



# MARKET OUTLOOK



## Apples



SUPPLY  
GOOD  
QUALITY  
GOOD

The Washington State Apple Crop is experiencing strong growth and good supply, with an estimated 2023 crop of 134 million boxes, compared to 110 million this past season. The size profile benefits the foodservice industry, with a peak of 100/113ct and more 125s than 88ct. All varieties, from Red Delicious to Cosmic, have seen substantial gains, resulting in better value and availability throughout the season. Summer 2024 won't bring Granny Smith's prices to Washington like they did recently. The growing conditions have been ideal, and no weather issues have been reported.

**MARKET ALERT**

## Asparagus



SUPPLY  
BAD  
QUALITY  
GOOD

**EXTREME** Asparagus production in southern Baja is decreasing due to seasonality and cooler temperatures, while larger sizes are limited in all regions. Peruvian production has also dropped due to field transition from southern to northern growing regions, with markets being highly active. Mexico supply is tight due to weather and seasonality, with markets experiencing double-digit increases in a week. Supply is expected to be limited until the Caborca region begins production in mid/late January, depending on the weather.

## Avocados



SUPPLY  
GOOD  
QUALITY  
GOOD

Mexico's projections indicate promising volumes for the coming weeks, with standing inventories increasing to 56.5 million lbs., indicating a stronger promotional timeframe. The size curve is showing signs of sizing up as larger sizes become available. The storage and transit temperatures should be adjusted due to higher dry matter levels, with storage at 41 degrees and transit at 40 degrees. Promotional activity is back on track, and strong volumes from Mexico are available. The short-term outlook remains steady, with minor weekly price adjustments and good availability in the coming weeks.

## Bananas



SUPPLY  
GOOD  
QUALITY  
GOOD

The quality of bananas is overall good and are currently available in promotional quantities. All vessels are on schedule, and no major ripening issues are anticipated.

**MARKET ALERT**

## Beans



SUPPLY  
FAIR  
QUALITY  
FAIR

**Green Beans:** The market has slowed down due to cold temperatures and rain in Florida, causing reduced yields and crop damage. Supplies are expected to be limited in the coming weeks, while Mexico faces limited availability due to rain and hurricanes. Expect the market to be escalated for the next couple of weeks. Orders are being prorated.

**Snow Peas:** Guatemalan production and quality are improving, with markets experiencing increased supply and light supply. Domestic is gapping, and Mexico is starting with limited quantities.

# MARKET OUTLOOK

**MARKET ALERT**

## Berries



SUPPLY

FAIR

QUALITY

FAIR

**Blackberries:** Blackberry prices are declining this week, primarily from Mexico, with growers reporting good quality.

**Blueberries:** **ALERT** Blueberry prices are decreasing this week, with production from Chile, Mexico, and Peru. Good volumes are expected during January and February 2024.

**Raspberries:** **ALERT** Raspberries are experiencing higher prices this week, with growers anticipating tight supplies next week or two, primarily from Mexico, and reporting good quality.

**MARKET ALERT**

## Broccoli



SUPPLY

FAIR

QUALITY

FAIR

**Broccoli:** Supplies are steady, and demand are good from Santa Maria, Yuma, and Mexico, along with better yields. Market pricing is expected to remain stable in the coming weeks.

**Broccolini:** **ALERT** Due to increased demand, supplies are expected to be limited for a few weeks. Growers are reporting brown beads and flowering defects, impacting yield. Although improved supplies are expected in Yuma, the market may take a few weeks to catch up.

## Brussels Sprouts



SUPPLY

GOOD

QUALITY

GOOD

Supplies and quality have improved, with good demand for Brussel Sprouts. Market pricing has also improved, with better availability and improved yields. Expect steady supplies and pricing in the coming weeks.

## Cabbages



SUPPLY

GOOD

QUALITY

GOOD

Due to the transition, the market pricing is more active, with improved availability coming from Oxnard and Yuma. Supplies are expected to be steady with good quality.

