

# Market **OUTLOOK**

Week 11: March 11 - 17, 2024



**Market ALERT**

- Bell Peppers
- Broccoli
- Cucumbers
- Grapes
- Herbs
- Lettuce
- Onions White  
(Extreme)
- Oranges
- Raspberries
- Tomatoes
- Yellow Squash

## transportation

Nat'l Diesel Avg: \$4.022↓

Last Year: \$3.762↓

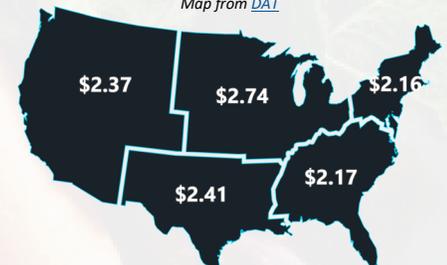
Nat'l Fuel Surcharge: \$0.50↓

Shortages: Freight rates is flat

- extreme - none
- slight - AZ & 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 sunny skies with highs in the 60s and 70s and lows in the 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s and 70s and lows in the 40s with shower on Tuesday.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 70s and 80s and lows in the low 50s.

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

**Idaho Falls, ID:** Rain, snow showers and sunny skies with highs in the 40s 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



The market is stable, with a significant volume crossing from the Caborca region. It is expected to remain stable through April. Peru will start in May. It's a good time to promote.

## avocados



APEAM revised the crop estimate by 7% for next week, indicating a decrease in growers as the season wraps up in the mid-elevations and shifts to higher elevations for harvest. Mexico is experiencing an increase in larger sizes and grade 2 fruit as the normal crop progresses. The industry is preparing for Holy Week as there will be no production in Mexico from March 28th to April 1st and little production the week before, with a holiday on March 18th.

## bananas



The volume has increased significantly compared to last week, and it is expected to continue increasing week by week.

## beans



**Green Beans:** Prices are back to normal with steady demand. Supplies continue to improve in Florida and Mexico.

**Snow Peas:** Guatemalan production is light due to the weather, while supplies are steady out of Mexico.

## berries



**Blackberries:** Prices are down but remain elevated, with steady production and with only quality from Mexico.

**Blueberries:** Prices are down, and with good quality. 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 but still escalated with tight and steady supplies from Mexico and good quality.

**Strawberries:** Prices are up with increased volume and good quality from Oxnard and Santa Maria. Florida has steady volume with good quality, while production in Mexico is peaking with only fair quality.

## broccoli



**Broccoli:** Supply is steady and demand is good, with supplies coming from Yuma, Santa Maria, Mexico, and some in Salinas. Signs of brown beads are present. Expect supply and market pricing to be steady for the next few weeks.

**Broccolini:** **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 few weeks when they transition to Salinas, and market pricing is expected to remain escalated due to limited supplies.

## brussels sprouts



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



# Market UPDATE

## cabbages



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

## carrots



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

## cauliflower



Supply is steady and demand is good, with supplies coming from Yuma, Santa Maria, Mexico, and some in Salinas. Expected supply and market pricing will remain steady next week.

## celery



Supply is steady with good quality and improved market pricing from Santa Maria, Oxnard, Yuma, and Mexico.

## 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. Recommended to open specs or switch to apples.

## corn



Prices are down, with improved supplies and quality out of Florida and Mexico.

## cucumbers



Prices are mixed and extremely escalating. Florida production is underway, while Honduras volume is volatile, and Mexico's production is light but expected to increase in the coming weeks.

## grapes



Imports are experiencing high markets and short volumes due to delayed arrivals, prompting a recommendation to consider black grapes as a substitute for reds.

## 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.



# Market UPDATE

## Lettuce cont...



**Green & Red Leaf: ALERT** Limited supplies are expected, but fair quality is reported due to 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 in the coming weeks.

**Iceberg: ALERT** 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 limited, along with increased prices, for the next few weeks.

**Romaine: ALERT** Supplies are light and of fair quality, but early morning frost and freezing temperatures are causing quality issues like fringe burn, blistering, and early epidermal peel. Growers experienced labor delays and cosmetic issues, leading to light supplies and increased market pricing in the next three weeks, affecting the quality of packed products.

**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 with steady market pricing.

## melons



**Cantaloupe:** New Guatemalan fields are primarily producing 9s and larger, with higher color and brix levels becoming the norm. Production is expected to dip next week before slightly increasing. As March and April progress, national retail promotions are expected to push for Easter, taking advantage of warmer temperatures and the start of spring.

**Honeydew:** Guatemalan production is delivering good quality with sizing primarily 5s and larger, with brix levels holding within the 12-14% range.

Supplies are expected to decrease next week and then increase the following week.

**Watermelons: RADAR** Mexico and offshore markets are strong with good quality, but seedless production is currently insufficient to meet demand on the east coast, causing a shortage in the market. Southern Mexico's production is slower due to cooler weather. April volume will increase with Northern Mexico and Florida starting, but the market is expected to remain tight until May.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



**EXTREME (White)** The quality is good in all growing regions, with good demand. The market prices are steady. The white onions are extremely tight, followed by medium red and jumbo yellow. Utah is finishing up. Imports have started with little volume and limited whites. Imperial Valley is expected to start in the last week of April. This will impact the precut.

