

Market OUTLOOK

Week 5: January 27 - February 2, 2025



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Market ALERT

Asparagus
Avocados
Celery
Citrus
Grapes
Herbs
Melons
Mushrooms
Pears
Squash

transportation

Nat'l Diesel Avg: \$3.715↑

Last Year: \$3.838↓

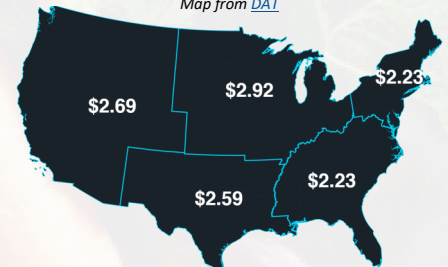
Nat'l Fuel Surcharge: \$0.45

Shortages: Cold weather and diesel costs have briefly raised rates.

- **extreme** - ID & WA
- **slight** - AZ & CA

National Posted Rate per mile

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



weather OUTLOOK

Oxnard, CA: Cloudy and sunny skies with highs in the 60s and lows in the 40s.

Salinas, CA: Cloudy and sunny skies with highs in the 60s and lows in the 40s to 30s.

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

Immokalee, FL: Partly cloudy and sunny skies with highs in the 80s to low 70s and lows in the low 50s and 60s.

Idaho Falls, ID: Sunny and cloudy skies with highs in the low 30s and 20s and lows in the single digits to low 20s.



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Market UPDATE

apples



Washington's 2024 crop is expected to be of outstanding quality due to favorable growing conditions. The forecasted crop is 124 million, down 136 million. However, 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



Prices are slightly lower. Supplies from Peru are decreasing due to seasonal factors. In Mexico, volume is just starting and is slowly increasing.

avocados



RADAR Market is escalated. The harvest in Mexico continues to improve, but supplies are still limited. Demand is peaking and will remain high until after the Super Bowl. There is a big gap between 60s and 70s, and 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 quality. Transportation delays are affecting shelf life. Supplies are healthy with promotional opportunities, but cooler weather in Florida may impact growth.

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 has ended until August. Peru's season is ending, with a few final shipments in early February. Chileans are currently at peak quality with their size, shape, and flavor.

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, with increased volumes and a strong supply of stems. 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 on budget, with some slowed demand. Markets and yields are improving. Prices are expected to remain steady, with supplies shipping from Yuma and Mexico.

Broccolini: Supplies are improving with steady demand and good quality. Improved supplies are expected in the next week along with market pricing from Yuma.



Market UPDATE

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. The market conditions are favorable, meeting demand despite variability.

cauliflower



The market is steady with reports showing the market to increase next week. Demand is lowering. Quality is good, and steady supplies are available from Mexico.

celery



Supplies have improved slightly 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 declining. The market is showing some weakness due to reduced demand from extreme weather. Production is shifting to a new crop, yielding mostly small fruit, while large sizes will be scarce. Costs are expected to rise in

February, and availability will decline due to low temperatures, 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 could affect supplies, leading to pricing instability.

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.

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 Coast, but is slowly improving. On the West Coast, supplies are still low across the board because of cold weather in Mexico, but conditions are expected to improve as temperatures warm up.



Market UPDATE

herbs cont...



Cilantro: Supplies are limited with 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. Yuma has experienced early morning frost for consecutive days; quality will be affected in the future.

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. Yuma has experienced early morning frost for consecutive days; quality will be affected in the future.

Romaine: Improved supply with lighter demand is causing the market to soften from Yuma. Quality is good along with size and weight. Market pricing is expected to remain steady. Yuma has experienced early morning frost for consecutive days; quality will be affected in the future.

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

melons



Cantaloupe: Prices are escalated. Demand is high

with limited supply due to Tropical Storm Sara affecting Honduras and Costa Rica. Supplies are expected to be constrained for the next 4-5 weeks, mainly featuring 9s to 12s, with few 15s. Jumbo fruit is scarce, but remaining fruit shows strong quality and brix levels of 11-13%.

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 and most growers have improved their supply challenges. 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 tight, with reds not too far behind.

onions green



Supply and demand are good coming from Mexico. The market is expected to remain steady and have normal availability with labor improving.

pears



RADAR The US is expected to experience a significant downturn in the 2024/25 season, with production and exports reaching their lowest levels in decades. Production is predicted to drop 20%, the smallest harvest since the 1967/68



Market UPDATE

pears cont...



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 stable.

peppers chili



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

pineapples



Inclement weather has slowed fruit growth and

caused higher translucency, while efforts to maintain supply and quality continue amidst rising demand.

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. Cold temperatures are slowing down production, leading to higher pricing and lighter supplies.

tomatoes



Prices remain low due to full production in Florida and rising output in Mexico. Cold weather across the country is reducing demand, which helps keep prices steady. While the weather may cause a slight dip in production, weak demand is expected to maintain stable pricing.





Market UPDATE

in the news...

4 tech trends set to impact fresh produce

Tech company executives share predictions for the trends to watch in the fresh produce industry this year.

Christina Herrick • January 22, 2025 | thepacker.com

Technology has had a place in the fresh produce industry for a long time, whether it's the first UPC bar code scan in the 1970s to optical sorters in packinghouses.

But what about the future?

Carbon Robotics founder and CEO Paul Mikesell and Verdant Technologies Chief Revenue Officer Matthew Aronson spoke with The Packer about what technology will impact the fresh produce industry in 2025 and beyond.

AI's prevalence

Aronson and Mikesell said artificial intelligence will play a key role this year in helping farmers better grow and manage crops with precision and efficiency through automation.

"Advancements in deep learning are enabling real-time crop health statistics and monitoring, empowering growers to make data-driven decisions about

planting, weed control, irrigation, fertilization and disease prevention," Mikesell said. "AI is no longer a futuristic concept that just chats with you or gives you better online search results; it's becoming a cornerstone for sustainable, scalable and profitable agriculture in the real world, ensuring specialty crop farmers can thrive."

Aronson said the industry is seeing firsthand how incorporating AI can benefit fresh produce.

"There are already great examples of AI being used to address labor challenges (Carbon Robotics), automate quality control (Clarifruit), optimize inventory management (Afresh, Shelf Engine, Fresho), provide real-time business insights (GrubAssist) and reduce food waste (Winnow)," Aronson said.

Aronson said he's optimistic about how AI can help drive consumer demand for fresh produce through personalization,



(Photos courtesy of Carbon Robotics and Verdant Technologies)

education and engagement.

"When you consider that only 10% of people in the U.S. eat enough fruits and vegetables [according to the Centers for Disease Control Prevention], the positive domino effects of a healthier-eating...

[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 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