

# Market **OUTLOOK**

Week 10: March 4 - 10, 2024



**Market ALERT**

**Berries: Blackberries, Raspberries & Strawberries**

**Brocolini**

**Cauliflower**

**Corn**

**Cucumbers**

**Grapes**

**Green Onions**

**Herbs: Basil, Chervil, Dill & Oregano**

**Lettuce: Arugula, Green & Red Leaf (Radar), Iceberg & Romaine Hearts**

**Mushrooms**

**Onions White (*Extreme*)**

**Oranges**

**Peppers Bells**

**Snow Peas (Radar)**

**Squashes Yellow**

**Tomatoes: 20 lb, 25 lb Rounds & Cherry**

## transportation

**Nat'l Diesel Avg:** \$4.058↓

**Last Year:** \$3.822↓

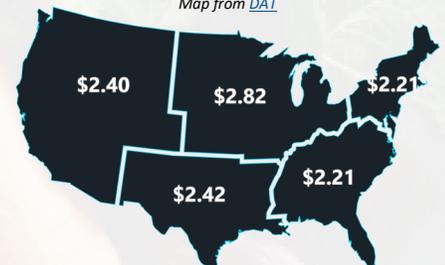
**Nat'l Fuel Surcharge:** \$0.51↓

**Shortages:** Freight rates is flat

- extreme - none
- slight - 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.

**Salinas, CA:** Partly cloudy and showers with highs in the 60s and lows in the 40s with rain on Wednesday.

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

**Immokalee, FL:** Partly cloudy and PM thunderstorms with highs in the 80s and lows in the 60s.

**Idaho Falls, ID:** Cloudy skies with highs in the 30s and lows in the 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



Mexico's production is excellent, with availability in all sizes. The quality is good and is expected to remain active until April, making it a good time to promote.

## avocados



The harvest from Mexico is mature, has a nice oil content, and the market is steady. Regular elevation and bloom changes will impact March fruit size and field cost patterns. Expect today's price point as the base, with a more hectic market if California prolongs harvesting good volume.

## 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 back to normal with steady demand. Supplies are improving in Florida and Mexico.

**Snow Peas:** **RADAR** Guatemalan production is light but expected to improve in the coming week.

## berries



**Blackberries:** **ALERT** Prices are up with low and steady production and with only quality.

**Blueberries:** Prices are up, and the quality is good. Cool, rainy weather has impacted the volume from Oxnard, while Mexico's volume remains steady and Chile's production is increasing.

**Raspberries:** **ALERT** Prices are up with low and steady supplies from Mexico and with good quality.

**Strawberries:** **ALERT** Rain is causing light volume and fair quality in Florida, Oxnard, and Santa Maria, while production in Mexico is peaking.

## broccoli



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

**Brocolini:** **ALERT** Supplies are limited with good demands, and quality is only fair due to previous rain in California and Mexico, causing harvest delays. Supplies are expected to improve in the next week.

## brussels sprouts



The supply is improving, with fair quality and good demand, despite quality challenges due to previous freezing temperatures. Market prices are expected to continue to improve along with supply.

## cabbages



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



# Market UPDATE

## carrots



New crops are on the horizon, with improved supply and quality going forward.

## cauliflower



Supply is limited and demand is good, with supplies coming from Yuma, Santa Maria, and Mexico. Harvest was delayed due to previous rains, and market pricing has escalated.

## celery



Supplies are better, with good demand and improved market pricing. The quality is fair due to previous freezing temperatures.

## 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, 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 apples.

## corn



Prices are down, with improved supplies out of Florida and Mexico. Quality is typically fair this

time of year, and the sizes are smaller than in the summer.

## cucumbers



Prices are mixed and escalating due to volatile Honduras volume, with Florida starting in the second week of March. Cool weather has impacted the volume from Mexico, and production is expected to be light for the next few weeks.

## grapes



Imports are not arriving smoothly, leading to record high markets and short volumes, with no relief for at least two weeks when all fruit in transit on the boat arrives.

## herbs



**ALERT (Basil, Chervil, 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 and demand is good, but quality is only fair to poor due to past freezing temperatures and recent rain. Better supplies are expected in the next week.

**Green & Red Leaf:** **RADAR** Light supplies are expected, but fair quality is reported due to



# Market UPDATE

## lettuce cont...



fringe burn and epidermal peel, primarily caused by previous rains and freezing temperatures, causing cosmetic issues and lower yields. The market price is expected to increase.

**Iceberg:** Light supplies with fair quality are expected, with lighter weights and smaller heads. Cold temperatures and rain are causing epidermal peels and cosmetic issues. Supplies will be light along with increased prices for the next few weeks.

**Romaine:** Supply is light 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 increasing due to lower supplies, harvest delays due to labor, and cosmetics issues. Expected light supplies for the next few weeks.

