

Market **OUTLOOK**

Week 15: April 8 - 14, 2024



Market ALERT

Broccoli
Brussels Sprouts
Celery
Citrus: Lemon & Oranges
Grapes
Herbs
Lettuce
Onions White
Raspberries
Tomatoes

transportation

Nat'l Diesel Avg: \$3.996↓

Last Year: \$3.887↓

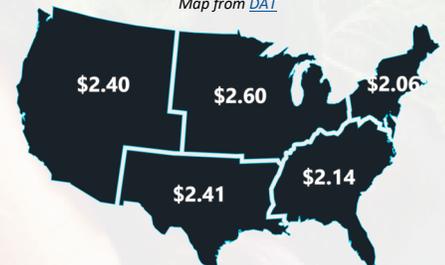
Nat'l Fuel Surcharge: \$0.50

Shortages: Freight rates is flat

- extreme - none
- slight - none

National Posted Rate per mile

previous week's average outbound reefer rate for each region
Map from [DAT](#)



weather **OUTLOOK**

Oxnard, CA: Sunny and partly cloudy with highs in the 60s and lows in the 50s.

Salinas, CA: Partly cloudy and sunny skies with highs in the 60s and 70s and lows in the 40s and 50s.

Yuma, AZ: Partly cloudy and sunny skies with highs in the mid-70s to 90s and lows in the low 60s.

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

Idaho Falls, ID: Partly cloudy and sunny skies with highs in the 50s to 70s and lows in the 30s and 40s.



Market UPDATE

apples



RADAR (Gala) Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

asparagus



Mexican production is set to wrap up in mid-April, while Peru will start with a fair volume and limited small sizes.

avocados



RADAR US inventories after Holy Week are strong, with the next 10 days focusing on realigning and ramping up for Cinco promotions. The best deals will be on 48s and larger for the short-term. Spring prices are expected to remain higher than last year, with California volume ramping up quickly due to favorable grower returns. Higher markets are expected to continue through spring, leading to California going big early and finishing the season before we're accustomed.

bananas



Vessels are on schedule, fruit is of great quality, and strong inventories are expected to arrive in the coming weeks.

beans



Green Beans: Prices have returned to normal with steady demand, and supplies have improved, making it an ideal time to promote.

Snow Peas: Guatemalan production is improving, while supplies are steady out of Mexico.

berries



Blackberries: Prices are down with steady production and fair quality from Mexico.

Blueberries: Prices are up with increased volume in Florida, Georgia, and Mexico. Florida and Georgia have excellent quality, while Mexico's quality is good.

Raspberries: **ALERT** Prices are up, but remain escalated with tight supplies from Mexico and good quality.

Strawberries: Prices are decreasing, with steady volumes in Oxnard and Santa Maria, and increasing volumes in Watsonville and Salinas, but quality is affected by rain.

broccoli



Broccoli: **ALERT** Supply is expected to be light and demand is good, with supplies coming from Salinas, Santa Maria, and Mexico. Growers have finalized their Yuma season, and quality is reported as fair. Market pricing is expected to escalate further.

Brocolini: Supply has improved, with good demand and quality from Salinas. Growers are harvesting better yields, and market pricing has improved, indicating no further escalated contract pricing next week.

brussels sprouts



The supply is light, with fair quality and good demand. Market pricing has increased this week due to the transition to Salinas, with supply expected to be limited in the coming weeks.

cabbages



The market and supplies are expected to remain steady in the next few weeks, with good quality from Oxnard and Yuma.



Market UPDATE

carrots



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

cauliflower



The supply is steady and in good demand, with supplies coming from Salinas, Santa Maria, Mexico, and Yuma. Most growers in Yuma have finalized their season, and supplies are expected to be within budget for next week, with market pricing not escalating and contracts not being triggered.

celery



Supply is light, coming from Santa Maria and Oxnard, as growers finalize their Yuma season. Quality is reported as fair, and market pricing is expected to increase next week.

citrus



Limes: The market is experiencing a decline due to a flatline in demand following the Easter holiday, with increased availability of small sizes from new production harvests and limited supply of large sizes throughout Q2.

