



Market ALERT

WEEK 13: March 24-30, 2025

asparagus



RADAR Prices are trending up slightly. The transition from Mexican to Peruvian asparagus will slightly reduce supply and raise prices. The Caborca season is expected to end by mid-April, but challenges like a late Easter and poor weather are decreasing volume. The market is active due to lower supplies from Mexico. A switch to Michigan asparagus is planned for May and June, with good production anticipated.

beans



Green Beans: **RADAR** Prices are stable. Supplies are steady and benefit from good weather in Florida. French Beans also have steady supplies and good production and quality, but their shelf life is affected by vessel delays.

Peas: **RADAR** Prices are stable. Guatemala's growing season transitions from late March to early April, potentially causing supply challenges until mid-April. Peru starts production in May. Arrival delays affect immediate availability, with a variable supply of snow peas and sugar snaps, but good availability for English peas.

berries



Strawberries: **RADAR** Prices are stable this week. Quality in Santa Maria has improved with minor shape issues. Cold temperatures may reduce volume next week after heavy rain. Florida's fruit quality is good despite concerns about bruising and over ripeness, with low pest pressures. Minimal rain is expected. In Mexico, rising temperatures are causing an early end to the season, with production declining soon.

cauliflower



Supplies are light this week, with moderate demand. Quality is currently reported as fair, with yellow coloring on the heads. Market pricing has increased, and growers are reporting pricing to increase over the next few weeks.

citrus



Limes: Pricing is up. The fluctuating tariff threat has disrupted the market, causing Mexican producers to slow operations. Overall yields are declining, with small sizes peaking and large fruit scarce.

herbs



Basil: Supplies are still limited but improving.
Cilantro: Supplies are on budget coming out of Oxnard and Yuma. Quality is reported as good and demand is moderate. For the next few weeks, it is expected that supplies will be limited and market pricing will be escalated.
Dill: Supplies are limited on the east coast due to rain in Colombia.

Tarragon: Supplies have improved slightly. Supply on the west coast is recovering from previous cold weather challenges

lettuce



Iceberg: **RADAR** Supplies are limited this week, with fair quality and increased demand. Growers are shipping from Yuma, AZ, with some starting from Huron, CA. Market prices have risen, and temperatures in Yuma are expected to reach the mid to high 90s. Sizing will be smaller and weights are expected to be lighter.



Market ALERT

melons



Cantaloupe: RADAR Prices are stable this week. The spring melon season is thriving, with rising production over the next 5-6 weeks. Availability has shifted to larger sizes, primarily jumbos, with strong sugar levels between 13-15%. A brief dip in production is expected next week due to farm transitions, but major retail promotions before Easter should stabilize the market in April.

Honeydew: RADAR Prices are stable this week. There is high availability in sizes 5 and larger, with production increasing by early April. They have a clean appearance and exceptional internal quality, with brix levels up to 16%.

pineapples



The pineapple market remains tight, with yield declines in Costa Rica continuing to impact supply, particularly for larger sizes (5s, 6s). Limited availability on larger sizes is expected to persist for the next 2-3 months.



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