

# Market **OUTLOOK**

Week 8: February 19 - 25, 2024



## Market **ALERT**

- Arugula
- Berries: Raspberries & Strawberries
- Broccolini
- Carrots
- Corn
- Cucumbers
- Grapes
- Green Onions
- Herbs: Basil, Dill & Oregano
- Mushrooms
- Onions White (*Extreme*)
- Oranges
- Peppers Bells
- Squashes
- Tomatoes

## transportation

Nat'l Diesel Avg: \$4.109↑

Last Year: \$3.774↓

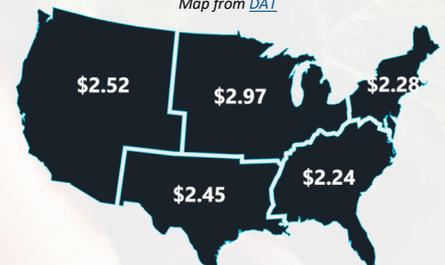
Nat'l Fuel Surcharge: \$0.52↑

Shortages: Freight rates is flat

- extreme - none
- slight - FL & 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, rain, and showers with highs in the 60s and lows in the 40s.

**Salinas, CA:** Cloudy and showers with highs in the 60s and lows in the 40s with light rain on Tuesday.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 70s and lows in the low 50s.

**Immokalee, FL:** Cloudy and sunny skies with highs in the 70s and lows in the 50s.

**Idaho Falls, ID:** Cloudy and snow showers with highs in the 40s and lows in the 30s.



# 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.

demand. Supplies are improving in Florida and Mexico, with market pricing and supplies expected to return to normal in mid-March.

**Snow peas:** Guatemalan production is steady with fair quality and a decrease in pricing.

## asparagus



The market is active, with Mexico in full production. Peru remains active, with low volume from Ica in the south region. Mexico's quality has been good, and it is expected to remain active until the end of April.

## berries



**Blackberries:** Prices are up, with steady production from Mexico and good quality.

**Blueberries:** Prices are down, with Chile expecting production to increase in the coming weeks. Oxnard's cool weather and rain have affected volumes, with growers expecting volume to pick up over the next four weeks. Mexico is also expecting a similar increase.

**Raspberries:** **ALERT** Prices are up, with light supplies from Mexico, and quality continues to be good.

**Strawberries:** **ALERT** Prices are slightly down due to lower post Valentine's demands. California experienced heavy rains, with some areas reporting over 5". Growers in Oxnard and Santa Maria are working to clean up damaged crops. Florida is experiencing increased volume, while Mexico is dealing with heat related quality issues.

## avocados



Mexico's avocado production has fallen short of weekly estimates, but it still supplies the Super Bowl market. Avocados make up 7% of the top 10 fruit items and are among the top 5 produce commodities in retail ads. However, a decrease in available orchards and daily field truck count over the past three weeks may lead to a decrease in weekly harvested volume. Constitutional Day on February 5th and Lent may impact US market pricing. California has started harvesting with a light volume, estimated at 208 mil lbs. Growers may wait until fruit has sized up and ramp up during peak promotional periods.

## broccoli



**Broccoli:** Supplies are steady with good demands from Santa Maria, Yuma, and Mexico. Expect supply and market pricing to be steady for the next few weeks.

**Brocolini:** **ALERT** Supplies are limited until early next week due to California's recent rains, and growers are unable to harvest as scheduled. They anticipate fields being in better condition, so they could resume normal harvest schedules. Market pricing is expected to increase due to limited supplies. Demands continue to be good.

## 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:** Prices are slightly down with steady



# Market UPDATE

## brussels sprouts



The supply situation is better, with fair quality and good demand. Market pricing is improving, despite some quality issues caused by freezing temperatures. Expect the market and supplies to continue to improve.

## 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



Steady supplies with good demands from Santa Maria, Yuma, and Mexico. Expect supply to be light and market pricing to increase in the next few weeks.

## celery



Supplies and market pricing from Oxnard and Santa Maria have improved, with good quality. With Yuma and Mexico in production, supply and market pricing are expected to improve in the next few weeks.

## citrus



**Limes:** The market increased slightly and is expected to continue due to favorable weather and increased middle-sized crops. Big fruit may become tighter, but the quality of the fruit is good, allowing it to hold.

**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, California's citrus region experienced severe weather conditions, causing a decline in small orange sizes. As the crop continues to develop, small sizes will become scarce, making the remaining season and the upcoming Valencia season challenging. It's recommended to open specs or switch to apples.

## corn



Prices are down, with supplies being tight in the East and West. Supplies are expected to increase with lower prices in the coming weeks. Quality is typically fair this time of year, and the sizes are smaller than in the summer.

## cucumbers



Prices are up, with volatile volume from Honduras. Florida production is expected to begin in the second week of March, while Mexico's volumes are still affected by recent cool weather, and production is expected to be light for the next few weeks.

## grapes



Imports are not arriving smoothly, disrupting the supply and impacting the market for a few weeks. Chilean supply may provide relief, but overall quality remains good.



# Market UPDATE

## herbs



**ALERT (Basil, Dill, & Oregano)** Rain in the growing region continues to affect supply and quality.

**Cilantro:** Supplies are light, with fair quality and improved market pricing from Oxnard and Santa Maria. Quality and supplies are impacted due to rain earlier in the week.

## kale



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

## lettuce



**Arugula: ALERT** Supplies are limited with good demand, but quality is only fair to poor due to past freezing temperatures. Better supplies are expected in the next week.

**Green & Red Leaf:** Supplies are steady, but quality is only fair due to irregular sizing, small heads, fringe burn, and epidermal peel caused by early morning frosts and freezing temperatures. Early morning frost has impacted the harvesting schedule. Better supplies for the next few weeks.

