

The Source

March 3, 2021

PRO*ACT

Market Alerts

Apples – Quality and supplies are good on most grades and sizes. **Granny Smiths** are less plentiful, with higher pricing.

Asparagus – Mexico's harvest continues to be plentiful on all sizes. Pricing and quality are very good.

Avocados – Pricing will trend higher on all fruit, with growing and shipping issues continuing in Mexico, particular to Avocados. The Lenten season increases Avocado demand and slows exported product throughout March, and March 15th is a national holiday with no harvest. #2 Grade product is the best value in most cases, however all grades and sizes are up.

Bell Peppers – Very good quality and plentiful supplies on all grades of peppers.

Berries (Blackberries) – Supplies are slowly improving, and pricing is expected to improve throughout March. Quality is good.

Berries (Blueberries) – Supplies are slowly improving, and pricing is expected to improve throughout March. Quality is good.

Berries (Raspberries) – Supplies are slowly improving, and pricing is expected to improve throughout March. Quality is good.

Berries (Strawberries) – California's crop is very good quality, and is at a higher market price. Texas and Florida are harvesting at a good-to-fair quality, with mostly lower market pricing.

Continued

Broccoli – As the Yuma AZ season winds down, supplies are tightening and pricing has slightly increased. This is expected to continue until the field transition back to central California is complete in April.

Brussels Sprouts – Quality and supplies are good, market pricing is steady.

Carrots – Quality is good, supplies of bulk product are steady, and value-added products like **Snack Packs** have improved. Georgia's harvest is ramping up.

Cauliflower – Like with broccoli, the end of the Yuma season is beginning to tighten supplies and increase market pricing.

Celery – Quality is very good on all sizes of bulk product. Pricing is steady out of all growing regions, with southern California the best. Supplies of value-added (pre-cut) product have improved.

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

Citrus (Limes) – Mexico's harvest is very light and is expected to remain so until the new crop starts in April. Pricing is high and trending higher. Consider substituting other sizes when needed.

Citrus (Oranges) - Quality is very good, supplies are steady, and 113 CT and smaller sizes are the best buys.

Cucumbers – Quality and supplies are very good on all grades and pack sizes.

Continued

Eggplant – Very good quality and availability of all grades and sizes.

Garlic – Quality, availability and pricing is steady.

Grapes (Green) – Supplies have tightened up as the imported season comes to an end. Expect market pricing to increase over the next few weeks. Quality is good.

Grapes (Red) – The imported season is coming to an end for both **Green** and **Red Grapes**, but Reds are in better supply than Greens at this point, and may be a better value. Quality is good.

Green Onions – Mexico's harvest is steady, with good quality and pricing.

Kale – Quality, supplies and pricing are steady.

Lettuce (Iceberg) – Yuma's growing season is winding down, however supplies and quality remain above average. Post-harvest quality issues are minimal. Case weights of lined product are 41-46 lbs.

Lettuce Leaf – Similar to Iceberg, supplies and quality are very good. As Yuma's season comes to an end, Huron Valley California harvest is expected to begin in three weeks.

Lettuce Tender Leaf – Quality, supplies and pricing are steady.

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Melons (Cantaloupe) – Imported product volume is slightly increasing. Heavy retail demand for 9 CT and larger fruit has driven market pricing higher. 12 CT and smaller sizes are the best buys. Quality is good and Brix sweetness levels are 10% and up.

Melons (Honeydew) – Similar to Cantaloupe, quality is improving, with the Brix sweetness index at 10% and up. 8 CT and smaller sizes are the best buys.

Melons (Watermelon) – Imported product is limited on the East Coast. Mexico's harvest is steady. Quality is fair, pricing is higher.

Onions – The Texas new crop was greatly impacted by the February freeze. Northwest product remains in good supply, and California's crop should begin in early May. Market pricing will be higher.

Pears – 100 CT and smaller sizes are less plentiful on most varieties, and pricing is inching higher. **Bartletts** are almost done for the season.

Pineapples – Quality is excellent and supplies are plentiful. Promotional pricing may be available.

Continued

Potatoes – Quality and supplies are good on boxed product. Market pricing is expected to rise slightly throughout March.

Squash – Quality is excellent and pricing is good on all sizes and grades.

Stone Fruit – Imported fruit is readily available.

Tomatoes – Quality and supplies of all tomato varieties are at a seasonal peak out of Mexico, and Florida's harvest is similar.

The January freeze in Mexico, along with rainy conditions next week in Florida, may slow harvests and increase pricing temporarily later in the month.

Weather

California – Occasional rain and colder temperatures in southern California's growing regions.

Mexico – Seasonal temperatures and dry conditions across most growing regions.

Florida – Windy conditions and light rain expected most of the week.

Arizona – Seasonably warm temperatures and mostly dry conditions expected.





































A Peek at Peak Seasons

Bell Peppers	Oranges
Carrots	Pineapples
Cucumbers	Strawberries
Lemons	Squash
Limes	Tomatoes

Freight

Trucks remain tight in the Northwest, Idaho, and California. The National Average continues to rise and is currently at 3.072 per gallon.

Commodities at a Glance

 APPLES	Quality is good, pricing is higher	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is higher	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is higher
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (HONEYDEW)	Quality is good, pricing is lower
 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 steady	 ONIONS	Quality is good, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is lower	 GRAPES (GREEN)	Quality is good, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is higher	 GRAPES (RED)	Quality is good, pricing is lower	 POTATOES	Quality is good, pricing is steady
 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 fair, pricing is higher	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady