

Market OUTLOOK

Week 16: April 14-20, 2025



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Market ALERT

Asparagus
Avocados
Beans
Berries
Grapes
Pineapples
Tomatoes

transportation

Nat'l Diesel Avg: \$3.639↑

Last Year: \$4.061↓

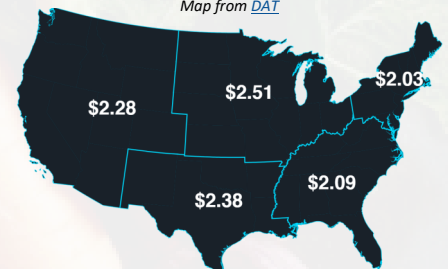
Nat'l Fuel Surcharge: \$0.43

Shortages: Rates are decreasing slightly

- extreme - N/A
- slight - N/A

National Posted Rate per mile

previous week's average outbound reefer rate for each region
Map from DAT



weather OUTLOOK

Oxnard, CA: Partly cloudy skies with highs in the 60s and lows in the lower 50s.

Salinas, CA: Partly cloudy with highs in the upper 60s and lows in the 40s and low 50s.

Yuma, AZ: Sunny skies with highs in the 90s and lows in the low 60s.

Immokalee, FL: Sunny skies with highs in the 80s to 90s and lows in the 50s and 60s.

Idaho Falls, ID: Partly cloudy skies with highs in the 60s and 70s and lows in the 30s to 40s.



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Market UPDATE

apples



Washington's crop for Q2 will have good supplies and quality from CA storage. Honeycrisp apples are down 3.4 million boxes from last year but will remain strong until the new crop in late August. Granny Smith demand is strong. Foodservice promotable volumes in Q2 include red skin varieties like red, gala, fuji, and pink lady.

asparagus



Prices are higher. Mexican supplies are light, especially on larger sizes, boosting demand ahead of Easter. Quality is good overall, with a full transition to Peru expected by early May. White asparagus is in good supply.

avocados



RADAR Total volume is down due to last week's tariff uncertainties, but harvest has picked up and demand is strong. No tariffs on Mexican avocados, but tariffs on offshore avocados. Despite a 46% harvest reduction from Mexico, the market remains stable. Higher volumes from Colombia and Peru arriving in May and June will help stabilize the market. California expects clear weather and strong markets through April. Store Mexican avocados at 38°F. Current Mexico crop dry matter average is 35%.

bananas



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

beans



Green Beans: **RADAR** Prices are stable. French bean availability is limited due to vessel delays, with demand expected to rise ahead of Easter. Quality is generally good but varies. Green beans

are in healthy supply with Florida at peak production, showing consistent quality. Prices for both remain steady.

Snow Peas: **RADAR** Prices are stable this week. Supplies from Guatemala are steady, but volumes are expected to decline slightly with upcoming field transitions.

berries



Blackberries: Prices are stable with good quality from Mexico. Volume has dipped slightly due to recent pruning.

Blueberries: **RADAR** Prices are stable. Quality is strong from Mexico with good flavor and appearance, despite some issues like redberries and soft fruit. Production is dropping by 50% this week and will decline through May. Florida's season is gaining momentum, with peak volume and good quality expected from next week through mid-May. In Oxnard, organic fruit are at peak production with excellent quality and sizing, but volume will decline through April and May.

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

Strawberries: **RADAR** Prices are stable. Production in Santa Maria is increasing with high-quality, large fruit. Favorable weather has boosted volume, but cooler temperatures and rain next week may slow ripening and stall production. In Watsonville/Salinas, the season is starting with small initial harvests of both conventional and organic fruit.

broccoli



Broccoli: Supplies and pricing are steady this week with moderate demand. Supplies are shipping from Yuma and Mexico. Growers will fully transition to Salinas in the next few weeks.



Market UPDATE

broccoli cont...



Broccolini: Supplies and demand are good. Quality and pricing has improved. Growers are now shipping from Salinas.

brussels sprouts



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

cabbages



Supplies are steady. 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 and pricing are stable.

cauliflower



Supply is steady, and demand is moderate. Mexico supplies are available, and quality is fair. Pricing has improved, and growers will be shipping from Salinas.

celery



Supplies continue to be good from Yuma and Oxnard, with good quality. Market pricing is steady and expected to improve as demand decreases.

citrus



Limes: Pricing is up. Overall yields are declining,

with small sizes peaking from new fields and large fruit scarce. The market is expected to be steady for most of April and soften towards the end of the month.

Lemons: Market is steady. With the weather now fully cleared, packing has resumed with good volumes. The crop is trending towards larger sizes, while supplies of smaller fruit tighten.

Oranges: Pricing is steady. The quality is excellent, with peak sizing on 88s. Recent rains have supported growth, but smaller sizes may see price increases as volumes decrease. Strong juice prices help maintain overall price stability.

corn



Pricing is trending up. Supplies are lighter out of Florida and Mexico as winter crops end. California is starting to ship with stronger pricing.

cucumbers



Pricing remains steady. Supply from Florida is increasing as more fields come online. Imports from Honduras are nearly finished. Mexico's production is adequate but still light in volume. The market is expected to remain steady until larger volumes from Baja arrive in late May or early June.

grapes



RADAR Offshore import prices are stable. Chilean exporters are focusing on red seedless varieties, anticipating higher volumes and prices for Crimsons and Allisons. Peruvian supplies are decreasing, with the red market stabilizing but green seedless facing quality issues. Peruvian grapes are preferred, and premium variety prices are being tested, with the best fruit likely to see rising prices. Chilean Autumn Crisp quality remains inferior to Peru's.



