

Market **OUTLOOK**

Week 1: January 1 - 7, 2024



Market ALERT

Asparagus (Extreme)
Beans: Green Beans & Snow Peas
Berries: Blackberries, Blueberries, Raspberries & Strawberries
Broccolini
Carrots
Cauliflower
Celery
Chili Peppers
Mushrooms
Squashes
Tomatoes (Force Majeure)

transportation

Nat'l Diesel Avg: \$3.914

Last Year: \$3.291

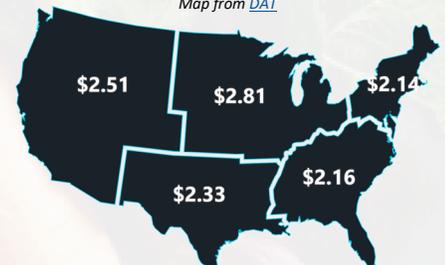
Nat'l Fuel Surcharge: \$0.48

Shortages: Steady freight rates

- **extreme** - FL
- **slight** - AZ, CA, FL, 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 40s with sunny skies on Friday.

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

Yuma, AZ: Partly cloudy and sunny skies with highs in the 60s and lows in the low 40s.

Immokalee, FL: Partly cloudy and morning showers with highs in the 70s and lows in the 50s.

Idaho Falls, ID: Cloudy skies with highs in the 30s and lows in the upper teens.



Market UPDATE

apples



The Washington State Apple Crop is experiencing strong growth and good supply, with an estimated 2023 crop of 134 million boxes. 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. Growing conditions are ideal, and no weather issues have been reported.

asparagus



EXTREME Asparagus production in Mexico and Peru is limited due to cooler temperatures and seasonality. Trujillo, the northern region, experiences fair quality due to heat. Markets are active, with less production from all regions. Supply from Carborca should begin in a couple of weeks, weather permitting. Guatemalan growers are assessing crop damage due to the recent frost and holiday schedules, which impact harvesting and packing hours.

avocados



Mexico dominates U.S. demand due to low production from Colombia and Chile. Rain recently hampered harvesting, but it has resumed as the industry prepares for another holiday. The market continues to promote the 60s, with the future outlook influenced by demand vs. supply. Harvest trucks carry 13.5% fewer loads this year, with Mexico harvesting at higher elevations.

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: Production in Florida remains steady due to cooler temperatures, but is expected to slow down further next week due to cold consecutive days this weekend. Mexico's production, availability, and quality have been significantly impacted by the weather. The market continues to be elevated.

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 Chile, Mexico, and Peru, with good quality. Good volumes are expected in January and February.

Raspberries: Prices remain stable, with production primarily from Mexico. Cool weather has affected volumes, with fair quality.

Strawberries: Prices are up, with production from Oxnard, Santa Maria, Florida, and Mexico. The supplies are limited due to cool weather and rain but are expected to increase in the coming weeks.

broccoli



Broccoli: Supplies are light, with good demand from Santa Maria, Yuma, and Mexico. Growers report lighter yields and higher demand. Expect supply to be lighter in the coming weeks, and market pricing to increase.

Brocolini: **ALERT** Due to increased demand, supplies are limited for a few weeks, with brown beads and flowering defects impacting yield. Improved supplies are expected in Yuma; the market may take a few weeks to catch up.



Market UPDATE

brussels sprouts



The supply and quality have improved, and demand is stable with improved market pricing. Improvements are expected for both supplies and pricing in the coming weeks.

cabbages



Steady supplies and availability, with market pricing becoming more active due to the transition, and quality are good 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 continues to be strong, with supplies coming from Santa Maria, Yuma, and Mexico. Supplies are limited and expected to be light in the coming weeks, with market pricing expected to escalate.

celery



Supplies from Oxnard and Santa Maria are expected to remain light for a few weeks, with market pricing increasing due to fair quality. Transitioning to Yuma in January should improve supply and pricing.

citrus



Limes: The market tightened post-holidays, with a limited harvest and fair quality and shelf life. Small fruit sizes are heavier, with large fruit limited until Q2 2024.

Lemons: Production is strong in all sizes, with a smaller percentage of choice over fancy. Rain has slowed harvesting but has resumed as more rain is expected in California, with picking ramping up into the new year.

