

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Blackberries: The market remains tight with strong demand and limited supply, expected to last through early May. California starts mid-May, while Georgia is a few weeks out.

Blueberries: Central Mexico is winding down, and Peruvian imports are scarce. Georgia has just started with light volume. The market will stay tight until California ramps up in mid-May.

Raspberries: Central Mexico and Baja continue to produce only light volumes heading into May. California production is expected to begin mid to late May.

Brussels Sprouts: The sprout market is active, with low supply and strong demand pushing prices up. This trend is expected to continue for the next 2–3 weeks.

Citrus (Lemons): Markets are firming as rain boosts fruit sizing. Small sizes (140ct and down) are tightening and likely to stay limited until District 2 adds volume in June.

Citrus (Oranges): Markets are rising as navels wind down, with small fruit limited. Valencia harvests are set to start in early June to ensure fall supply.

Pineapple: Pineapple supply remains tight through late May, with peak volumes expected around the holidays. Costa Rica leads supply, focusing on contracts. Large crownless pineapples are limited due to weather. Mexican pineapples are available for TX loading.

APRIL 23, 2025

CROP UPDATES

Spring temperature swings in coastal California are slowing broccoli growth and increasing mold and mildew risks. The purple cast on broccoli crowns is caused by cold weather affecting nitrogen management, not impacting quality, shelf life, or flavor. Cooking will remove the purple tint, and the broccoli remains safe and flavorful.

[Read more](#)

WEATHER

California: Cool, marine-layer conditions continue through the week with isolated drizzle and temps below average. Skies clear and temps warm by Sunday.

Mexico: Warm and steady temps continue through the weekend, with a slight chance of light showers or isolated storms. Highs in the mid 80s–90s, lows in the 50s–60s.

Florida: Warm temperatures will last through April 27th, with light, isolated showers expected. Winds will gust 20–25 mph through Friday. Highs will range from the low 80s to low 90s, with lows in the mid 60s to mid 70s through Sunday morning.

Arizona: Temps will cool through the weekend as a northwest trough moves in. Highs will drop from the mid 80s–90s to mid 70s–80s by Sunday. Lows will range from mid 50s Wednesday to upper 40s–mid 50s by Sunday. Winds will shift to 20–25 mph gusts on Friday and Saturday.

FREIGHT

Transition from Yuma to Salinas is over, and we are looking forward to great weather. We are seeing an increase in demand for trucks as the summer season approaches, yet the market remains fairly steady

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

The apple market is oddly steady—like the calm before a storm no one saw coming. Food service sizes are plentiful, almost suspiciously so. Crates line up like soldiers, ready for a battle that hasn't begun. It's all a bit too neat for an industry fueled by chaos and caffeine.

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



Asparagus

Asparagus supplies are gradually improving. Mexican production remains low due to recent heat, while Peru continues to ramp up volume each week. Domestic harvests are expected to begin in the next few weeks. Expect a slow but steady market recovery as more product enters the pipeline.

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



Avocados

Markets remain high with no sign of easing. California is in full swing, peaking on 48ct and 60ct sizes, while larger sizes remain priced higher. Light Peruvian arrivals have started on both coasts, with volume expected to increase by May.

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



Bell Peppers

Florida continues to see many off-grade fruits, though new crop harvests are expected to begin this week in Plant City, with Georgia starting in about four weeks. Similarly, Nogales is winding down, while Coachella begins light harvests this week. Expect improved quality and sizing as we move into May.

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

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

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Commodity Updates



Berries (Blackberries)

ALERT

The market remains tight, with demand exceeding supply, and this is expected to continue through early May. California will begin production in mid-May as temperatures rise, while Georgia's crop is still a couple of weeks away.

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

ALERT

Central Mexican production is rapidly declining, and Peruvian imports are scarce at the ports. Georgia has just started with limited offerings, and production will gradually increase over the next few weeks. The market will remain tight, with demand exceeding supply, until California's production begins in mid-May.

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

ALERT

Central Mexico and Baja continue to produce only light volumes heading into May. California production is expected to begin mid to late May.

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

Product is readily available out of Baja, Santa Maria, Oxnard, and the Salinas/Watsonville areas, with strong promotable volume expected through next week.

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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Only the Finest Berries™



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CONNECTING FARMS | EMPOWERING KITCHENS™

Commodity Updates



Broccoli

Broccoli supplies and overall quality remain strong. While some heads may show a slight purple tint and loose beads, quality is expected to stay good, with the market holding steady.

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



Brussel Sprouts

ALERT

The sprout market remains very active, with industry supplies well below normal and strong demand driving it. Open market prices continue to rise and are expected to follow this trend for the next 2-3 weeks.

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



Carrots

Harvest is strong in the Imperial Valley with a positive outlook. Lake Park, GA is shipping all sizes—chunks, cellos, jumbos, and babies—and should run through May, weather permitting. Reminder: 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 are steady with excellent quality. Heads are showing ideal sizing, color, and texture, and fields are producing clean product with minimal mildew. Expect the market to remain stable heading 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

Demand is moderate industry-wide, with large sizes most readily available. Quality remains strong with most shippers, and Southern California leads in production. Supplies should stay steady this week. Note: a delivery charge still applies for Salinas pickups.

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 Reds are available and peaking on 40ct and larger sizes, shipping out of both Riverside and the San Joaquin Valley.

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



Citrus (Lemons)

ALERT

Markets are firming up as recent rains boost fruit sizing. Smaller sizes (140ct and down) are tightening and likely to stay limited until District 2 ramps up in June. District 1 (San Joaquin Valley) remains the primary source, with light support from District 2 (Ventura/Oxnard).

Commodity/Region	Supply	Price	Quality
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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 after a brief supply dip caused by Holy Week labor shortages. Overall quality is good, though smaller sizes continue to dominate. Expect an active market leading up to Cinco de Mayo. Offshore fruit is also available from Florida and Texas.

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

ALERT

Markets are rising as the navel season moves past its peak, wrapping up in June. Small fruit will stay limited, and suppliers are closely managing remaining volume to cover contracts while delaying Valencia harvests. Valencia oranges are expected to start in early June to ensure supply through fall.

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

As South Florida winds down over the next few weeks, supplies are tightening, and a slight gap is possible until Georgia ramps up around mid-May. Meanwhile, Mexican supplies remain steady, with good quality coming through McAllen, Nogales, and San Diego.

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

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

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Commodity Updates



Eggplant

Mexico continues to deliver good eggplant volume and quality. Florida's current supply is light, but new production is starting, with improved yields expected in South and Central Florida by early May. Georgia's crop is ahead of schedule thanks to favorable weather. With increasing supply on both coasts, the market may soften soon.

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



Garlic

Garlic quality remains strong, with steady supplies expected to continue 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)

Grape prices are starting to climb, especially for quality green grapes. The market is divided, with troubled fruit selling at a discount. Red grapes are also seeing price increases, though at a slower pace than greens. Expect a wide range of quality and pricing.

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 plentiful, keeping the market steady. Expect this trend to continue into the weekend.

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



Kale

Kale supplies are abundant this week, with good quality expected. The market should remain steady heading 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

Production is up in the Salinas Valley, with moderate availability in Southern California. Quality is above average in both regions, with weights ranging from 39–44 lbs. Some slight misshapen heads and outer leaf discoloration have been noted, but overall quality remains strong.

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

Romaine, green, and red leaf lettuce will have good availability this week in the Salinas Valley, with moderate supply in the South if needed. Quality is strong in both regions. Romaine hearts are seeing solid production, and shippers are flexible on volume orders—so it's a great time to promote all leaf items.

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

Tender leaf items like spinach and arugula continue to show great overall quality. While some fields are showing inconsistent sizing, the texture and color remain excellent. Expect the market and quality to stay steady heading into the weekend.

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

The cantaloupe market is strong, driven by recent retail ads. Guatemalan melons are affected by tariffs, with pricing strategies under review. The spring crop is available and peaking on larger sizes, though holiday-delayed vessels have tightened supply. Mexican cantaloupes and honeydews are also peaking large, with new fields expected through late April into early May. The domestic season is on track to start by late May, possibly sooner.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

The honeydew market remains steady, supported by recent retail ads. Guatemalan supplies are impacted by universal tariffs, with pricing under review. Mexican honeydews are peaking on larger sizes, with new fields coming online by late April. The domestic melon season is expected to begin by the last week of May, if not sooner.

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

The offshore watermelon season is winding down, while Mexican supply is increasing with the spring harvest. Florida's domestic watermelons have just started, offering good quality, though demand remains light.

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

Excellent supplies and availability.

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

Storage onion production in Idaho and Oregon is wrapping up this week. Volume from Texas and Mexico is increasing, though labor and truck shortages, along with quality issues in red onions, are causing challenges. Brawley, CA is ramping up, offering all three colors.

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

Domestic pears are nearly tapped out, with tight supplies expected to last until mid-July when California's Bartlett crop arrives. Washington yields are down 25-50%, and Bosc is done for the season, leaving Anjou as the main variety—though its reign is shaky. Imported Bartletts are arriving from both coasts, filling the gap with enough volume to pressure the market and soften Anjou prices.

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

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supply will stay tight until late May, with peak volumes expected around the holidays. Flexibility in sizes will be needed to manage supply and demand. Costa Rican pineapples remain the main source, prioritizing contracted business. Large crownless pineapples are in high demand, and lower yields from tropical weather may impact availability and pricing. Mexican pineapples are available for loading in TX.

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



Potatoes

The market is steady with stable pricing. Distributors prefer DLVD pricing, and deals are available on larger sizes. Planting is underway, including in Eastern Idaho. Color potatoes are available from FL, ID, and ND, with rising demand for yellow potatoes. Sweet potatoes are available from NC, Arkansas, and California.

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



Squash

Squash supply is strong overall. Georgia will begin production in a few days, overlapping with Florida's steady supply. Out west, there's a moderate supply from Nogales, with the season running through the end of May before California production starts.

