



Market ALERT

WEEK 11: March 10 - 16, 2025

berries



Strawberries: **RADAR** Pricing is slightly lower this week. In Santa Maria, quality has improved with good sizing and increased production expected soon. In Florida, humidity and heat caused significant fruit loss due to botrytis, with over 90% of red fruit discarded. In Mexico, production has peaked with decent quality, though bruising is an issue

Chives: Supplies on the west coast are still low because of cold weather in Mexico. Mexico has taken longer than expected to recover. Supplies expected to be tight for another couple weeks.

melons



Cantaloupe: **RADAR** Prices are stabilizing with increased production from Guatemala, though a 50% reduction is expected from late March to early April. Normal arrivals will resume by the week of April 7. Quality is excellent, with optimal sizing (9/9J/12s) and brix levels of 13-15%.

Honeydew: **RADAR** Prices are stable. The market is recovering from a February oversupply, with a slight increase expected as supplies stabilize. Sizing is primarily 5/5Js and 6s, with limited 8s. Quality remains very good, featuring clean exteriors and brix levels of 12-14%.

broccoli



Broccolini: **RADAR** Supplies and demand are light this week and are expected to remain so for the next few weeks. Quality is reported as fair. Market pricing has increased this week and is anticipated to rise further due to limited supplies. Products are now being shipped from Yuma, AZ.

Pineapple: The market remains tight, with yield declines in Costa Rica continuing to impact supply, particularly for larger sizes (5s, 6s, 7s). Strict availability on larger sizes is expected to persist for the next 4-6 months

citrus



Limes: Pricing is higher. There has been an increase in demand likely due to better weather. Mexico has transitioned to new crops and is producing small fruit for the most part, but large fruit has been available at fair volumes.

pineapple



herbs



Cilantro: Supplies are on budget with good quality and moderate demand. Supplies are now shipping out of Oxnard, CA and Yuma, AZ. It is expected that supplies will be limited, and market pricing will be escalated for the next few weeks.

squash



Pricing is steady on yellow, and supplies and quality are good. Although more fields are becoming available on yellow, the demand continues to be higher than what is available causing markets in the west to trade higher. Zucchini is strong out of both coasts, and pricing is steady.

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!

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