

The Source

April 7, 2021

PRO*ACT

Market Alerts

Apples – Quality and supplies are good on all varieties, except smaller sized **Galas** and **Granny Smiths**, where pricing will be higher.

Asparagus – Supplies still consistent out of Mexico as well as Peru. Market to stay steady going into the weekend.

Avocados – Market pricing continues to be on the higher side due to strong retail demand, and replenishment from Mexico's Easter week harvest holiday. Quality is good.

Bell Peppers – Mexico's Sinaloa region is approaching a seasonal peak. Quality is very good on all colors.

Berries (Blackberries) – Very light supplies until the end of April.

Berries (Blueberries) – Mexico's season is ramping up, followed by Florida and Georgia. California will begin harvesting in 2 weeks. Quality is good.

Berries (Raspberries) – Very light supplies until the end of April.

Berries (Strawberries) – Heavy demand, coupled with light harvests, have severely tightened available supplies. Pricing is very high, however quality remains good.

Broccoli – Supplies are abundant on bulk and processed product. Quality is very good.

Continued

Brussels Sprouts – Abundant supplies and very nice quality.

Carrots – Quality is good on all bulk and value-added product. **Jumbo's** out west are limited due to sizing. Georgia's harvest is expected to conclude this weekend.

Cauliflower – Ample supplies in Santa Maria and Salinas. Market expected to stay steady.

Celery – Yuma's harvest is almost completely done, and Oxnard/Santa Maria is completely ramped up, along with Mexico and Florida. 30 CT and larger sized product remains the best value, with very good quality on all sizes.

Citrus (Lemons) – Quality is very good on all sizes, with 115/140/165 CT fruit the most plentiful.

Citrus (Limes) – Supplies are very limited, particularly on 175 CT and larger sizes. Pricing is higher and quality is good.

Citrus (Oranges) - Quality is very good on all sizes, with 88 CT and larger fruit the most plentiful. Market pricing on 113 CT and smaller sizes are higher.

Cucumbers – Mexico's Sonora harvest continues to be slow to ramp up, with increased volume expected next week. Quality is good, pricing is higher.

Eggplant – Good quality and availability on all sizes, and #2 product with minor external scarring potentially available at promotable pricing.

Continued

Garlic – Market is tightening up as California supplies are very tight. Look for Mexican and Argentina supplies to supplement for the next few months.

Grapes (Green) – Quality remains fair out of Chile, but harvests have lightened even further. Pricing is higher.

Grapes (Red) – Quality is good, and Reds remain a better option than Greens. Pricing is steady.

Green Onions – Quality, availability and pricing is steady.

Kale – Salinas Valley's harvest is off to a slow start. Pricing may be higher.

Lettuce (Iceberg) – Yuma's harvest is finished this week, and field transition continues with product grown in Santa Maria, Huron and Salina. Quality is good, particularly in Huron and Santa Maria, aside from some light discoloration and mildew reported, and case weights are 42-44 pounds. Pricing is steady.

Lettuce Leaf – Supplies are good on all bulk and processed product, particularly on Romaine Hearts. Production continues out of Yuma, Santa Maria and Salinas Minor cases of tip burn are reported, with overall good quality. Pricing is steady.



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Lettuce Tender Leaf – Supplies are still ramping up in Salinas. Look for the market to be on the higher side this week. Quality is good.

Melons (Cantaloupe) – Pricing is steady, with the Eastern markets continuing to be slightly lower than the West. Quality is great, with Brix sweetness levels at 10% and up.

Melons (Honeydew) – Imported product, like with Cantaloupe, is more plentiful in the East. Mexico's harvest has improved, however imported product may be light due to port delays. Domestic Honeydew should become available by mid to late April. Quality is good.

Melons (Watermelon) – Offshore and Mexican harvests are still very light, particularly on Mini Seedless fruit. Quality is fair, but slowly improving, and pricing is higher.

Onions – Supplies will extend in the Northwest through May. Texas new crop product is available through May as well. California's harvest will start April 25th. Quality is fair.

Pears – All varieties are running to larger sizes, as the season winds down from now through early May. Quality is good, pricing may be higher.

Continued

Pineapples – Quality is excellent and pricing is steady. Supplies this week after a strong Easter pull are expected to be in better shape out of both coast.

Potatoes – 80 CT and smaller Burbanks, and smaller #2 product, are the best buys. 70 CT and larger are more scarce and expensive. Quality is good.

Squash – Supplies are abundant on both Yellow and Zucchini. Quality and pricing are very good.

Stone Fruit – Chile's Stone Fruit season will end in mid to late April. Peaches in particular are winding down early, with Nectarines and Plums more available. Quality is good.

Tomatoes – Supplies continue to be very good on all **Rounds and Romas.** **Grape** supplies have also improved quicker than anticipated. Mexico's harvest is yielding as expected, and Florida has begun harvesting "crown picks" from the new fields, meaning larger size product is more plentiful in the East. Quality is good.

Weather

California – Temps normal for this time of year. Onshore flow and marine layer cloudiness will be the norm keeping temps near normal.

Mexico – Warm temps will cool slightly as we head into the weekend. Winds will continue to gust in the 20-30 mph range for the next few days. No rain in the forecast.

Florida – High pressure remains over Florida, as winds will be westerly, becoming light and variable overnight for Wednesday with high temps in the low 80s and then climbing to the upper 80s by Thursday.

Arizona – Max temps remain above normal. Wednesday and Thursday talking 10-15 degrees above normal. A little cooler Friday & Saturday but still warm.





































A Peek at Peak Seasons

Bell Peppers	Pineapples
Carrots	Squash
Cucumbers	Grapes Green (PAST PEAK)
Eggplant	
Lemons	
Oranges	

Freight

Trucks continue to be tight in the Pacific Northwest, Idaho, and California. The national average remained steady and is currently at 3.144 per gallon.

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 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 steady	 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 steady
 BERRIES (BLACKBERRIES)	Quality is good, pricing is higher	 CUCUMBERS	Quality is good, pricing is higher	 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 fair, pricing is steady
 BERRIES (RASPBERRIES)	Quality is fair, pricing is higher	 GARLIC	Quality is good, pricing is higher	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is higher	 GRAPES (GREEN)	Quality is fair, pricing is higher	 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 steady
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is higher	 STONE FRUIT	Quality is good, pricing is steady
 CAULIFLOWER	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady