

Market OUTLOOK

Week 8: February 17-23, 2025



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Market ALERT

Asparagus
Berries
Citrus
Herbs
Melons
Pears
Pineapples
Squash

transportation

Nat'l Diesel Avg: \$3.665↑

Last Year: \$4.109↓

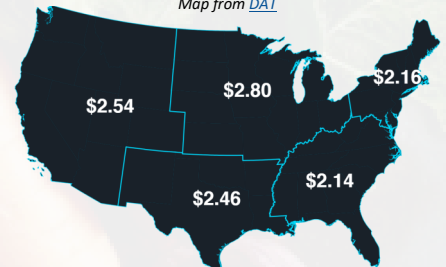
Nat'l Fuel Surcharge: \$0.44

Shortages: Freight rates is flat

- extreme - N/A
- slight - FL, CA & AZ

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 skies with highs in the 60s and lows in the 50s.

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

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

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

Idaho Falls, ID: Cloudy skies and snow showers with highs in the 30s and lows in the teens to 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



RADAR Prices are slightly higher with an active market. Caborca/San Luis volume has improved but remains low for the season. Warmer weather is expected, and Peruvian volume continues to decline due to quality.

avocados



Last week's US total volumes dropped by 40% from projections of 56 million lbs. Mexico's limiting harvested volumes is playing out, with ample inventory at destination but problematic reload. Mexico growers can reject lower price points as the crop runs small, and they speculate higher returns could be had by allowing fruit to size-up. Short-term new inventory crossing into the US comes at higher costs, and promotional planning for March needs to be approached cautiously due to ongoing instability. The average dry matter content of Mexican crops is 32.2%, and the recommended storage temperature is 39°F.

bananas



The market continues to be steady, with strong supply and excellent quality.

beans



Green Beans: Prices are steady with fair quality. Production is decreasing due to cooler weather in Florida.

Snow Peas: Prices are steady. Supplies from Guatemala are improving, but quality may be impacted due to the humidity.

berries



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

Blueberries: Prices are steady. Mexico's conventional are of good quality, although minor issues like shriveling exist. Production is expected to increase, with a peak in mid-March. In Oxnard, light production has begun, with peak volumes around mid-March. Chilean are currently at peak quality, but their production is winding down and expected to finish in a few weeks.

Raspberries: **RADAR** Prices are up. Good quality, displaying a vibrant red color, good sizes and firmness, with steady volumes from Mexico.

Strawberries: **ALERT** Prices are up. Santa Maria are of excellent quality with some green shoulders, and supply is increasing steadily. Severe rain is expected, which could damage fruit and impact supply in the following weeks. Florida is good quality but shows green tips due to colder temperatures; production is increasing. Mexico is peaking in production but has bruising and soft skin issues. Additionally, there may be delays from Mexico due to customs system updates.

broccoli



Broccoli: Supplies are good, with some slowed demand. Prices are improving, with supplies shipping from Yuma and Mexico.



Market UPDATE

broccoli cont...



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

brussels sprouts



The supply and quality have improved, with good demand. Market pricing has decreased. Mexico supplies are now available, and markets are expected to remain steady for the next few weeks.

cabbages



The market is improving, with improved yields and quality from Oxnard and Yuma and a steady supply.

carrots



Supply is stable, with strong quality and temporary sizing issues resolved. Demand is stable, and availability should meet expectations across retail and foodservice channels.

cauliflower



Supply is good with steady demand. Mexico supplies are available, and quality is good. The market remains steady, but some growers are predicting increased pricing next week.

celery



Supplies have improved slightly from Santa Maria and Oxnard, with good quality. Market pricing is steady and expected to improve as demand decreases. Yuma just started, so that will help with supplies and pricing.

citrus



Limes: **ALERT** The market is stable with mid-range costs. Mexico's new crop will mostly yield small fruit, with large sizes scarce. Recent rains have affected quality, causing oil spots and styler-end breakdown, which typically appear while the fruit is in transit. The market is expected to remain firm through February.

Lemons: Pricing is steady. Harvesting is in full swing across all three growing districts. Quality is good, and supplies are plentiful.

Oranges: Pricing is steady. Recent rainfall has temporarily slowed harvesting. Fruit remains excellent. Starting to see better availability on larger fruit. 113s and 138s remain the peak sizes.

corn



Pricing is steady. Overall, supplies and quality are good.

cucumbers



Pricing remains steady. Honduras is supplying the East with good quality. West coast supplies remain strong out of Mexico.

grapes



The prices have slightly decreased. Red seedless prices have slightly declined, with further drops expected as fresh shipments from Peru and Chile arrive in February. The green seedless market shows variable quality, causing lower prices for weaker lots, while premium varieties like Sweet Globes maintain slightly higher prices.



Market UPDATE

herbs



Chives are in short supply on the East Coast due to field transitions but are seeing improvement. On the West Coast, herb supplies are still low across the board because of cold weather in Mexico; temperatures must warm up to see an improvement in supply.

