



Market ALERT

WEEK 16: April 15 - 21, 2024

apples



RADAR (Gala) Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

avocados



US inventories after Holy Week are strong, with the next 10 days focusing on realigning and ramping up for Cinco promotions. The best deals will be on 48s and larger for the short-term. Spring prices are expected to remain higher than last year, with California volume ramping up quickly due to favorable grower returns. Higher markets are expected to continue through spring, leading to California going big early and finishing the season before we're accustomed.

berries



Raspberries: Prices are up and of good quality, but the tight volume from Mexico has led to an escalated price.

broccoli



Broccoli: Supply is expected to be light and demand is good, with supplies coming from Salinas, Santa Maria, and Mexico. Growers have finalized their Yuma season, and quality is reported as fair. Market pricing is expected to escalate further.

brussels sprouts



The supply is light, with fair quality and good demand. Market pricing has increased due to the transition to Salinas, with supply expected to be limited in the coming weeks.

celery



Supply is light, coming from Santa Maria and Oxnard, as growers finalize their Yuma season. Quality is reported as fair, and market pricing is expected to increase next week.

citrus



Oranges: Navels are peaking at 72s/56s with a good volume of 40/48s. Small navels, 88s-138s, are slim pickings and winding down and are expected to finish in the next week. Late varieties have big sizing, with fruit in 48s/56s/40s.

grapes



Low arrivals and inventories are expected to persist, leading to high markets. Fruit is on the water, but tight markets will persist until transitioning to the Mexican crop. Switching from reds to blacks is recommended.

herbs



ALERT (Basil & Chervil) Rain in the growing region continues to affect supply and quality in Columbia, Ecuador, and Mexico.



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lettuces



Iceberg: Supplies are improving and of fair quality, with lighter weights and smaller heads. Supply is light for the next two weeks. Growers are expected to start harvesting better numbers in Huron. Yuma has finalized for the season, and markets have slightly improved. Contract pricing will remain escalated next week.

Romaine: Supplies are improving and of fair quality. Growers in Yuma are finalizing the season, with harvests in Salinas starting. Expect light supplies and increased market pricing in the coming weeks.

onions



ALERT (White) The quality is good in all growing regions, with steady demand. Market prices are steady on yellow, with red slightly up and white prices slightly down but remaining escalated. The availability of white onions is limited, followed by medium red and jumbo yellow. Imports are starting to slowly increase with decent quality. Vidalias is starting on April 17th. Imperial Valley is expected to start in the last week of April, while New Mexico is expected to start at the beginning of June. This will impact the precut.

onions green



Supply is expected to be light from Mexico due to a supply gap among growers, with increased

demand expected in the coming weeks and current quality reported as fair.

peppers chili



Prices are up with tight supplies in Florida and Mexico. Volume is expected to increase when Plant City and Sonora Mexico come online.

pineapples



RADAR The volume is expected to remain tight in the coming weeks, with improved volumes ramping up in mid-April and increasing week by week.

tomatoes



ALERT (Round, Cherry, & Roma) Prices for 25 lb. round tomatoes are up, while 20 lb. round tomatoes, grapes, cherry, and romas are down. Heavy rains in Florida have affected production, and production is moving to Ruskin/Palmetto Florida. Volumes from Mexico are expected to increase in the coming weeks.



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Transition Schedules - Spring - Salinas Season - 2024

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates	Transition Dates	Region
Bengard Ranches	Yuma, AZ	Salinas, CA	Broccoli Crowns	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24	Shipping from Huron	04/15/24 Salinas
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Oxnard, CA	Celery	06/15/24	03/30/24	Oxnard
Church Brothers	Yuma, AZ	Salinas, CA	Broccoli Crowns	03/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Cauliflower	03/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Iceberg	04/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/22/24		
Church Brothers	Yuma, AZ	Salinas, CA	Celery	03/18/24	06/03/24	Salinas
Church Brothers	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Cauliflower	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added / Processing Plant	04/01/24	Shipping from Watsonville	
Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/22/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24	Shipping from Salinas	Salinas
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	06/15/24		
Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24	Updated	
The Salad Farm	Yuma, AZ	Hollister, CA	Value Added / Processing Plant	04/01/24	Shipping from Hollister	

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to jhoppe@nproduce.com and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

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