

Market **OUTLOOK**

Week 3: January 15 - 21, 2024



Market **ALERT**

Asparagus (Extreme)

Beans: Green Beans & Snow Peas

Berries: Blackberries, Blueberries, Raspberries & Strawberries

Broccolini

Carrots

Corn

Green Onions

Herbs (Radar): Basil & Chervil

Onions (Radar)

Peppers Bell: Red & Yellow

Peppers Chili: Poblano & Tomatillos

Mushrooms

Squashes

Tomatoes (Force Majeure)

transportation

Nat'l Diesel Avg: \$3.828↓

Last Year: \$3.107↓

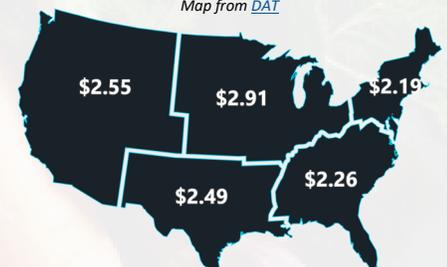
Nat'l Fuel Surcharge: \$0.48↓

Shortages: Freight rates is flat

- **extreme** - none
- **slight** - ID, OR & WA

National Posted Rate per mile

previous week's average outbound reefer rate for each region
Map from [DAT](#)



weather **OUTLOOK**

Oxnard, CA: Partly cloudy and showers with highs in the 60s and lows in the 50s.

Salinas, CA: Cloudy and shower with highs in the 60s and lows in the 40s.

Yuma, AZ: Partly cloudy and sunny skies with highs in the 70s and lows in the low 40s.

Immokalee, FL: Cloudy, thunderstorms, and AM showers with highs in the 70s to 60s and lows in the 60s to 40s.

Idaho Falls, ID: Cloudy and snow showers with highs in the low teens to 30s and lows in the negative to 20s.



Market UPDATE

apples



The Washington State crop is showing good quality and supplies through Q1, with most varieties up in volume due to a small crop except for Galas. Peak sizes are trending toward foodservice sizes (125/138s) except Red Delicious, with lower volumes on 125s and smaller.

asparagus



EXTREME Mexico's growing regions are experiencing limited production due to cooler temperatures, with the coldest week in Caborca and San Luis. Peruvian production remains low due to seasonality. Trujillo's northern region has fair quality due to the heat. Larger sizes are extremely limited in all regions. Markets are active, with less production from all regions. Supply from Caborca is expected to begin in February, weather permitting.

avocados



Mexico is expected to harvest 286 million lbs. of fruit over the next four weeks, compared to 255 million lbs. last year. The size curve is peaking on 60s but slowly increasing as 40s and larger become more available. Normal crops mature, with dry matter over 30%, shortening ripening cycles. Storage is recommended at 41° and transit at 40°. Demand for fruit is strong, with the market getting stronger on the 60s and smaller. Importers are seeking more opportunities on 48s and larger fruit to maintain market stability. An inverted market with the 60s being more expensive than the 48s is expected to persist through the Super Bowl. Mexico's size curve is stronger on smaller fruit, but overall volume is sufficient for a successful Super Bowl.

bananas



The disruptions in Guatemala are more under control and allowing trucks to pass, resulting in an improved supply chain and a return to its pace. There are no major issues at this time.

beans



Green Beans: Supplies are limited with a strong escalating market. The weather has had a major impact on production, availability, and quality in Mexico and Florida.

Snow peas: Guatemalan production has slowed down due to last week's frost, limited holiday harvesting, and packing hours.

berries



Blackberries: Prices are up due to production primarily from Mexico, which has been impacted by cool weather and good quality being reported.

Blueberries: Prices are up, with production from Oxnard and Chile. Chile is expected to peak during the next 2 weeks, while Oxnard has light volumes.

Raspberries: Prices are up, with production primarily from Mexico. Cool weather has affected volumes, but quality continues to be good.

Strawberries: Prices are up with fair quality from Oxnard, Santa Maria, Florida, and Mexico, which have been impacted by cool weather and rain.

broccoli



Broccoli: Supplies are steady, with good demand from Santa Maria, Yuma, and Mexico. Expect steady supplies and market pricing.

