

Market **OUTLOOK**

Week 7: February 10-16, 2025



Market ALERT

Asparagus
Citrus
Grapes
Herbs
Melons
Pears
Pineapples
Squash

transportation

Nat'l Diesel Avg: \$3.660 **↑**

Last Year: \$3.899 **↓**

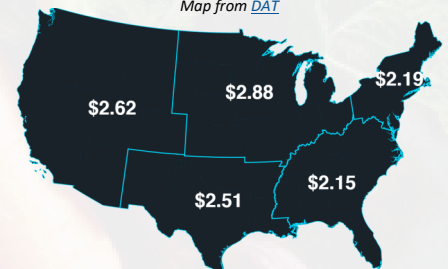
Nat'l Fuel Surcharge: \$0.44

Shortages: Freight rates is flat

- **extreme** - WA
- **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: Cloudy and showers with highs in the 60s to 50s and lows in the 50s and 40s.

Salinas, CA: Cloudy and showers with highs in the 60s to 50s and lows in the 40s with rain on Thursday and Friday.

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

Immokalee, FL: Partly cloudy and sunny skies with highs in the low 90s to 80s and lows in the low 60s.

Idaho Falls, ID: Cloudy skies with highs in the 30s to high teens and lows in the high 20s to single digits. Snow on Thursday and Sunday.



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 steady. Peru's supplies are declining as the season is wrapping up, while Mexico's good weather is expected to boost volume for the end of the week and next week.

avocados



Last week's US total volumes reached 63.8 million lbs, with projections for steady volumes from Mexico in the coming weeks. Standing US inventories are currently at 65.1 million lbs. California's crop estimate is set at 355 million lbs. Colombia is experiencing lower production, but volumes are expected to increase in spring. Weekly adjustments are expected as the market works towards stability. MX crop "normal" dry matter is at 31.9% on average. Storage temperature is recommended at 39°F.

bananas



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

beans



Green Beans: Prices are steady with fair quality and steady volume and production, despite cooler weather in Florida, which may hinder growth.

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

berries



Blackberries: 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 and leaks exist. Production is expected to increase at the end of the month, with a peak in mid-March. Light production has started in Oxnard with peak volume around mid-March. Chileans are at peak quality, noted for their size, shape, and flavor.

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

Strawberries: Prices are up. Santa Maria's quality is good, with some fruit showing green shoulders. Volumes are increasing for Valentine's Day. 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 increased demand. Pricing is slightly active due to higher demand, with supplies shipping from Yuma and Mexico.

Brocolini: Supplies are steady with good quality. Demand is improving, with supplies expected to continue improving in the coming weeks, leading to continued market pricing improvements from Yuma.



Market UPDATE

brussels sprouts



The supply and quality have improved with good demand and decreased market pricing. 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 is expected in the coming weeks.

carrots



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

cauliflower



Supply is light with increased demand. Mexico supplies are available, and quality is good. The market remains steady, but expect escalated 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. Extreme weather in the U.S. has affected demand. Mexico's new crop will mostly yield small fruit, with large sizes scarce. Recent rains in Mexico have impacted quality with 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. Starting to see better availability on larger fruit. 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.

cucumbers



Pricing remains steady. Florida supplies are done. Honduras is supplying the East. Meanwhile, the West has strong volume, helping to keep the markets stable.

grapes



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

herbs



Chives are in short supply on the East Coast due to field transitions. 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. A warming trend is in the forecast, which could improve supply levels by mid-February.



Market UPDATE

herbs cont...



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 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. Yuma has experienced better temperatures, which will help improve supplies.

Iceberg: The supply and quality are good, with increased demand and normal sizing and weight from Yuma. The increase in demand has led to a rise in market prices, with the expectation of steady prices for a few weeks. Yuma has experienced better temperatures, which will help improve 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. Yuma has experienced better temperatures, which will help improve supplies.

Tender Leaf: Supply is steady with improved quality and good demand. Yuma has experienced better temperatures, which will help improve supplies.

melons



Cantaloupe: Prices are escalated. Supply is limited due to shipping delays, especially for larger sizes. Lighter supplies are expected for at least three weeks until spring production increases volume, but prices may stabilize in the upper teens to lower 20s. Arrivals are mainly 12/15s, with 9/9Js scarce. Quality is good, with solid netting and Brix levels at 12-13%.

Honeydew: Prices are escalated. The supply issue has stabilized due to increased production from Honduras and Mexico, resulting in reduced market prices and primarily available in 5/6 sizes.

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 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.

reduced yields, especially in larger sizes due to prolonged cloud cover, reducing photosynthesis and slowing growth. Supplies are expected to be limited until July. Consistent supply cannot be guaranteed for larger fruit, so focus will shift towards covering demand for 8s with crowns and 8(10)s crowns. Expect supply disruptions, and alternative sourcing or ordering preferences may be necessary.

peppers bell



Pricing is stable. Green bells are in good supply on both coasts. Colored bell volumes have also increased, with good quality and supply being reported.

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 chili



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

squash



Pricing is trending up. Cold temperatures are slowing down production, leading to higher pricing and lighter supplies. Forecasted warmer weather should help with supplies.

pineapples



Heavy rainfall in Costa Rica has significantly

tomatoes



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

produce in **PEAK** *for February*

Apples	Carrots	Pears
Asparagus	Citrus	Potatoes
Beets	Kale	Shallots
Cabbage	Mushrooms	



Market UPDATE

in the news...

Potato Pizza Recipe

Try a different potato recipe in celebration of [Potato Lover Month](#)

Tim Mitchell | idahopotato.com

Ingredients:

- 12 ounces pizza dough
- 2 tablespoons butter, unsalted
- 2 tablespoons flour, all purpose
- 3/4 cup milk, warmed
- 1/2 teaspoon kosher salt
- 1/4 teaspoon black pepper, freshly ground
- 1/2 cup sharp white cheddar cheese, grated
- 1 tablespoon parmesan cheese, grated
- 2 tablespoons oil
- 4 ounces whole milk mozzarella cheese, shredded
- 1 Idaho® Russet potato, washed, sliced in 3/16-inch slices
- 1 Idaho® Red Fingerling potato,

sliced on mandolin

- 1 teaspoon smoked paprika
- 1 teaspoon rosemary, minced
- hot honey to serve

Instructions:

Preheat oven to 500°F.

Melt butter and add flour, stirring until nutty and thickened to a paste. Add milk and stir until thick, like heavy cream. Add cheeses and season with salt and pepper. Set aside to cool.

Heat 2 Tablespoons of oil in a 10-inch skillet. Add the smoked paprika. Shake pan to combine. Add the sliced fingerlings. Sauté until partially cooked. Remove to a paper towel to drain.

Hand stretch pizza dough to 10-12 inches. Spread cheese béchamel sauce over pizza dough, shingle Russet potato slices and top with mozzarella. Scatter the Fingerlings like pepperoni. Sprinkle



with salt and pepper.

Bake in a 500 degree oven on a pizza stone for 10-12 minutes,

Remove and sprinkle with minced rosemary. Serve with hot honey if desired.

[Find other recipe 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