

# Market OUTLOOK

Week 2: January 6 - 12, 2025



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Market ALERT

Asparagus  
Broccoli  
Brussels Sprouts  
Cauliflower  
Celery  
Citrus  
Grapes  
Herbs  
Melons  
Mushrooms  
Pears  
Peppers Bell  
Pineapples  
Tomatoes

## transportation

Nat'l Diesel Avg: \$3.503↑

Last Year: \$3.13↓

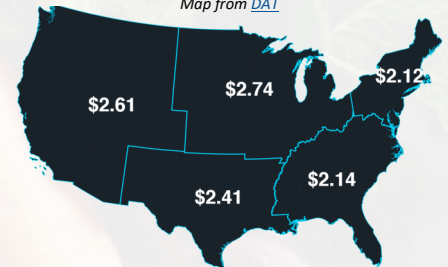
Nat'l Fuel Surcharge: \$0.41

Shortages: Freight rates is flat

- extreme - AZ, CA, ID & WA
- slight - FL & 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 and lows in the 50s and 40s.

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

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the low 70s and lows in the 40s and 50s.

**Immokalee, FL:** Partly cloudy and sunny skies with highs in the 60s with low 80s on Monday, and lows in the low 50s and low 40s.

**Idaho Falls, ID:** Cloudy and sunny skies with highs in the mid-20s to 30s and lows in the teens with AM snow showers 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



Prices are escalated. Production in southern and northern Baja is low due to seasonal factors. Northern Sonora, particularly Caborca, is experiencing very low volumes and will continue to do so until the climate warms. Peruvian volume is also decreasing due to quality and seasonality, leading to increased market prices.

## avocados



Mexico's harvested volume has been below demand due to holidays and USDA training sessions. The pipeline is becoming dry, but there's plenty of fruit on trees, indicating increased volume in the next week. Mexico/US should ramp up volume soon and prepare for the Super Bowl, with storage recommended at 41°F.

## 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 steady. Guatemalan production continues to improve.

## berries



**Blackberries:** Prices are stable with good supply and quality from Mexico.

**Blueberries:** Prices are stable. Mexico's conventional and organic is of good quality, with minor shrivel and leaky fruit, but peak season has passed. Peru offers excellent quality, but volume is declining. Chile also has good quality, with favorable attributes, with volume peaking mid-January.

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

**Strawberries:** Prices are trending down. Santa Maria's quality is excellent with great firmness and flavor, despite some color and shape issues. Florida's quality is fair, with green tips from cold weather, but production is increasing. Mexico's quality is fair, with bruising and soft skin, but production is also increasing and is anticipated to increase through January.

## broccoli



**Broccoli:** Supply and market pricing are improving with decreased demand. Supplies coming from Yuma and Mexico.

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





# Market UPDATE

## brussels sprouts



The supply is steady, with improved quality and good demand. Market pricing has increased due to increased demand. Supplies are coming from Mexico, and markets will remain steady for the next few weeks. Improvements in supplies and pricing are expected after holidays.

## 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 Mexico supplies available. Quality is reported as good, and the supply is expected to continue improving in the coming weeks.

## celery



Supply is light, coming from Santa Maria and Oxnard, with good quality. Market pricing is escalated and expected to improve as demand decreases.

## citrus



**Limes: ALERT** Pricing is up. The current growing

areas are winding down and will be transitioning into new crops. Smaller-sized is still commanding a higher price, as the existing fields are yielding larger fruit. However, this is expected to change in January, as the newer fields are anticipated to produce smaller fruit in the beginning.

**Lemons:** Pricing is steady. District 1 and District 3 are packing fruit. Fruit is packing larger than the last few weeks with good quality.

**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. Growers are raising prices on 138s in an effort to reach a sustainable price point. Quality is good, and the fruit is eating well.

## corn



Pricing is trending down; the East is starting to see better supplies, which will bring some price relief. Consistent supplies are coming from the west, with shipments crossing through Nogales.