Oranges: Rainy weather in California has impacted the harvest earlier this week, with Navels packing strong with great color and 12–13% brix, peaking in larger sizes, and 88 and 113 fancy tightening up for foodservice.

corn



Prices are up due to winter growing patterns and tight supplies in the East and West, with production transitioning to Mexico. Quality is typically fair this time of year, and the sizes are smaller than in the summer.

cucumbers



Prices are up due to supply constraints in the East. Imports from Honduras have started, and production moving from Mexico to Sinaloa is expected to increase in the coming weeks.

grapes



Import grapes are arriving at a steady pace, with market prices expected to ease in the coming weeks and overall quality reported as good.

herbs



Overall quality has improved. Rain continues to have an impact on basil supply and quality, while chervil production remains good.



Market UPDATE

herbs cont...



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: Supply is steady and of fair quality, but irregular sizing, light fringe burn, and early morning frost are causing quality issues. Expect steady supplies in the next few weeks.

Iceberg: 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.

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

Tender Leaf: Supply is steady, with good demand and good to fair quality. Steady market pricing and supplies are expected in the next few weeks. Transition to Yuma has not impacted supplies.

melons



Cantaloupe: Supplies are expected to increase and remain steady for the next 3–4 weeks. Production is shifting towards jumbo and smaller

sizing, with excellent quality, solid external and internal characteristics, and a brix of 12–16%.

Honeydew: Production is limited due to the end of the northern growing region in Mexico, adding pressure to the offshore market. Primary sizing is 5/6s, with some 5Js.

Watermelons: Supplies are good from Florida. Mexico is starting with limited supplies, with seedless starting in January. Offshore started with limited supplies.

mushrooms



Supplies are expected to be tight 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.

onions



The quality is good to excellent in all growing regions, with strong demand. The market is up. Medium red and white are tight. This will impact the precut.

onions green



Supply and quality are expected to improve in the coming weeks, with current supplies coming from Mexico, and no market escalation is anticipated.

peppers bell



Prices are up on green, red, and yellow bell peppers due to tight supplies, with growers expecting market improvement in mid-January.

peppers chili



Prices are decreasing, with elevated prices on the Anaheim and Poblano. Volume is expected to increase in South Florida and Mexico, despite challenges from past weather events.



Market UPDATE

pineapples



The quality is good and is gradually shifting to a larger size. While availability remains stable, demand is high due to the upcoming holidays.

potatoes



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

squash



Yellow and zucchini squash prices are up due to weather events in South Florida and Mexico, with supply expected to increase in mid-January.

tomatoes



FORCE MAJEURE Prices for 20-lb rounds and cherry are up, while prices for 25-lb rounds, grapes, and Roma are slightly down. Prices are extremely high due to unfavorable weather in Mexico and short supplies in Baja and Eastern Mexico. Western Mexico is delayed by a couple of weeks. South Florida has experienced wind and rain, causing prices to remain high.

produce in **PEAK** *for January*

		
Bok Choy	Collard Greens	Oranges
		
Broccoli	Grapefruit	Parsley
		
Brussels Sprouts	Kale	Parsnips

commodities alert overview

Asparagus is on extreme alert, with limited volume in all growing regions. **Blackberries, Blueberries, and Strawberries** are up due to cooler weather. **Brocolini** 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. **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.

It's a great time to promote **Oranges** and **Potatoes**.



Market UPDATE

in the news...

Year in Produce 2023: Big crops of apples and potatoes bring promotion opportunities

By TOM KARST December 27, 2023 | THE PACKER

After tight supplies of elevated pricing for 2022 apple and potato crops, the 2023 season is bringing considerable price relief and promotion opportunities to consumers. The bigger crops have been reflected in shipping point pricing.

Apples aplenty

The average fob price for all apples (organic and conventional) was \$28.79 per carton on Dec. 9, according to USDA numbers. That is down 13% from \$33.13 per carton at the same time a year ago.

In August, The Yakima, Wash.-

based Washington State Tree Fruit Association estimated the state's fresh crop at just over 134 million standard 40-pound boxes of fresh apples, a 28.8% increase from 2022's 104.3 million boxes.

Fast forward to December, U.S. fresh apple holdings totaled 124.4 million bushels Dec. 1, the U.S. Apple Association reported, up 33% more than inventories reported this same time last year and 20% more than the five-year average for December.

In coverage in September, The Packer reported on apple crop expectations. From that Sept. 27 coverage:

This year has been particularly favorable for apple growing, said Brianna Shales, marketing director for Stemilt Growers, Wenatchee, Wash.

"In 2022 we had every weather that could happen — snow during bloom, multiple hail events — so it led to a challenging year," she said. "This year it's the complete inverse of that; we had really warm weather during bloom then a very nice moderate summer..."

[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 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