



**WEEK 48: November 27 - December 3, 2023**

# MARKET ALERT

## ASPARAGUS

Asparagus production in southern Baja and Caborca remains steady, but due to summer heat, large and jumbo production is limited. Peru's production remains unchanged due to El Niño effects, but volume is expected to increase in 10 days. Markets remain less active.

## BLACKBERRIES

Prices for Blackberries are trending up. Supplies remain tight due to weather related challenges. Growers are also reporting challenges with quality.

## BLUEBERRIES | **FORCE MAJEURE**

Blueberry prices are still elevated, and volume remains limited. Production is coming out of Chile, Mexico, and Peru. Recent hurricane activity and cool weather has impacted crops for the longer term. Growers are expecting the market to tighten back up later this month through December.

## BROCCOLI

Supplies are light with strong demand. Supplies are available from Santa Maria, Yuma, and Mexico. Growers are reporting lower yields. Market pricing is active, and supplies should be light in the next few weeks due to the transition. Prices will be escalated. (F.O.B. pricing for this week \$24.00 - \$25.00)

## BROCCOLINI

Supplies continue to be light. Demand has increased. Supplies are expected to be limited for a few weeks. Growers are reporting brown bead and flowering defects. Yields are affected by quality issues. Supplies will be light for the next few weeks due to the transition. Market pricing continues to be escalated. (F.O.B. pricing for this week \$23.55 - \$24.75)

## BRUSSEL SPROUTS

Supplies are starting to show signs of improvement. Quality is reported as improved. Demand is strong. Market pricing seems to be improving. Supplies are starting to improve. (F.O.B. pricing for this week \$30.00 - \$32.00)

## CARROTS

Mexico's carrot region is facing challenges due to water and germination issues, causing crop losses, and further complicating the domestic market. California and other regions are also facing weather-related challenges, with jumbos and cellos in low supply. Prorates may be expected, and table carrots may be a good substitute. Tropical storm Hilary disrupted plantings in Imperial Valley, Riverside County, and Kern County, causing delay in planting and reduced yields. Hurricane Idalia's devastation in Georgia has significantly affected carrot farms, potentially impacting January volume.



# MARKET ALERT

## CAULIFLOWER

Supplies are light with strong demand. Supplies are available from Santa Maria, Yuma, and Mexico. Growers are reporting lower yield. Market pricing has escalated. Supplies will be light for the next few weeks due to the transition. (F.O.B. pricing for this week \$20.00 - \$21.00)

## CELERY

Supplies are light. Quality is fair. Supplies are currently coming from Salinas and Santa Maria. Market pricing has escalated. Supplies will be light for the next few weeks as the Salinas crop is winding down. Prices will be escalated for a few weeks until Oxnard starts. (F.O.B. pricing for this week \$22.00 - \$24.00)

## CHILI PEPPERS

The Chili market is extremely tight. Production out of Georgia is winding down, Florida is getting started with light volumes. Volume for the West is coming out of California and Mexico. Supplies remain extremely tight but are expected to increase in the weeks to come.

## FRENCH BEANS

The weather in Guatemala last week impacted quality and supply, but there is a possibility of improvement next week due to better weather conditions.

## GRAPES

California red seedless grape volumes are decreasing, while green grapes remain. Peruvian grape volume is increasing, and pricing remains steady. The pricing appears to be steady, but it may increase once California completes.

## GREEN BEANS

The supplies continue to be limited due to weather and high Thanksgiving demand, with higher-than-normal prices expected for the next week.

## ICEBERG LETTUCE

Supplies are light. Quality is fair. Weights are expected to be on the lighter side with smaller lettuce heads. Yields will be light as growers transition to Yuma. Growers are in their final days in Huron. The market is active due to the transition and the holiday. (F.O.B. pricing for this week \$22.00 - \$24.00)

## MUSHROOMS

Mushroom supplies are expected to be tightened up for the holidays due to quality issues with raw ingredients in compost. Markets are expected to react to these limited supplies, leading to an escalated price.



# MARKET ALERT

## SNOW PEAS

Markets are active, but the supply is light. Rain in growing regions is affecting harvest and quality, leading to increased prices. Improvements are expected in the next week.

## STRAWBERRIES

Prices for Strawberries are trending up. Production is coming out of Oxnard, Salinas, Santa Maria, and Watsonville. Supplies are tight due to cool, wet weather last week. Production out of Mexico is picking up. Growers are loading out of South Texas.

## TOMATOES

Volumes for Tomatoes are typically tight this time of year. This year is no exception. Production out of Central and South Florida continues to slowly ramp up. Baja and Eastern Mexico are covering the West. Growers are expecting a slow start for the winter Sinaloa and Culiacan crops due to all the hurricane activity earlier this year.





# MARKET ALERT

## Fall Transition Schedule | 2023 Yuma Season

Grower/Shipper	Current Location	Transitioning	Commodity	Transition Dates	CITY	Transition Dates	CITY
Bengard Ranches	Salinas, CA	Yuma, AZ	Broccoli Crowns			11/15/23	YUMA, AZ
Bengard Ranches	Salinas, CA	Yuma, AZ	Cauliflower			11/27/23	YUMA, AZ
Bengard Ranches	Salinas, CA	Huron, CA	Lettuce Iceberg	10/16/23	HURON, CA	11/15/23	YUMA, AZ
Bengard Ranches	Salinas, CA	Oxnard, CA	Lettuce Green Leaf/Red Leaf	10/9/23	OXNARD, CA	11/13/23	YUMA, AZ
Bengard Ranches	Salinas, CA	Oxnard, CA	Lettuce Romaine	10/4/23	OXNARD, CA	11/15/23	YUMA, AZ
Bengard Ranches	Salinas, CA	Oxnard, CA	Celery	11/27/23	OXNARD, CA	11/27 - 6/10/24	OXNARD, CA
Church Brothers	Salinas, CA	Yuma, AZ	Broccoli Crowns			11/21/23	YUMA, AZ
Church Brothers	Salinas, CA	Yuma, AZ	Cauliflower			11/21/23	YUMA, AZ
Church Brothers	Salinas, CA	Huron, CA	Lettuce Iceberg	10/20/23	HURON, CA	11/4/23	YUMA, AZ
Church Brothers	Salinas, CA	Yuma, AZ	Lettuce Green Leaf / Red Leaf			11/15/23	YUMA, AZ
Church Brothers	Salinas, CA	Huron, CA	Lettuce Romaine	10/12/23	HURON, CA	11/8/23	YUMA, AZ
Church Brothers	Salinas, CA	Oxnard, CA	Celery			11/6/23	OXNARD, CA
Church Brothers	Salinas, CA	Yuma, AZ	Value Added/Processing Plant			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Broccoli Crowns			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Cauliflower			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Lettuce Iceberg			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Lettuce Green Leaf / Red Leaf			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Lettuce Romaine			11/13/23	YUMA, AZ
Field Fresh Farms	Watsonville, CA	Yuma, AZ	Value Added/Processing Plant			11/13/23	YUMA, AZ
Green Gate Fresh	Salinas, CA	Yuma, AZ	Value Added/Processing Plant			11/13/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Yuma, AZ	Broccoli Crowns			11/27/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Yuma, AZ	Cauliflower			11/27/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Huron, CA	Lettuce Iceberg	10/16/23	HURON, CA	11/19/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Huron, CA	Lettuce Green Leaf / Red Leaf	10/9/23	HURON, CA	11/17/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Huron, CA	Lettuce Romaine	10/5/23	HURON, CA	11/17/23	YUMA, AZ
River Fresh Farms	Salinas, CA	Oxnard, CA	Celery	11/27/23	OXNARD, CA	11/27 - 6/10/24	OXNARD, CA
Taylor Farms - CA	Salinas, CA	Yuma, AZ	Value Added/Processing Plant			11/13/23	YUMA, AZ
The Salad Farm	Hollister, CA	Yuma, AZ	Value Added/Processing Plant			11/13/23	YUMA, AZ

Have you ever wondered what happens during a transition? Click on the video link below to see all of the actions.

Taylor Farms [Video](#)

Church Brothers [Video](#)

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to [dforsythe@nproduce.com](mailto:dforsythe@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