Cilantro: **ALERT** 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 are good along with size and weight, with decreased demand coming from Yuma. The supplies and markets are expected to remain steady for a few weeks. Warmer weather should help with supplies.

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. Warmer weather should help with supplies.

Romaine: The supply is good, with decreased demand causing the market to soften from Yuma. Quality is good along with size and weight. Market pricing is expected to remain steady. Warmer weather should help with supplies.

Tender Leaf: Supply is steady with improved quality and good demand. Warmer weather should help with supplies.

melons



Cantaloupe: **RADAR** Prices are escalated. Production has stabilized post-Tropical Storm Sara, resulting in better yields and strong quality characterized by good netting and color. Sizes are mainly between 9s and 12s, with limited jumbo fruit, and Guatemala has shown higher brix levels of 13-15%, indicating excellent sweetness.

Honeydew: **RADAR** Prices are lower. The market faces pricing pressure from strong Honduran and Mexican production, though this is expected to be short-lived as Honduran output declines. Guatemala is peaking in sizes of 6s, 5s, and 8s, providing ample variety. The quality remains high, with brix levels reaching 12-14% and improvements in flavor profiles.

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 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 improving, with a steady market.



Market UPDATE

pears



RADAR The Northwest Bartlett crop is ending quickly, with only a few sizes and grades available for the next few weeks. The D'Anjou crop is down significantly in the Wenatchee Growing District, but not as severe in the Yakima Valley and Oregon Growing Districts, with the current movement, it will go through mid to the end of July. Bosc are down significantly in all growing regions, causing higher prices this season. Northwest Bosc is down 825k boxes, and Red Anjous have ample supply through June. All varietal pears, such as Forelle, Seckel, and Comice, are done for the season.

reduced yields, especially in larger sizes, and quality issues like waterlogging and slowed growth continue to impact availability. Supplies are expected to be limited until July. Consistent supply cannot be guaranteed for larger fruit. Expect supply disruptions, and alternative sourcing or ordering preferences may be necessary.

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.

peppers bell



Pricing is stable. Good supplies and good quality are readily available out of both coasts.

peppers chili



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

squash



Pricing remains firm on yellow. Quality has been hit and miss from the tail end of older fields. Zucchini is strong out of both coasts, and pricing is steady. Look for yellow pricing to soften and quality to improve in the next week or two as new fields come online.

pineapples



Heavy rainfall in Costa Rica has significantly

tomatoes



Pricing is low. Florida is at full production, and production in Mexico continues strong. Good quality is being reported across the board.

produce in **PEAK** for February

Avocados	Celery	Sweet onions
Bananas	Citrus	Potatoes
Broccoli	Leeks	Spinach
Cauliflower	Persimmons	



Market UPDATE

in the news...

Robot Bees? Check Out This New Pollination Innovation

MIT scientists have developed robotic insects that could aid farming through artificial pollination.

Reuters • January 27, 2025 | [thepacker.com](https://www.thepacker.com)

Scientists from the Massachusetts Institute of Technology (MIT) have developed advanced robotic insects that could aid farming through artificial pollination. They could prove especially useful in the controlled indoor environments of high-tech 'vertical farms'.

"These type of robots will open up a very new type of use case," co-lead author Suhan Kim, from the Department of Electrical Engineering and Computer Science (EECS), told Reuters.

"For instance, we can think of artificial pollination. So since our robot looks like an insect, and it's real lightweight and small, if you can really precisely control the robot we might be able to do something on top of flowers or leaves, which really requires very delicate interactions."

The robots, each lighter than a paperclip, can hover for approximately 1,000 seconds, over 100 times longer than previous models. They are also capable of performing high-speed acrobatic maneuvers, including double aerial flips.

The new design halves the size of the team's earlier model, with increased stability while also freeing up space for electronics.

"We want the robot to be able to have a [circuit] board, battery and the sensors on board. So to do that, we need much higher payload than now. So what we're currently pushing very hard right now is to optimize the robot design to be able to lift more and more so that we can afford these potential payloads," said Kim.

Long term, the team hope this will enable autonomous flight outside the lab. This technology could significantly boost crop yields in multi-level warehouses by providing a more efficient method for artificial pollination.

Vertical farming, the name given to the production of crops in a series of stacked levels, often in a controlled environment, is a fast-growing industry with billions of dollars being pumped into projects across the globe.

It is seen as part of the solution to the food security challenge posed by population expansion at a time when climate change and geopolitics threaten supply.

"This doesn't really mean that we want to entirely replace honeybees in nature, but what we sometimes hear from the people in the relevant field is that there are really good cases where we can't rely on honeybees anymore, such as like indoor farming, where we



can't really have honeybee homes in it because of safety issues or some environmental issues. So in that case, we can start thinking of using our robot, if it works well, for tools like indoor farming," added Kim.

Despite the team's improvements, the robotic insects still cannot match the capabilities of natural pollinators. However, the researchers aim to improve the robots' flight time and precision to enable them to land and take off from the center of a flower.

The research was published in the journal Science Robotics.

[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