**Iceberg:** Supply is steady and of fair quality, but expect lighter weights, smaller heads, and epidermal peel due to freezing temperatures. Market pricing may fluctuate due to loading delays caused by rain and early morning frost, along with lighter supplies for the next few weeks.

**Romaine:** Supply is light and steady with fair quality, but early morning frost and freezing temperatures are causing quality issues like fringe burn, blistering, and early epidermal peel. Market pricing is expected to be steady with light supplies for the next few weeks.

**Tender Leaf:** The supply is light due to colder

weather and recent rain, while demand is good and of good to fair quality. The transition to Yuma has not impacted supplies.

## melons



**Cantaloupe:** The market is experiencing a decline due to lower demand, with additional production from Honduras and Costa Rica unexpectedly entering. Guatemalan harvest is set to begin next week, with production gradually increasing in March. However, overall volume is less than the first cycle. The current fruit sizing trend favors smaller fruits, but is expected to shift to larger ones by late next week. The quality is excellent with brix levels are maintaining 12-15%.

**Honeydew:** Guatemalan honeydews are producing smaller fruit, while Hondurans are producing larger fruit. Mexican crossings have impacted western pricing more than the east coast.

**Watermelons:** The market pricing is steady, with high demand, excellent quality, and availability through March.

## mushrooms



The cold weather is affecting yields, with growers reporting quality issues with compost ingredients. Supplies are expected to be limited in the next few weeks, causing prices to increase.

## onions



**EXTREME (White)** The quality of onions is good across all regions, with steady demand. However, market prices are increasing, particularly for white onions. Some growers are out of white onions, and imports are expected to start in March, while Imperial Valley is expected to start in mid-April. This will impact the precut.



# Market UPDATE

## onions green



Light supply, primarily from Mexico, rain, and cold temperatures have led the market to escalate, but it is expected to improve when the weather improves.

## peppers bell



Prices are up and of fair quality. Florida is transitioning from winter to spring crops, with improved weather and increasing volumes. Mexico's past events have reduced volumes, and supplies are expected to be tighter in the coming weeks.

## peppers chili



Prices are up. Florida's winter crop is winding down, and Mexico is experiencing tighter supplies due to recent cold weather events.

## pineapples



The rainfall accumulated nearly 2 inches, with a high sugar content and a high percentage of fruit with a brix greater than 15.5, with low standard

deviations in brix readings on all farms. The average fruit color remained similar to the previous week, but firmness was slightly lower.

## potatoes



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

## squash



Yellow and zucchini squash prices are down. Supplies are extremely tight, with Florida expected to remain tight until mid-March. Mexico's production continues to be affected by cool weather, with growers forecasting tighter than usual supplies for the next couple of weeks.

## tomatoes



Prices for 20 lb round, cherry, and roma have increased, while grape prices have decreased. 25 lb round prices remain stable. Cold weather events in Florida and Mexico are impacting volumes, while cherry and grape prices are expected to remain higher due to a decrease in planted acreage.

## commodities alert overview

Early morning frost and recent rains in California have delayed harvesting. Items affected are broccolini, green and red leaves, iceberg, romaine, and tender leaves. Arugula are limited due to cool temperatures and rain. **Arugula** are limited due to cool temperatures and rain. **Raspberries** and **Strawberries** are up due to the cooler weather. **Carrots** are short on jumbo and cello due to the weather and are expected to be short through February. **Oranges** will be limited to smaller sizes due to the weather in California; it is recommended to open spec or switch to apples. **Tomatoes** are improving, and prices are starting to drop except for 25 lbs round, grape, and cherry.



# Market UPDATE

## in the news...

### Best apples to eat? Healthiest types from green to red and everything in between

By Clare Mulroy | January 14, 2024 | USA TODAY

Apples are a classic fruit choice. They're the unofficial mascot of lunchbox side dishes and they make a delicious afternoon snack when dipped in peanut butter. They're even available at McDonald's as a healthy Happy Meal side.

It's no surprise then that the U.S. is one of the world's largest apple producers, second only to China. We produce an average of 240 million bushels of apples every year, according to the U.S. Apple Association.

But with so many varieties to choose from, is there one that reigns supreme? Here's what we found out about the nutritional profiles of the different kinds of apples.

#### What is the healthiest apple?

Whether it's Granny Smith, Golden Delicious, Honeycrisp or Gala; any type of apple is going to benefit your health. Only 12.3% of American adults meet their fruit intake recommendations, the Centers for Disease Control and Prevention found. The more apples in your diet, the better, says registered dietitian Danielle Crumble Smith, regardless of the type.

Some, however, have unique health benefits.

Red Delicious apples are the healthiest from an antioxidant standpoint, Crumble Smith says. The darker the color of the apple, the richer it'll be in antioxidants. Antioxidants help neutralize the free radicals in our bodies which, when imbalanced, can

cause cell damage and lead to disease.

"Aiming for different types of deep colors can help ensure that you're getting a variety of different types of antioxidants," she says.

If you're looking to increase your vitamin C intake, try a Pink Lady or McIntosh apple, Crumble Smith says. If fiber is what you seek, go for a Honeycrisp or Granny Smith.

Across the board with apples one thing's for sure, Crumble Smith says, eat them raw and unpeeled.

"Eating the skin ensures that you're really going..."

[Read full article HERE](#)

*produce in* **PEAK** *for February*

Apples	Cabbage	Oranges
Avocado	Kale	Parsnip
Brussels Sprouts	Kiwi	Potatoes

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](mailto: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