tomato production is improving across Florida and Mexico. In Florida, better weather has boosted supply and quality with upcoming transitions to Ruskin/Palmetto. Mexico continues to provide steady volumes and good quality across major regions, though some areas show minor quality issues due to past heat. New fields in Mexico are expected to support consistent supply in the coming weeks.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
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Florida (November - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Weather Updates



CALIFORNIA

High pressure over the region weakens Monday causing a cooling trend as the marine layer deepens. Morning lows will be in the mid 30s to low 40s south of King City with mid 40s to low 50s elsewhere. Daytime highs will be in the low 60s to low 70s near the coast with upper 60s to mid 80s further inland. By Wednesday, max temps will only be in the low 60s to low 70s area wide. A low passing to the east Thursday will cool min temps as well.



MEXICO

Temps will warm slightly as we move into the latter part of the week. Max temps in the mid 80s to mid 90s over most of the region through Friday. However mid 70s to mid 80s are more likely over Hidalgo and closer to Mexico City. Lows in the mid 40s to mid 50s on Monday morning, upper 40s to upper 50s on Tue/Wed morning and low 50s to near 60 for Thursday and Friday morning. No rain over the next five days.



FLORIDA

Warm temps on Monday out in advance of a cold front. Cooler temps towards the middle of the week and then gradually warmer temps towards the end of the week. A few light sprinkles or light showers are possible with the frontal passage but the front is lacking moisture so most spots will remain dry. Overall mostly dry weather into the end of the week. Winds will gust near or just above 20 mph through midweek.



ARIZONA

A broad area of low-pressure drifts into the region from the southwest this week combining with a cold front approaching from the north late Thursday into Friday. This will produce a steady cooling trend with highs dropping from the low-mid 90s most fields Monday to the 70s by Friday afternoon. Morning lows will cool from the low-upper 60s Monday to low-mid 50s by Thursday. Light rain chances appear in central Arizona and higher elevations of southeast California Friday afternoon continuing into Saturday.

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

Freight Updates



Freight this week sees the transition from Yuma to Salinas still in effect, with a few shippers left in the desert, creating need for trucks to make out of route pickups for small orders. Look forward to next week when Salinas is in full swing.



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

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

	03/24/25	03/31/25	04/07/25	Change from	
				week ago	year ago
U.S.	3.567	3.592	3.639	↑ 0.047	↓ -0.422
East Coast (PADD1)	3.675	3.695	3.713	↑ 0.018	↓ -0.405
New England (PADD1A)	3.987	3.983	4.006	↑ 0.023	↓ -0.299
Central Atlantic (PADD1B)	3.872	3.869	3.883	↑ 0.014	↓ -0.389
Lower Atlantic (PADD1C)	3.569	3.601	3.620	↑ 0.019	↓ -0.422
Midwest (PADD2)	3.491	3.519	3.579	↑ 0.060	↓ -0.432
Gulf Coast (PADD3)	3.265	3.282	3.338	↑ 0.056	↓ -0.422
Rocky Mountain (PADD4)	3.415	3.472	3.499	↑ 0.027	↓ -0.509
West Coast (PADD5)	4.229	4.259	4.318	↑ 0.059	↓ -0.405
West Coast less California	3.754	3.811	3.876	↑ 0.065	↓ -0.381
California	4.776	4.776	4.827	↑ 0.051	↓ -0.432

*prices include all taxes

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

Crop Updates



Moderate high pressure remains in place out West, keeping storm systems to the north and bringing warmer temperatures to Central California fields into next week. The Salinas, Santa Maria and Oxnard regions will continue to increase harvests weekly in the nice weather pattern with generally good quality reported in these harvests.

Domestic Cherry harvests from California are expected to begin light harvests around late April with stone fruit to follow around mid-May. The San Joaquin Valley received good precipitation and chill hours with approximately 960 chilling hours recorded giving the orchards a solid rest period. The early cherry varieties are showing a strong full set having avoided the recent weather impacts. Later varieties have been impacted by weather and temperatures fluctuations impacting the bloom and fruit sets. The industry is projecting a crop of between 7-9 million cases down from the 11 million produced last year.

The Apricot bloom has concluded with heavy sets across all varieties being reported. This should provide excellent size and quality this season. Plum, peach and nectarine assessments are also showing a good bloom, however, it is a bit too early for accurate projections to be completed. Overall, the stone fruit crop, while lighter than last year, is shaping up to provide ample supplies and good quality barring any late season weather disruptions.



TIM LYNCH

QUALITY ASSURANCE MANAGER