## onions green



Supplies have improved, coming from Mexico. Markets are recovering from past freezing temperatures and rains in Mexico. Supplies are expected to continue to improve.

## 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.



# Market UPDATE

## peppers bell



Prices are steady, with volumes from Florida expected to increase in the coming weeks, while Mexico is forecasting lower volumes by the end of March.

## peppers chili



Prices are stable with an upward bias, with supplies primarily coming from Florida and Mexico.

## pineapples



Vessels on the west coast are expected to be slightly delayed, but this is not causing any concerns. The size curve is shifting towards 7ct, while 5ct are getting tighter. Quality continues to be good with high shell colors.

## potatoes



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

## squash



**ALERT (Yellow Squash)** Zucchini and yellow squash prices are down, while yellow squash prices remain elevated. Zucchini squash is currently the best value in the soft squash category, with volumes from Florida and Mexico expected to increase in the coming weeks.

## tomatoes



**ALERT (25 lb Round, Cherry & Grape)** Prices for 20 lb and 25 lb round are decreasing, while prices for grape and roma are slightly up. Prices are expected to remain steady for the next few weeks.

## 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. Some growers has started harvesting in Salinas. **Arugula** are limited due to cool temperatures and rain. **Raspberries** 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. Good time to promote **Asparagus, Mushrooms** and **Potatoes**.



# Market UPDATE

## in the news...

### Coalition of Immokalee Workers to celebrate 30 years of fighting for human rights

By [Eileen Kelley](#) | March 5, 2024 | WGPU

For decades, migrant workers have been among the least-protected and lowest-paid workers in the country.

They are often forced to work under inhumane conditions: Intense heat, long hours and in some documented cases, held at gunpoint while in the fields and behind barbed wire at night to keep from escaping.

A particularly cruel existence awaits female farmworkers — facing assault and rape in the very fields where they toil to provide food for the masses.

Far too many have suffered in silence for decades. Some though, such as Silvia Perez, are finding their voices.

Active with the Coalition of Immokalee Workers, Perez has been doing outreach to draw interest in the group's first-ever Farmworker Freedom Festival.

The festival is meant to highlight the Coalition of Immokalee Workers' gains with the Fair Food Program. The 30-

year-old coalition is a farmworker-driven program seeking to provide protection to farmworkers. The program ensures workers know their rights, farmers adhere to them and retailers do their part as well.

The Festival runs from March 8 through 10. The bulk of it will be at Bradley Park, at the foot of the Royal Palm Bridge on the island of Palm Beach.

There will be art, music, speakers and street theatre with giant puppets.

One of those puppets — named Esperanza — towers some 15 feet off the ground. A three-person puppeteer team will parade her through the pristine and mansion-lined streets of Palm Beach for the three-day celebration and demonstration.

Esperanza's face is made of paper-mâché. Perez, who is Guatemalan, served as a model for the puppet's likeness.

Perez came to the U.S. to pick



Marley Monacello, Coalition of Immokalee Workers Staff, paints the head of the puppet. Members of the Coalition of Immokalee Workers work to build a giant puppet for their first-ever Farmworker Freedom Festival to celebrate human rights gains of the Fair Food Program. They plan to call on corporate holdout Wendy's to join.

tomatoes in 1993. She was told to wear tighter-fitting shirts to accentuate her breasts — she was then manhandled and groped in the tomato fields.

In 2008, Perez sought help and protection from the coalition. In addition to outreach....

[Read full article HERE](#)

*produce in* **PEAK** *for March*

Asparagus	Cabbage	Pears
Avocado	Carrots	Potatoes
Broccoli	Oranges	Turnips



# Market UPDATE

## Transition Schedules - Spring - Salinas Season - 2024

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates	Transition Dates	Region
Bengard Ranches	Yuma, AZ	Salinas, CA	Broccoli Crowns	03/05/24		
Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	03/05/24		
Bengard Ranches	Yuma, AZ	Huron, CA	Lettuce Iceberg	03/18/24	04/15/24	Salinas CA.
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24		
Bengard Ranches	Yuma, AZ	Oxnard, CA	Celery	06/15/24	03/30/24	Oxnard
Church Brothers	Yuma, AZ	Salinas, CA	Broccoli Crowns	03/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Cauliflower	03/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Iceberg	04/15/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/22/24		
Church Brothers	Yuma, AZ	Salinas, CA	Celery	06/03/24		
Church Brothers	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	03/25/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Cauliflower	03/25/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	03/25/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green Leaf / Red Leaf	03/25/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	03/25/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added / Processing Plant	03/25/24		
Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/22/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	03/25/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	03/25/24		
River Fresh Farms	Yuma, AZ	Huron, CA	Lettuce Iceberg	03/18/24	04/15/24	Salinas CA
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	06/15/24		
Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/22/24		
The Salad Farm	Yuma, AZ	Hollister, CA	Value Added / Processing Plant	04/01/24		

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

