

# Market OUTLOOK

Week 4: January 20 - 26, 2025



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Market ALERT

Asparagus  
Broccoli  
Brussels  
Sprouts  
Celery  
Citrus  
Grapes  
Herbs  
Melons  
Mushrooms  
Pears

## transportation

Nat'l Diesel Avg: \$3.602 ↑

Last Year: \$3.863 ↓

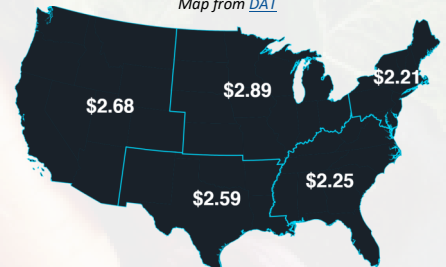
Nat'l Fuel Surcharge: \$0.43

Shortages: Freight rates is flat

- extreme - AZ, ID & WA
- slight - CA & TX

### 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 to low 70s and lows in the 40s and 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s and lows in the upper 30s to low 40s.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 60s to low 70s and lows in the 40s.

**Immokalee, FL:** Showers and cloudy skies with highs in the 60s to low 70s and lows in the 50s.

**Idaho Falls, ID:** Cloudy and sunny skies with highs in the teens and 20s and lows in the single digits to teens. Low of -6 degrees on Monday.



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# Market UPDATE

## apples



Washington's 2024 crop is expected to be of outstanding quality due to favorable growing conditions. Red delicious, gold delicious, granny smith, gala, and fuji have decreased. Cosmic has increased, with 2.8 million boxes. As Washington faces a 12 million box deficit, prices are expected to rise. Despite this, there is still ample fruit to ship year-round.

## asparagus



Supplies from Caborca/San Luis are currently low due to cold temperatures but are expected to improve by the end of next week. Peru is experiencing a decline in volume due to quality and seasonal factors. Demand remains strong on larger sizes. Cold weather is also slowing markets despite reduced production. In Guatemala, shipping delays and cooler weather continue.

## avocados



The industry is experiencing limited volume due to holidays and limited working hours of USDA inspectors. This has led to a 23% decrease in volume over the past two weeks compared to last year. The market has responded by not quoting all sizes, and Super Bowl week has brought the largest demand of the year. The industry is still trying to recover from this situation, but it is recommended to open size specifications to maximize the best value.

## bananas



The market continues to be steady, with strong supply and excellent quality. Supply chains are operating smoothly, with no expected disruptions in the coming week.

## beans



**Green Beans:** Prices are steady with good supplies and quality.

**Snow Peas:** Prices are lower. Supplies from Guatemala are expected to continue increasing for the season. Quality is expected to improve.

## berries



**Blackberries:** Prices are stable with good quality from Mexico and steady volume expected for the remainder of the year.

**Blueberries:** Prices are stable. Mexico's conventional and organic are of good quality, although minor issues like shriveling exist. Production is expected to increase by the end of the month, with a significant peak in mid-March. The organic supply will have a small surge in February, followed by a gap until August. Peru's season is ending, with a few final shipments in early February, while Chileans are of good quality, with peak volumes starting mid-January. Light production has begun in Oxnard.

**Raspberries:** Prices are steady. Good quality, displaying a vibrant red color, promising sizes, and steady volumes from Mexico.

**Strawberries:** Prices are steady. Santa Maria's quality is improving, but some fruit shows white shoulders and seeds. Volumes are up as the fall crop concludes. The quality is good in Florida, but there are some green tips due to cooler weather and increasing production. Mexico reports good quality but some bruising and soft skin, with production peaking.

## broccoli



**Broccoli:** Supplies are good, with some slowed demand. Markets and yields are improving. Prices are expected to remain steady, with supplies





# Market UPDATE

## broccoli cont...



shipping from Yuma and Mexico.

**Broccolini:** Supply is improving with decreased demand and good quality. Improved supplies are expected in the next week along with market pricing from Yuma.

## brussels sprouts



Light supply, with improved quality and good demand. Market pricing has increased due to better demand. Supplies are coming from Mexico, and markets will remain steady for the next few weeks.

## cabbages



Oxnard and Yuma have experienced improved supply, quality, and yield, with Yuma experiencing a delay, and supply is expected to remain steady for the next few weeks.

## carrots



The market is stable with steady supply and quality, but minor sizing challenges are expected due to recent growing conditions. These issues are expected to resolve soon, and the market conditions are favorable, meeting demand despite variability.

## cauliflower



The market is improving, with a new crop starting in Yuma and some supplies from Mexico. Quality is reported as good, and the supply is expected to continue improving in the coming weeks.

## celery



Light supply from Santa Maria and Oxnard, with

good quality. Market pricing is escalated and expected to improve as demand decreases. Yuma just started, so that will help with supplies and pricing.

## citrus



**Limes:** **ALERT** Pricing is high. The market is showing some weakness due to reduced demand from extreme weather. Production is shifting to new crops, yielding mostly small fruit, while large sizes will be scarce. Recent rain may cause fruit to show some defects like oil spots and styler-end breakdown during transit. Costs are expected to rise in February, and availability will decline due to low temperatures, a typical trend for this time of year.

**Lemons:** Pricing is steady. District 1 and District 3 are packing fruit. Supplies and quality are good across the board.

**Oranges:** Pricing is steady, but larger sizes continue to be a challenge with little relief in sight. 88s, 113s, and 138s remain the peak sizes. Quality is good, and the fruit is eating well.

## corn



Pricing is steady. Overall, supplies and quality are good. Recent cooler weather and forecasted freezing temperatures in Florida are threatening market stability, which could lead to increased pricing.