## Cantaloupes



SUPPLY

GOOD

QUALITY

GOOD

Melon production is down due to Central American weather effects from October and November, with estimates remaining 30-40% below original estimates for cantaloupe. Markets are expected to be stronger after Christmas. The Mexican cantaloupe recall has not reacted to reduced supply, with media outlets misrepresenting it as a general recall rather than a recall from a single growing source in Mexico. Current cantaloupe arrivals are primarily 9/12s, with quality and internal characteristics in the 12-16% range.

# MARKET OUTLOOK

## MARKET ALERT

### Carrots



SUPPLY  
FAIR  
QUALITY  
GOOD

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 a week delay in planting and reduced yields. Hurricane Idalia's devastation in Georgia has significantly affected carrot farms, potentially impacting January volume.

## MARKET ALERT

### Cauliflower



SUPPLY  
FAIR  
QUALITY  
FAIR

Cauliflower availability is light, with good demand from Santa Maria, Yuma, and Mexico. Supplies are expected to be light in the coming weeks, and market pricing is expected to improve.

## MARKET ALERT

### Celery



SUPPLY  
FAIR  
QUALITY  
FAIR

Light supplies coming from Oxnard and Santa Maria. Market pricing has escalated with fair quality. Supplies are expected to remain light for the next few weeks.

### Citrus



SUPPLY  
FAIR  
QUALITY  
FAIR

**Limes:** The market is approaching stability due to a slow decline in pricing and holiday demand. Volume has increased, and quality/shelf life is improving. Peak sizing consists of small fruit, with large fruit limited until Q2 2024. Supply is expected to decrease in December.

**Lemons:** Fruit has started in District 3 (Desert region), with loading in Yuma and Mecca. Mexico's limited availability and 75% choice yield, prices will remain high.

**Oranges:** Navels are expected to begin the second week of November if the fruit meets the required Acid to Brix ratios. Production of packable fruit is slightly down by 5% from last season, with more Choice than Fancy. The late Navel crop is expected to be light industry wide.



# MARKET OUTLOOK

## Corn



### SUPPLY

FAIR

### QUALITY

FAIR

Corn prices are increasing due in part to market tightness and reduced supply, with volume impacted by colder weather and rain in Florida. California's winter crop is coming to an end, and production is shifting to Mexico, increasing pressure on Mexico.

## Cucumbers



### SUPPLY

GOOD

### QUALITY

GOOD

Slicing cucumber prices are decreasing, with growers anticipating a tightening market as Florida's season ends. Imports from Honduras will carry the load, while Mexico is experiencing lower volumes due to cool weather.

## Garlic



### SUPPLY

GOOD

### QUALITY

GOOD

Domestic garlic has improved with steady supplies. Quality is good and the price remains elevated.

## Ginger



### SUPPLY

FAIR

### QUALITY

GOOD

The market for imported ginger is active, and supplies are light.

## Grapes



### SUPPLY

GOOD

### QUALITY

GOOD

Peruvian grape volumes are increasing as import volumes peak, with grapes available in large and extra-large sizing. All vessels are on schedule, and no major distribution is anticipated to the current supply chain.



# MARKET OUTLOOK

## Herbs



SUPPLY  
GOOD  
QUALITY  
GOOD

The quality of herbs has improved with better weather conditions on the east coast, but inconsistent supply on the west coast remains due to weather-related issues.

**Cilantro:** Supplies are slightly better this week, with fair quality. Market pricing has also improved. Supplies are now shipping out of Oxnard and Santa Maria, with improvements expected in the next few weeks.

## Honeydews



SUPPLY  
GOOD  
QUALITY  
GOOD

Melon production is down due to Central American weather effects from October and November, with estimates remaining 30-40% below original estimates for honeydew. Honeydew production has slightly increased but remains below projections. Most honeydews are 5s, followed by 6s. However, they occasionally show signs of weather damage, such as exterior discoloration or hard melons.

## Iceberg



SUPPLY  
GOOD  
QUALITY  
GOOD

The supply and quality are good, with lighter weights and smaller heads. Yields have improved since transitioning to Yuma and market pricing is expected to improve. The impact of early morning frost is expected to impact market pricing, but supply is expected to remain steady for a few weeks.