Lemons: The availability of 165's and 200's lemons is limited, with light supplies of 140's out of D. D2 has started with light volume and is peaking on 115's. The availability of 165's and 200's lemons is limited, with light supplies of 140's out of D. D2 has started with light volume and is peaking on 115's. Small sizes in D2 are not expected to be relieved. The first arrivals from Argentina to the East Coast are expected in 7-8 weeks, and orders should be submitted with sufficient lead time and flexibility on sizes.

Oranges: **ALERT** Navels are peaking at 72s/56s with a good volume of 40/48s. Small navels, 88s-

138s, are slim pickings and winding down and are expected to finish in the next week or two. Late varieties have big sizing, with fruit in 48s/56s/40 range.

corn



Prices have decreased due to improved supplies and quality from Florida and Mexico, and production from Brawley is set to start next week.

cucumbers



Prices are decreasing, and Florida production is expected to improve with better weather conditions, while Mexican growers are moving to new fields.

grapes



Low arrivals and inventories are expected to persist, leading to high markets. Fruit is on the water, but tight markets will persist until transitioning to the Mexican crop. Switching from reds to blacks is recommended.

herbs



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

Cilantro: Supplies and quality are good, with improved market pricing from Oxnard and Yuma. Supplies are expected to remain steady.

kale



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



Market UPDATE

lettuce



Green & Red Leaf: Supplies are on budget, with fair quality reports. Frequent fringe burns are present. Most growers are transitioning to Salinas, expecting improved quality. Market pricing has improved, and contract pricing won't be triggered this week.

Iceberg: **ALERT** Supplies are light and fair, with lighter weights and smaller heads. Supply is limited for the next three weeks. Growers are expected to start harvesting better numbers in Huron. Yuma has finalized for the season, and markets have slightly improved. Contract pricing will remain escalated next week.

Romaine: **EXTREME** Supplies are light and of fair quality. Growers in Yuma are finalizing the season, with harvests in Salinas starting. Expect light supplies and increased market pricing in the coming weeks.

Tender Leaf: The supply is expected to remain steady, with good to fair quality reported by growers. Most have transitioned to Salinas, and improvements are expected in the coming weeks.

melons



Cantaloupe: Over the next 2-3 weeks, volume will remain consistent, with larger fruit sizing peaking and smaller fruit at a premium. Quality remains at optimum levels, with excellent color and solid internal characteristics.

Honeydew: Availability is limited, particularly in larger sizes, with no significant change expected due to growing concerns in Honduras affecting yields.

Watermelons: Due to virus-related issues in Honduras and reduced Mexico supply, seedless will end next week with limited supply.

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



ALERT (White) The quality is good in all growing regions, with steady demand. Market prices are steady on yellow, with red slightly up and white prices slightly down but remaining escalated. The availability of white onions is limited, followed by medium red and jumbo yellow. Imports are starting to slowly increase with decent quality. Vidalias is starting on April 17th. Imperial Valley is expected to start in the last week of April, while New Mexico is expected to start at the beginning of June. This will impact the precut.

onions green



Supply is expected to be light from Mexico due to a supply gap among growers, with increased demand expected in the coming weeks and current quality reported as fair.

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 prices remain stable, while red and yellow bell prices are decreasing. Florida growers expect supply to increase in the coming weeks, while Mexico supplies remain steady. Florida is producing with fair quality, while Mexico's production is transitioning to new fields.