## cucumbers



Pricing is steady. South Florida has decent volumes due to post-hurricane replanting, with good quality overall. Honduras is supplying the East, with stronger volumes expected after January. The West has strong supply from Sinaloa, with improved quality as older crops are phased out.

## grapes



The prices are escalated. Demand for imports on both coasts has far exceeded supply. This trend is expected to continue through January.





# Market UPDATE

## herbs



**Tarragon and thyme** remain in short supply on the East Coast, with shortages expected to continue for a few more weeks due to limited availability from Colombia and Mexico. 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 over the next couple of weeks.

**Cilantro:** Supplies are on budget, 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 have improved 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 has improved 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 with limited supply. The markets are currently experiencing volatility due to reduced early season volume and recent weather events, leading to lower arrivals. Sizing is shifting towards smaller fruit with minimal quantities from new growing regions. Expect shortages as demand exceeds supply.

**Honeydew:** Prices are escalated with high demand but are experiencing limited supply, causing shortages at ports. Central American production will likely struggle for three to four weeks, with conditions expected to improve by late January.

## 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.

## onions green



Supply and demand are good coming from Mexico. Volumes are low due to labor shortages and holidays. Markets are expected to react and increase in the coming weeks.





# Market UPDATE

## 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



Pricing remains high. Florida's production is increasing post-storm, with more supply expected to reach normal winter levels within a week or two. Quality and sizing are looking good. In Sinaloa, moderate volumes are entering Nogales, with a boost expected by mid-January. Red, yellow, and orange bell supplies remain tight, particularly from central Mexico, with low production and limited new crops from west Mexico. Supply is expected to improve by mid-January.

## peppers chili



Pricing is steady. Light volumes are available in Florida, with Plant City's season winding down. West and central Mexico have good volumes and quality, though Anaheim chilies are slightly limited. Supply should improve in a few weeks.

## 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 Steady. Yellow squash and zucchini are plentiful this week from Florida, with good quality overall. Sinaloa is supplying strong volumes in Nogales.

## tomatoes



Pricing is trending down. Florida's production is recovering well post-hurricane, with increased volumes and good quality across Roma, round, and grape. Roma and round volumes are expected to return to seasonal levels by mid-January, while grape supplies will continue to rise. Mexico's production remains light but is expected to pick up after the first of the year, especially from Sinaloa and Baja, with improved quality in newer crops.





# Market UPDATE

*in the news...*

## Dockworkers to resume contract negotiations as strike threat looms

Emily Peck • January 02, 2025 | [axios.com](https://www.axios.com)

The union representing East and Gulf Coast dockworkers is set to resume contract talks with employers early next week, according to a person familiar with the negotiations.

**Why it matters:** The prospect of an economy-crippling strike looms, with a deadline to reach a deal by Jan. 15, just days before President-elect Trump's inauguration.

**The big picture:** The ports are responsible for about half of all the containers coming into and out of the U.S.

- Any work stoppage that goes on for more than a few days would be big economic hit, raising the prospect of higher prices and shortages of everything from bananas to car parts, just as the second Trump administration is getting underway.

- The news about contract talks resuming was first reported by the Journal of Commerce.

**Catch up quick:** The dockworkers briefly went on strike last year before reaching a deal on pay that was pushed along by the Biden administration's behind-the-scenes machinations.

- The pro-labor White House pressured the group that represents the port employers to raise their offer on pay. They ultimately agreed to a 62% wage increase over six years.
- Trump also appears to be siding with the union, the International Longshoremen's Association.

**Friction point:** The big sticking point holding up a deal is automation. The union wants to hold it back and stop the installation of more semi-automated cranes at the ports. (Two



Illustration: Allie Carl/Axios

ports, in Norfolk, Virginia, and Bayonne, New Jersey, already use the technology.)

- The group representing port employers, the United States Maritime Alliance, wants to advance its use of...

[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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