## Kale



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies are steady with good quality and demand this week. Kale supplies and market pricing are expected to remain steady for the next few weeks.

## Leaf



SUPPLY  
GOOD  
QUALITY  
GOOD

**Green & Red Leaf:** Supplies are steady this week, with fair quality. However, irregular sizing and light fringe burn are causing quality issues due to early morning frost. Steady supplies are expected in the coming weeks.

**Romaine:** Supply is expected to be good, with fair quality. Romaine Hearts is experiencing light cupping and carton weights are fair. The impact of early morning frost is expected to impact market pricing but remains stable with better supplies since the transition to Yuma.

**Tender Leaf:** Supply remains steady with good demand and fair quality, expected to decrease due to colder weather, and steady market pricing is anticipated in the coming weeks, with no impact from the Yuma transition.

# MARKET OUTLOOK



<p><b>MARKET ALERT</b></p> <p><b>Mushrooms</b></p> 	<p><b>SUPPLY</b> FAIR</p> <p><b>QUALITY</b> FAIR</p> <p>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 a escalated price.</p>
<p><b>Onions</b></p> 	<p><b>SUPPLY</b> GOOD</p> <p><b>QUALITY</b> GOOD</p> <p><b>RADAR</b> The quality of products is good to excellent in all growing regions, with very strong demand. Market pricing is increasing, with demand outpacing available supply, and is expected to continue until late spring or early summer, with white being the biggest increase. Medium red and white are tight. The onion market is facing shrinkage concerns due to Hurricane Hillary's rainfall on the US west coast, resulting in crop harvests ranging between 40% and 60%. This, along with shortages in onion-producing regions like Quebec, Canada, Michigan, and New York, has intensified market pressures. The decrease in sweet onions imported from Peru and reduced onion yield in Mexico due to Hurricane Otis have worsened the supply-demand imbalance, leading to rising prices, and expected to continue until late spring or early summer. Freight is slightly up, with trucks getting tight. Orders should be placed early for the upcoming holiday. This will also have an impact on precut.</p>
<p><b>Onions Green</b></p> 	<p><b>SUPPLY</b> GOOD</p> <p><b>QUALITY</b> GOOD</p> <p>Green onions supplies have improved with products coming from Mexico. Markets will not be escalating this week, and good quality is expected for the next few weeks.</p>
<p><b>MARKET ALERT</b></p> <p><b>Peppers Bell</b></p> 	<p><b>SUPPLY</b> FAIR</p> <p><b>QUALITY</b> FAIR</p> <p><b>ALERT (Red &amp; Yellow)</b> Green bell pepper prices are declining, while red and yellow pepper prices are increasing. Green Pepper supplies are decent in Florida. Production in the West is transiting to Mexico. Due to the chilly weather in Mexico, red and yellow peppers supply are tight.</p>
<p><b>MARKET ALERT</b></p> <p><b>Peppers Chili</b></p> 	<p><b>SUPPLY</b> BAD</p> <p><b>QUALITY</b> POOR</p> <p>Chili prices are mixed, with Poblano prices being extremely high. Poblano and Anaheim chili peppers are challenging to secure this week, with growers anticipating increased volume from South Florida and Mexico production in the coming weeks.</p>

# MARKET OUTLOOK

## Pineapples



### SUPPLY

GOOD

### QUALITY

GOOD

Pineapples are showing good quality and are gradually moving into larger sizes curve. Pineapple availability is stable but proactively plan with your local distribution center for the upcoming holidays.

## Potatoes



### SUPPLY

GOOD

### QUALITY

GOOD

Good quality from all growing regions. The market is slightly up for larger potatoes, while smaller sizes remain flat. Larger potatoes may face challenges for the rest of the season. Idaho has plenty of availability due to better yields, making it a good time to promote potatoes and will affect pre-cut.

