

The Source

March 17, 2021

PRO*ACT

Market Alerts

Apples – Quality and supplies are good on all varieties, except **Gala** and **Honey Crisp**, where pricing may be higher.

Asparagus – Supplies are plentiful on all sizes of asparagus, with good quality and pricing.

Avocados – Supplies of most sizes of 60 CT and larger fruit are very light, particularly #1 grade product, due to a combination of Mexican harvest holidays and increased U.S. demand. California's harvest will increase in the next few weeks. Quality is good, and pricing remains high. Consider using smaller sized product where possible.

Bell Peppers – Continuing good solid quality and great supplies - opportunity buys!

Berries (Blackberries) – Quality and supplies are good out of all growing regions.

Berries (Blueberries) – Quality and supplies are good out of all growing regions.

Berries (Raspberries) – Quality and supplies are good out of all growing regions.

Berries (Strawberries) – Strawberry supplies have decreased nationwide, due to California's rain and hailstorm and the Mexican harvest holiday. Florida's season is beginning to wind down.

Broccoli – Supplies are tightening during field transition, with the Salinas Valley harvest having a slow start due to cold weather.

Continued

Brussels Sprouts – Abundant supplies and very nice quality.

Carrots – Quality is good on all bulk and value-added product.

Cauliflower – Supplies are gradually improving in all areas. This market is slowly adjusting lower as supplies in Salinas ramp up.

Celery – Field transition has not affected Celery supplies as much as other row crops this month. Supplies and quality are good, promotable pricing may be available.

Citrus (Lemons) – Supplies are good, with nice quality, on 140 CT and smaller sizes being the best buys. Current markets are steady.

Citrus (Limes) – Mexico's harvest is very light and pricing is trending higher. Consider substituting other sizes as needed, to avoid shortages.

Citrus (Oranges) - Quality is very good, supplies are steady. Markets are holding steady plenty of opportunities to promote.

Cucumbers – Slightly lower market this week- continued great volume and quality!

Eggplant – Ample supplies on #1 and #2 product and opportunity buys!

Garlic – Quality, availability and pricing is steady.

Continued

Grapes (Green) – Uneven quality and pricing market-wide is expected to continue for the next few weeks.

Grapes (Red) – Good supplies of red grapes and less than average demand have lowered this market.

Green Onions – Quality, availability and pricing is steady.

Kale – Good supplies coming out of Yuma. Look for this market to stay steady going into next week.

Lettuce (Iceberg) – Supplies are tight, Yuma AZ's harvest is winding down and Huron Valley CA's has been cool and rainy. Outer leaf discoloration and decay has led to lighter case weights.

Lettuce Leaf – Supplies are better than with Iceberg, particularly on whole Romaine. Yuma AZ will harvest through the end of March, when Huron Valley CA will begin. Blister and peel, as well as light mildew, is reported. Case weights are lighter.

Lettuce Tender Leaf – Good supplies coming out of Yuma. Look for this market to stay steady going into next week.

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Melons (Cantaloupe) – East Coast supplies are better than those in the West, with port delays in Southern California causing issues. The import season is projected to run through the end of April. Quality is good, with Brix sweetness levels at 10% and up.

Melons (Honeydew) – East Coast supplies are better than those in the West, with port delays in Southern California and a light Mexican harvest. Quality is good.

Melons (Watermelon) – Offshore watermelon market remains in a demand exceeds supply situation. Off-shore season is on the decline and the industry awaits production out of Mexico to increase. Mini seedless are also very limited. Demand for Mexican watermelon continues to increase and markets are higher. Quality continues to improve as well as sugars.

Onions – Supplies are tight, particularly on Medium sized product. Pricing is expected to continue higher until the end of April, when California's harvest begin.

Pears – Small pears remain tight. Market steady.

Pineapples – Quality is excellent and supplies are plentiful out of both coast. Promotional pricing may be available.

Potatoes – 80 CT and smaller Burbank (and some Norkotah) varieties are the best buys. 70 CT and larger are more scarce and expensive.

Continued

Squash – Coming into another growing area and growers are offering deals to keep movement going - quality very good!

Stone Fruit – Good supplies on the east coast. Market lower due to mediocre demand.

Tomatoes – Supplies are good on all Rounds and Romas. **Grapes** and **Cherries** are less available, and more expensive, for the next couple weeks. Mexico's harvest is yielding as expected, and Florida's is in transition between growing regions.

Weather

California – A low pressure system with showers start Thursday afternoon in the Salinas Valley. This system moves south bringing up to 1/4" of rain.

Mexico – Temps warm up into Friday/Saturday and then cooler temps by Sunday with the approach of the next system. Winds will peak in the 20-25 mph range through March 19th. Dry weather this weekend.

Florida – Highs remain in the 80s with lows in the 60s today. Thursday brings a low pressure with light rain showers and isolated thunderstorms into the evening.

Arizona – Warmer temps today through Friday. Saturday and Sunday will see cooler temps. No rain in the forecast.





































A Peek at Peak Seasons

Bell Peppers	Onions (PAST PEAK)
Carrots	Pineapples
Cucumbers	Strawberries
Lemons	Squash
Oranges	Tomatoes

Freight

Trucks remain tight in the Northwest and Idaho. Trucks in CA/AZ are steady. The national average is up again and currently at 3.191 per gallon.

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is fair, pricing is steady
 ASPARAGUS	Quality is fair, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is lower	 LETTUCE TENDER LEAF	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is higher	 CITRUS (LIMES)	Quality is good, pricing is higher	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is good, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is fair, pricing is higher
 BERRIES (BLUEBERRIES)	Quality is good, pricing is steady	 EGGPLANT	Quality is good, pricing is lower	 ONIONS	Quality is fair, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is fair, pricing is higher	 GRAPES (GREEN)	Quality is fair, pricing is lower	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is steady	 GRAPES (RED)	Quality is good, pricing is lower	 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 lower
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is lower
 CAULIFLOWER	Quality is good, pricing is lower	 LETTUCE ICEBERG	Quality is fair, pricing is higher	 TOMATOES	Quality is good, pricing is higher