**Tender Leaf:** Supply is steady, with good demand and good to fair quality due to previous rains and freezing temperatures. The supply is expected to improve in the coming weeks, and market pricing is expected to remain steady.

## melons



**Cantaloupe:** The market remains stable, with production from Guatemala producing excellent quality. Supplies will be available in Florida through most of May, with solid packs, good internal quality, and an excellent flavor profile. Brix level ranging from 12-16%.

**Honeydew:** Guatemalan production is primarily 5s and 6s, with a few jumbos and 8s and excellent quality.

**Watermelons:** The market is experiencing tight supply and steady demand, with sizing shifting to 4s and 5s. Mexico's production is slower due to cooler weather. April volume will increase with Northern Mexico and Florida.

## 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 is good in all growing regions, with good demand. The market prices are increasing, especially on whites. The white onions are extremely tight and nonexistent, followed by medium red and jumbo yellow. Some growers are done with whites for the season and will not be available again until late March/April. Imports are expected to start in March. Imperial Valley is expected to start at the end of April. This will impact the precut.

## onions green



Light supply with only fair quality, primarily from Mexico. Rain and cold temperatures have led the market to escalate, but it is expected to improve in the next week.

## 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



Green bell pepper prices have decreased but remain elevated, while red and yellow prices are up. Florida is transitioning from winter to spring crops, with improved weather in Florida and Mexico and slowly increasing volumes, despite previous Mexico weather events keeping volumes low.



# Market UPDATE

## peppers chili



Prices are mixed, with a downward bias and good quality from Florida and Mexico.

## pineapples



Despite a decrease in harvest, the sugar content of our fruit remained high, with 48.6% of samples having a brix greater than 15.5, and the average firmness remained consistent with the previous week. All fruit quality characteristics were met, but vessel delays were reported on the west coast this week.

## 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



**ALERT (Yellow Squash)** Zucchini squash prices are down this week, while yellow squash prices are up. Supplies are extremely tight, with Florida expected to remain tight until mid-March. Mexico's production continues to be impacted by recent cool weather, although volume is slowly increasing.

## tomatoes



**ALERT (20 lb, 25 lb Rounds & Cherry)** Prices for 20 lb, 25 lb round, and roma are mixed with an upward bias, while grape prices have decreased. 20 lb round, 25 lb round, and cherry tomatoes remain extremely escalated. Past cold weather events continue to impact volumes in Florida and Mexico. Grape tomato market has come off a little more and is getting close to normal, while the roma market remains a good value.

## 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. **Blackberries, Raspberries** and **Strawberries** prices are up due to the cooler weather and low supplies. **Oranges** will be limited to smaller sizes due to the weather in California; it is recommended to open spec or switch to apples. **Yellow squash** are extremely tight until mid-March. **Tomatoes** are improving, and prices are starting to drop except for 20 lb and 25 lbs round, and cherry. Good time to promote **Asparagus** and **Potatoes**.



# Market UPDATE

## in the news...

### Mexican avocados grown on illegal orchards should not be exported to U.S., ambassador says

By Cassandra Garrison | February 26, 2024 | MSN.COM

MEXICO CITY (Reuters) -Mexican avocados grown on illegal orchards should not be exported to the United States, the largest importer of the popular staple used in guacamole, the U.S. ambassador to Mexico said Monday.

In a visit to Michoacan, Mexico's main avocado-producing state, U.S. Ambassador Ken Salazar said there should be consequences if avocados were determined to be grown on illegal orchards.

"They shouldn't have the opportunity to sell those avocados to the United States market," Salazar said in a joint news conference with Michoacan Governor Alfredo Ramirez, seen in a Facebook video shared by Ramirez.

At least 30,000 hectares (74,130 acres) had been deforested in the state between 2018 and 2023, Ramirez said, with 817 illegal avocado orchards identified by the local government's Forest Guardian initiative.

"Surely very soon the export protocol for avocados (from Mexico to the United States) will include a clause, an environmental guide that will have a direct reference to the Forest Guardian, from packaging based on the traceability of the product, to the orchard ... until it arrives for sale in the United States," Ramirez said.

Mexico, the world's largest avocado exporter, sends 2.5 million metric tons abroad, according to data from its agriculture ministry.

Four out of five avocados eaten in the United States are imported from Mexico, according to Climate Rights International (CRI), a nonprofit group that published research last year showing how avocados grown on deforested lands make their way to U.S. distributors and supermarkets.

Michoacan state is the only place on earth where avocado trees bloom four times a year, instead of just once. The state's rich volcanic soil, healthy precipitation and ideal elevation for growing, make it a perfect location for avocado farming.

The popularity of avocados and their lucrative market price has, however, led to unchecked illegal....

[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