### **MARKET ALERT**

## Squash



### SUPPLY

POOR

### QUALITY

POOR

Zucchini squash prices are down this week, while yellow squash prices remain stable. Florida production is down due to cool weather and rain, while Mexico production transits to Sinaloa. Growers anticipate higher volumes in the coming weeks.

### **MARKET ALERT**

## Strawberries



### SUPPLY

FAIR

### QUALITY

FAIR

Strawberry prices are slightly down, with production from Oxnard, Santa Maria, Florida, and Mexico. Supplies remain tight. Cool temperatures and rains have had a big impact on Florida and Mexico's crops. Volumes are expected to increase in the coming weeks.

### **MARKET ALERT**

## Tomatoes



### SUPPLY

**FORCE MAJEURE** BAD

### QUALITY

POOR

**FORCE MAJEURE** Tomato prices are trending upwards, with growers in Mexico calling for a Force Majeure on grape tomatoes due to unfavorable weather conditions. As the season ends in Baja and Eastern Mexico, supplies are severely limited, and Western Mexico is expected to come online soon, leading to expected high prices in the next couple of weeks.

## Watermelons



### SUPPLY

FAIR

### QUALITY

GOOD

Watermelons supply is tight due to Northern Mexico winding down, Southern Mexico starting in three to four weeks, and offshore is starting with limited supplies on the east coast. December is the most challenging month, with Florida starting in early January. The market is trending up.



# MARKET OUTLOOK

## Produce Category Overview

**Asparagus** are on extreme alert with limited volume in all growing regions but expected to improve in 2-3 weeks. **Blueberries** prices are trending down but supplies are expected to tighten up again. **Carrots** are short on jumbo and cello due to weather. **Chili Peppers** remain tight due to the weather. **Green Beans** are limited and escalated due to the weather affecting the growing regions. **Mushrooms** are tight for the holiday. **Onions** are trending up with whites being limited for the remaining season. **Strawberries** are tight due to the cold weather in California. Force Majeure on **Tomatoes** due to unfavorable weather condition and extremely limited supply in Mexico. Great time to promote **Potatoes**.

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## Tomato antidumping duties would be a disaster for all parties

By **JAVIER BADILLO** December 14, 2023

In June 2023, the Florida Tomato Exchange requested that the U.S. government terminate the “suspension agreement” that has regulated U.S. imports of Mexican tomatoes for over 25 years.

The agreement “suspended” the imposition of antidumping duties that would have made it more expensive for U.S. consumers to buy fresh tomatoes imported from Mexico. In exchange, the agreement established a minimum price and quality requirements for Mexican tomatoes, ensuring that only high-quality Mexican tomatoes would be sold in the U.S. market at a fair price.

The FTE claims that applying duties on imported tomatoes would be more helpful to American tomato growers than a suspension agreement. But American growers themselves benefit significantly from the suspension agreement. In fact, FTE members, along with the entire U.S. tomato market, will be far worse off if the suspension agreement is replaced by duties. Here’s why.

### How is a suspension agreement different from antidumping duties?

By imposing a minimum price, the suspension agreement ensures that U.S.-grown tomatoes can compete with Mexican imports. However, without the suspension agreement, there would be no minimum prices and U.S. market prices will be far more volatile with sharper price swings. Tomatoes are perishable, seasonal and regional, making them highly sensitive to rapidly changing supply and demand conditions. Duties imposed on Mexican tomatoes will increase their prices but won’t prevent market price volatility like a minimum price does.



Using duties to replace the suspension agreement that regulates U.S. imports of Mexican tomatoes would make things far worse for the U.S. tomato market, says Javier Badillo of the FPAA in this guest column. (Photo: funkenzauber, Adobe Stock)

### If a company isn’t dumping tomatoes, won’t the Department of Commerce find it owes no duties at all?

The Department of Commerce will not examine each importer individually. It will select only two or three of the largest Mexican producers as a representative sample of the entire industry and determine individual duty rates only for these producers. All other growers will be subject to an average of the duty rates calculated for the examined producers, even if they supply to members of the FTE. Most companies won’t have a chance to prove to the Commerce Department that they are not dumping and will be....

[Read full article HERE](#)

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!

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