Broccolini: **ALERT** Supply has improved, with increased demand expected to continue in the coming weeks.



Market UPDATE

brussels sprouts



The supply, quality, and market pricing have improved, and demand is good. The market is expected to continue improving, with steady supply and pricing expected in the coming weeks.

cabbages



The market is more active due to the transition, with steady supplies and good quality from Oxnard and Yuma.

carrots



The growing region in Mexico is facing water and germination issues, causing crop losses and complicating the domestic market. California and other regions are also facing weather-related challenges, with a low supply of jumbos and cellos. Prorates may be expected, and table carrots may be a substitute. Tropical storm Hilary disrupted plantings, causing reduced yields. Hurricane Idalia's devastation in Georgia may impact January volume.

cauliflower



Demand is good, with supplies coming from Santa Maria, Yuma, and Mexico. Markets and supplies will be steady for the next few weeks.

celery



Supplies from Oxnard and Santa Maria have improved, with market pricing increasing due to fair quality. Supply is expected to improve in the coming weeks, and pricing will be escalated for at least another week with Yuma starting.

citrus



Limes: ALERT During this time of year, the market is experiencing challenges due to factors such as a complicated size curve availability and quality issues due to weather-related issues.

Lemons: Production is strong in all sizes, with a smaller percentage of choice over fancy. Increase volumes in the coming weeks.

Oranges: ALERT In 2023, the California citrus region faced intense weather conditions, including excessive rain and sun, which led to a decline in small orange sizes. As the crop continues to develop, small sizes will become limited, and the remaining season and the upcoming Valencia season will be challenging. It is recommended to open specs or switch to Mandarins.

corn



Rain and cool weather have impacted Florida and Mexico production, leading to increased prices and tight supplies. Quality is typically fair this time of year, and the sizes are smaller than in the summer.

cucumbers



Prices are slightly up due to a shift in production from the East to Honduras. Mexico is challenged with cool weather, which will impact production for the next week or two.

grapes



The green and red volumes of grapes are low due to primarily Peruvian grapes, but market levels should improve once Chile arrives, despite overall good quality.



Market UPDATE

herbs



Basil: **RADAR** Rain continues to have an impact on supply and quality.

Chervil: **RADAR** Weather has delayed production.

Cilantro: Supplies are slightly better, with fair quality and improved market pricing from Oxnard and Santa Maria. Expect supply and markets to improve in the coming weeks.

kale



Supplies are steady with good quality and demand and are expected to remain steady for the next few weeks.

lettuce



Green & Red Leaf: Supplies are steady and of fair quality. Issues include irregular sizing, light fringe burn, and early morning frost. Steady supplies are expected in the next few weeks.

Iceberg: The supply and quality are good, with lighter weights and smaller heads. Yields have improved, and market pricing is expected to improve. The impact of early morning frost will affect market pricing for a few weeks.

Romaine: Supplies are good, with fair quality. Romaine Hearts is experiencing some light cupping, and carton weights are fair. Market pricing is expected to be steady as the transition to Yuma is completed. The impact of early morning frost is expected on market pricing.

Tender Leaf: Supply is steady, with good demand and good to fair quality reported. Colder weather will result in lighter supplies. Steady market pricing and supplies are expected in the next few weeks. The transition to Yuma has not impacted supplies. The impact of early morning frost is expected to impact market pricing.

melons



Cantaloupe: Demand has increased post-holidays, with stronger pricing expected in the coming weeks. Good variety of sizes and quality, with new arrivals showing better color. Internally, brix is in the 12-17% range.

Honeydew: Limited relief is expected over the next 3-4 weeks due to limited sources. Sizing is mostly 5s and larger, with a few 6s and no 8s. Flexibility may be required during loading. Quality has improved, is clean, and is cutting well with brix levels in the 12-14% range.

Watermelons: Supplies are good from Florida. Mexico and offshore have limited supplies.

mushrooms



Supplies are a little tight due to quality issues with raw ingredients in compost. Markets are expected to react to these limited supplies, leading to an escalated price.

onions



RADAR The quality is good in all growing regions, with steady demand. The market prices are escalated, especially on whites. Whites are extremely tight, followed by medium red and large yellow. Imports aren't due to start until early February. This will impact the precut.

onions green



Supply gaps due to holidays and reduced labor in Mexico have led to light supplies. Markets are expected to increase as demand exceeds supplies, and freezing temperatures have delayed crop maturity. Supply is expected to improve post-holidays as workers return to work.



Market UPDATE

pears



Bartlett quality has been marginal, with better quality expected in the next two months. Anjou quality is good, with supplies through July. Bosc quality is good, with size peaking at 120/135ct.

peppers bell



ALERT (Red & Yellow) Green bell prices are up, while red and yellow are down due recent to rains in Florida and Mexico. Supplies expected to remain tight for the next couple of weeks.

peppers chili



ALERT (Poblano & Tomatillos) Prices are up due to rain and cool weather affecting production in Florida and Mexico, with supplies expected to remain tight for the next few weeks.

pineapples



The sugar content remained above 15 Brix, and the average firmness improved slightly. No vessel delays were reported, but loading delays are

expected in all regions. Weather patterns remained similar, with a slight decrease in weekly precipitation and overcast days. This could lead to new natural flowering events.

potatoes



The market is stable, with good quality. Idaho has plenty of availability due to better yields, making it a good time to promote potatoes.

squash



Yellow squash prices are down, while zucchini prices are up as a result of weather events in South Florida and Mexico, with supplies expected to increase in late January.

tomatoes



FORCE MAJEURE Tomato prices are down, with 20 lb rounds, 25 lb round, and grape tomatoes, while cherry and Roma are up. Florida and Mexico are facing challenges due to rain and cool weather, with tight supplies and elevated prices impacting the market recovery.

commodities alert overview

Asparagus is on extreme alert, with limited volume in all growing regions. **Blackberries, Blueberries, Raspberries, and Strawberries** are up due to cooler weather. **Broccolini** supplies are limited for a few weeks due to brown beads and flowering defects impacting the yield. **Carrots** are short on jumbo and cello due to the weather and are expected to be short through February. **Chili peppers** remain tight due to the weather, especially on poblano and tomatillos. **Green beans** are limited and have escalated due to the weather affecting the growing regions. **Mushrooms** are tight for the holiday. Force Majeure on **Tomatoes** due to unfavorable weather conditions and extremely limited supply in Mexico.



Market UPDATE

in the news...

9 sustainability trends to watch in 2024

By **CHRISTINA HERRICK** January 9, 2024 | THE PACKER

As 2023 came to a close, The Packer spoke with key stakeholders in sustainability to talk about trends they think are in store for 2024.

Tamara Muruetagoiena, vice president of sustainability with the International Fresh Produce Association, says that a list of trends implies that these themes or topics might be something here today and gone tomorrow, but that's not the case with sustainability.

"Sustainability is always a long-term type of endeavor," she said.

"Sustainability is filled with buzzwords. What really changes is the words we use to define the concepts. The work itself is identical, and it has been for a while."

Here are top trends experts say you'll likely hear more of in the coming year.

1. ECONOMIC SUSTAINABILITY

David Magaña, senior horticulture analyst for Rabobank, said the economics of agriculture will play a big role in sustainability in 2024. Growers face downward price pressures, increased production costs and a squeeze from profit margins. This is where economic sustainability plays a role.

"Sustainability makes business sense because you need to do more with less," he said. "You need to be more efficient in terms of water usage, in terms of how you use the labor that

you have available. And anything like packaging and using less plastic."

While inflation was a buzzword the past few years, Magana said it played less of a role in the fresh produce industry in 2023 as prices stayed relatively stable. He added that high prices drove many growers to plant crops in areas less suited to production, and as prices start to stabilize, it will help the industry overall.

"The industry needed this shake-up," he said. "Some people will consider it a healthy shake-up. But now, there will be a point where we are producing...."

[Read full article HERE](#)

winter weather ALERT



A severe winter storm is forecast to pass over the central and eastern U.S., bringing heavy snow and blizzards that may disrupt supplies and deliveries. Please reach out to your NPC Powered by Foodbuy rep or local distributors if you have any concerns.



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!

Your Dedicated NPC Powered by Foodbuy Staff