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



Stone Fruit

Domestic stone fruit is 10-14 days out, starting with cherries and apricots, followed by peaches and nectarines, with plums arriving in early June. Imported peaches and nectarines are finished, and plums are nearly done. The kiwi market is steady, with domestic supply now supplemented by imports from Italy, Greece, and newly arriving Chilean fruit.

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



Tomatoes

With multiple transitions across growing regions, supplies are lighter as old crop volume declines, particularly with romas. However, this should be short-lived as newer areas like Central Mexico, Ruskin/Palmetto, and Baja begin production.

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

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

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Weather Updates



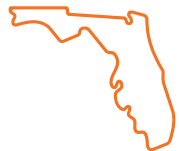
CALIFORNIA

A deep marine layer will bring near- to below-average temperatures through the end of the week. Morning lows will range from the low 30s to upper 30s south of King City, and from the low 40s to low 50s elsewhere. Daytime highs will be in the mid 50s to low 60s along the coast and mid 60s to mid 70s inland. The tail end of a low-pressure system will bring isolated showers Friday night into Saturday, though most fields will only experience marine layer drizzle. Rain totals should be under $\frac{1}{4}$ ". Skies will clear by Sunday as high pressure returns, allowing temperatures to warm.



MEXICO

Warm temperatures will persist with little change over the next five days. A few light isolated showers or even a thunderstorm may occur through the weekend, with rain totals generally under 0.10", though higher amounts could come from thunderstorms. Expect highs in the mid 80s to mid 90s and lows in the low 50s to low 60s through Sunday morning.



FLORIDA

Warm temperatures will persist across the state through April 27th. Shower activity will be light and isolated over the next five days. Winds will gust between 20 to 25 mph during occasional afternoon gusts through Friday. Max temperatures will range from the low 80s to low 90s through Sunday, with lows in the mid 60s to mid 70s through Sunday morning.



ARIZONA

Temperatures will trend cooler through the weekend as a broad upper-level trough moves in from the northwest. Highs will drop from the mid 80s to low 90s on Wednesday and Thursday to the mid 70s to mid 80s by Sunday. Morning lows will be in the mid 50s for most fields on Wednesday, cooling to the upper 40s to mid 50s by Sunday. Light southerly winds on Wednesday and Thursday will shift to northwesterly gusts of 20-25 mph on Friday and Saturday.

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

Freight Updates



Transition from Yuma to Salinas is over, and we are looking forward to great weather. We are seeing an increase in demand for trucks as the summer season approaches, yet the market remains fairly steady



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

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

	04/07/25	04/14/25	04/21/25	Change from	
				week ago	year ago
U.S.	3.639	3.579	3.534	↓ -0.045	↓ -0.458
East Coast (PADD1)	3.713	3.660	3.614	↓ -0.046	↓ -0.433
New England (PADD1A)	4.006	3.962	3.933	↓ -0.029	↓ -0.393
Central Atlantic (PADD1B)	3.883	3.856	3.819	↓ -0.037	↓ -0.436
Lower Atlantic (PADD1C)	3.620	3.556	3.505	↓ -0.051	↓ -0.436
Midwest (PADD2)	3.579	3.510	3.475	↓ -0.035	↓ -0.460
Gulf Coast (PADD3)	3.338	3.267	3.195	↓ -0.072	↓ -0.512
Rocky Mountain (PADD4)	3.499	3.480	3.477	↓ -0.003	↓ -0.406
West Coast (PADD5)	4.318	4.281	4.250	↓ -0.031	↓ -0.411
West Coast less California	3.876	3.833	3.813	↓ -0.020	↓ -0.341
California	4.827	4.797	4.755	↓ -0.042	↓ -0.489

*prices include all taxes

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

Crop Updates



The roller coaster of temperatures, typical of spring, looks likely to continue across the coastal California fields as we move through April. As low pressure systems pass mainly to the north, they bring cooler temperatures along with a heavy marine layer and drizzle to the fields. The cooler temperatures will slow growth rates while increasing mold, mildew and disease pressure in these stands.

Broccoli production is currently showing some purple cast in the cold temperatures. Some customers have been inquiring about the cause of the purple cast on the crowns. Purpling can occur in broccoli under specific growing conditions. The Physiological explanation is the plant's management of nitrogen (fertilizer). There are a few things that can interfere with the plant's ability to manage internal nitrogen. Cold weather is the number one cause of purpling in broccoli. Extreme moisture and heat can also lead to purpling along with the lack or excess of available soil nitrogen. All of these conditions cause the enzymatic activity to slow down in the plant cell. The plants start to make red and yellow chlorophylls because they take less energy to produce. These chlorophylls are what give the plants their purple cast. The plant is simply being more efficient.

It is important to note that quality, shelf life and taste are not affected by this phenomenon. While cooking the bluish tint will fade and the broccoli will brighten with no impact on food safety or flavor.



TIM LYNCH

QUALITY ASSURANCE MANAGER