Market UPDATE

peppers chili



Prices are mixed with an upward bias, with production from Florida expected to be tight for the next couple of weeks and Mexico's production transiting to new fields.

squash



Zucchini and yellow squash prices are down, with Florida production impacted by heavy rains, but production from Plant City and Mexico is increasing.

pineapples



RADAR The volume is expected to remain tight in the coming weeks, with improved volumes ramping up in mid-April and increasing week by week.

tomatoes



ALERT (25 lb Round, 20 lb Round & Roma) Prices for 25-lb round, grape, and cherry are decreasing, while prices for 20-lb round and roma are slightly higher. Heavy rains in Florida are affecting production, with production from Estero Florida just starting and Mexico production being low due to growers transitioning to new fields.

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.

commodities alert overview

The produce industry continues to experience quality and yield issues due to weather that caused crop failures, poor product quality, and impacted availability. The annual transition from Arizona's growing season to California has started, which will have an impact on all lettuces, greens, broccoli, cauliflowers, and cabbages. **Raspberries** prices are escalated due to the cooler weather and low supplies. **Onions White** remain limited and elevated with no relief until mid-to-end of April, with the recommendation of substituting yellow where applicable. **Oranges** will be limited to smaller sizes due to the weather in California; it is recommended to open spec or switch to apples. **Tomato 25 lb round, 20 lb round and roma** production are impacted by heavy rain in Florida. It's a good time to promote **Green Beans, Mushrooms and Potatoes**.



Market UPDATE

in the news...

Weather expert shares outlook for this year's growing season

By **CHRISTINA HERRICK** | April 4, 2024 | THE PACKER

While it might not always seem like it, this growing season should be relatively steady, says Drew Lerner, senior agricultural meteorologist and president of World Weather. He shared insights into how the growing season will unfold during an April 4 presentation with the U.S. Apple Association.

Though parts of the U.S. have experienced periods of dryness in the past 30 days, Lerner said he does not see it impacting major apple production areas of the country. California, for the second year in a row, has good soil moisture.

"It's a very good start to the growing season," he said.

Lerner said the El Niño pattern will diminish during this growing season and move into a La Niña. He noted that since November 2023 temperatures have dropped significantly every 47 to 50 days, adding that this will likely

occur again in the later part of April.

"There's going to be a pooling of cooler air in western U.S. and western Canada around April 20, and it will work its way to the Southeast during our last week of April," Lerner said.

This could spell trouble for fruit growers whose trees and buds have started to swell or bloom.

"We could see frost and freezes in Michigan, Pennsylvania, New York, Ohio and all of that production area in the last 10 days of April," he said.

"Now, it's possible that we won't be that warm to stimulate blossom, bud swelling or even some early flowering. I'm just a little concerned that we're going to have some nice weather."

With the weather patterns lately, trees are ready to flower, and if it starts to warm up, "in many areas, we might just get to the point where we start flowering," Lerner said.

He predicts California and Washington will not have extreme heat as seen in the recent past.

"We will have some moments where it'll get warmer than normal and maybe be a little stressful for a short period of time, but there should not be a persistence of hot, dry weather — or at least hot weather — out across California during this growing season coming up," Lerner said. "[In the Pacific Northwest], we will probably do just fine on temperatures. We're certainly not going to see another year of 120-degree temperatures across that region. We could get hot for a short period, but nothing close to what occurred a couple of years ago."

He expects summer to have normal precipitation in the western part of the country, while the East might have more volatility...

[Read full article HERE](#)

produce in **PEAK** *for March*

Asparagus	Cabbage	Pears
Avocado	Carrots	Potatoes
Broccoli	Kiwi	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	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24	Shipping from Huron	04/15/24 Salinas
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Salinas	
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24	Shipping from Salinas	
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	03/18/24	06/03/24	Salinas
Church Brothers	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24		
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Cauliflower	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	04/01/24	Shipping from Watsonville	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added / Processing Plant	04/01/24	Shipping from Watsonville	
Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/22/24		
River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24	Shipping from Salinas	Salinas
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24	Shipping from Salinas	
River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	06/15/24		
Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24	Updated	
The Salad Farm	Yuma, AZ	Hollister, CA	Value Added / Processing Plant	04/01/24	Shipping from Hollister	

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 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