## cucumbers



Pricing remains steady. Florida supplies are decreasing as winter progresses. Honduras is increasing its supply to the East, while the West has strong volume, helping to keep the markets stable.





# Market UPDATE

## grapes



The prices are escalated. The market is seeing a limited supply of red seedless, resulting in high prices due to strong demand and low availability from Chile. In contrast, green seedless, like Ivory and Sweet Globes, are arriving steadily on the East Coast. An increase in Chile's harvest may lead to lower prices for some varieties.

## herbs



**Tarragon** and **thyme** remain in short supply on the East but are slowly improving. Supplies are still low across the board due to cold weather in Mexico, but conditions are expected to improve as temperatures warm up for the West coast.

**Cilantro:** Supplies are steady, with only good quality. Demand has increased, and supplies are shipping out of Oxnard and Yuma. Supply is expected to be limited for the next few weeks with escalated market pricing.

## kale



Supply and market pricing are steady with good demand and quality.

## lettuce



**Green & Red Leaf:** The supply and quality have improved along with size and weight, with decreased demand coming from Yuma. Market and contract pricing is back to normal.

**Iceberg:** The supply and quality are good, along with size and weight, with decreased demand coming from Yuma. Market pricing is expected to be steady in the coming weeks.

**Romaine:** Improved supply with lighter demand is causing the market to soften from Yuma. Quality is along with size and weight. Market

pricing is expected to improve in the coming weeks along with supplies.

**Tender Leaf:** Improved supply and quality with good demand. Cooler mornings are causing a slower growth rate in Yuma.

## melons



**Cantaloupe:** Prices are escalated. The market is slightly improving, but overall availability remains limited. A production drop is expected in early February due to adverse weather, with market stabilization expected in late February/early March as Guatemala's second cycle production begins. Current sizes range from 9s to 12s, with good quality and 10-12% brix.

**Honeydew:** Prices are escalated with high demand but are experiencing limited supply, which are expected to persist into February. This may require flexibility in sizing and order adjustments, as demand exceeds supply industrywide.

## mushrooms



Quality is good, but yields are fluctuating. Most growers continue to face supply issues. Availability will be affected by the holiday, and no price increases are expected. End users can be less affected by combining white and brown.

## onions



Quality is good across all growing regions, with steady demand. Market prices on yellows and reds are steady, while whites are active and expected to continue to increase, possibly into February. The availability of whites is getting a little tight, with reds not too far behind. Mexico is buying a lot of whites and reds. Freight is beginning to increase.





# Market UPDATE

## onions green



Supply and demand are good coming from Mexico. Volumes are low due to labor shortages, with a steady market.

## pears



**RADAR** The U.S. is expected to experience a significant downturn in the 2024/25 season, with production and exports reaching their lowest levels in decades. Pear production is predicted to drop 20%, the smallest harvest since the 1967/68 season. Damaged trees and blossoms from a January freeze and cold spring weather exacerbate the declining acreage trend. Oregon and California reported 15% and 17% declines, respectively, further tightening supplies.

## peppers bell



Florida supply is at moderate to good levels, and Mexico is in full production on green bell, which has stabilized the market. The red bell market is starting to ease as crossings from Mexico improve. Pricing is expected to stabilize in the next week or two.

## peppers chili



Pricing is steady. Florida has light volumes due to cooler weather. West and central Mexico have good volumes and quality.

## pineapples



Availability remains consistent, with good supply across most sizes. Larger fruit faces limited availability, but smaller sizes are performing well and showing improved quality. Logistics remain steady, and no significant changes are expected.

## potatoes



The Idaho market pricing is steady, with good quality. Yields are slightly down from last year. Despite the decrease, Idaho is expected to continue to have plentiful availability.

## squash



Pricing is trending up. Good supply overall from both coasts. Cooler temperatures in Florida are slowing down production, leading to higher pricing.

## tomatoes



Supplies are improving across all regions. Florida has mostly returned to normal supply levels, while Mexico's supplies continue to improve, helping to lower prices. Recent cold weather in Florida and some unfavorable weather in Mexico may affect production in the short term.





# Market UPDATE

*in the news...*

## Researchers to use essential oils for product safety and shelf life extension for organic fruits

January 14, 2025 | [freshfruitportal.com](https://freshfruitportal.com)

Experts from the University of Georgia's College of Agricultural and Environmental Sciences (CAES) are exploring alternative methods for protecting organic products and consumers as part of a new \$3.5 million grant from the United States Department of Agriculture.

Faith Critzer and Laurel Dunn, researchers in CAES, will study the use of essential oils to ensure product safety and extend the shelf life of organic fruits.

"We're taking a holistic approach. What makes this project so interesting is that we are only working with materials that can be used in organic production," said Critzer, a Department of Food Science and Technology professor.

With funding provided to the University of Tennessee, the collaborative USDA Organic Research

and Extension Initiative project includes researchers from Virginia Tech, Washington State University, and the University of California, Davis, who will share their findings.

Critzer and Dunn will test various essential oils as coatings for fruits grown in Georgia, such as cantaloupes and blueberries.

"Most crops naturally have a wax coating, and we are adding a bit more to lock in the water in the fruits and reduce dehydration, which would extend the shelf life," Critzer said. "We are also looking at the antimicrobial properties of different essential oils to help kill foodborne pathogens and organisms that cause spoilage that may be present."

Critzer and Dunn have been testing food-grade cinnamon bark, clove, peppermint, rosemary, and thyme oils to comply with USDA organic standards



Photo by the University of Georgia

and adjusting the concentration levels to ensure the oil coatings are undetectable when consumed.

Consumer interest and demand for organic food have risen drastically in recent years. In 2023, organic food sales totaled \$63.8 billion in the...

[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 [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!

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