Market UPDATE

herbs



Supplies and quality are good on both coasts.

kale



Supply and market pricing are steady with good demand and quality.

lettuce



Green & Red Leaf: Supplies remain strong, with good quality, sizing, and weights. Demand has risen this week, leading to higher market prices. Growers will be shipping from Salinas, with steady supplies expected.

Iceberg: Supplies are good this week with improved quality and increased demand. Sizing and weights are expected to improve. Some growers are shipping from Huron, CA, and Salinas, CA next week. Markets and supplies should remain good in the coming weeks.

Romaine: Supplies are steady this week, with fair quality reported by growers. Demand is increasing, and weights and sizing are improving. Most growers will be shipping from Salinas next week.

Tender Leaf: Supply is steady with fair quality and increased demand. Growers now shipping from Salinas.

melons



Cantaloupe: Prices for offshore imports are stable for this week. Strong demand and vessel delays have tightened the market, pushing prices up with limited availability expected through the week. Demand should ease after Easter, likely stabilizing the market. Quality remains excellent with strong shelf life, vibrant color, and brix levels

of 14–16%. Sizing is shifting to a balanced 9ct–12ct range.

Honeydew: Prices for offshore imports are stable this week. Production is solid, with most fruit in the 5s–5Js range. 6J packs are being offered to meet demand for 6/8ct sizes. Some arrivals have minor scarring, but overall quality is strong. Brix levels are steady at 12–14%.

mushrooms



Supplies, quality, and yields are reported as good, and prices are expected to remain steady.

onions



Quality is good across all growing regions, with steady demand. Market prices are slightly up on yellows, while red and white are steady. ID/OR will be winding down in April. Arizona, New Mexico, and Georgia are expected to start towards the end of April, and California in June.

onions green



Supplies are steady, and quality is good coming out of Mexico. Demand continues to be good with a steady market. Quality issues are expected with rising temperatures in Mexico.

pears



The Pacific Northwest crop has strong demand and steady prices. Bosc is finishing up, leaving Anjou and Red Anjou. Anjou is peaking on 80s/90s. Green Anjou should be available through early August, bridging the gap until new crop Barts begin in mid-August.



Market UPDATE

peppers bell



Pricing is trending slightly up on green bell due to lighter supplies on both coasts. The colored bell market remains steady with good volumes across the board.

peppers chili



Pricing is slightly up. South Florida has small volumes until mid-April, while Mexico has moderate jalapeños and poblanos but tight supplies of other chilies. Quality is good.

pineapples



The market remains tight, but larger sizes are now more accessible due to improving weather conditions, while smaller sizes remain limited, affected by previous crop stress and harvest cycles. Price fluctuations continue as the market adjusts.

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 has firmed up on yellow squash. Florida's production is good on zucchini but lighter on yellow squash, with overall good quality. In Mexico, Sinaloa's production has decreased, but new plantings and Sonora starting soon will boost supply. Zucchini supplies are better than yellow squash in both regions.

tomatoes



Pricing is up. Florida's production is low due to transitions and January's cool weather, but harvests are improving with warmer weather. Volume increases are expected by mid-April. Mexico's production will increase but remain lower overall.



produce in **PEAK** for April

Artichokes
Avocados
Bananas
Broccoli

Cabbage
Celery
Kiwi
Lemons

Peas
Scallions
Turnips



Market UPDATE

in the news...

Study shows compound found in certain fruits and vegetables could slow ALS and dementia

Sara Diedrich • April 10, 2025 | freshfruitportal.com

A natural compound found in everyday fruits and vegetables may hold the key to protecting nerve cells — and it's showing promise as a potential treatment for ALS (amyotrophic lateral sclerosis) and dementia, according to new research from the University of Missouri.

"It's exciting to discover a naturally occurring compound that may help people suffering from ALS or dementia," said Smita Saxena, a professor of physical medicine and rehabilitation at the School of Medicine and lead author of the study. "We found this compound strongly impacted maintaining motor and muscle function and reducing muscle atrophy."

The study discovered that kaempferol, a natural antioxidant found in certain fruits and vegetables, such as kale, berries, and endives, may support nerve cell health and holds promise as a potential treatment for ALS.

In lab-grown nerve cells from ALS patients, the compound helped the cells produce more energy and ease stress in the protein-processing center of the cell called the endoplasmic reticulum. Additionally, the compound improved overall cell function and slowed nerve cell damage.

Researchers found that kaempferol worked by targeting a crucial pathway that helps control energy production and protein management—two functions disrupted in individuals with ALS.

"I believe this is one of the first compounds capable of simultaneously targeting both the endoplasmic reticulum and mitochondria," Saxena said. "By interacting with both of these components within nerve cells, it has the potential to elicit a powerful neuroprotective effect."

The challenge

The catch? The body doesn't absorb kaempferol easily, and it could take a lot to see real human benefits. For instance, an individual with ALS would need to consume at least 10-11 pounds of kale in a day to obtain a beneficial dose.

"Our bodies don't absorb kaempferol very well from the vegetables we eat," Saxena said. "Because of this, only a small amount reaches our tissues, limiting its effectiveness. We need to find ways to increase the dose of kaempferol or modify it so it's absorbed into the bloodstream more easily."

Another hurdle is getting the

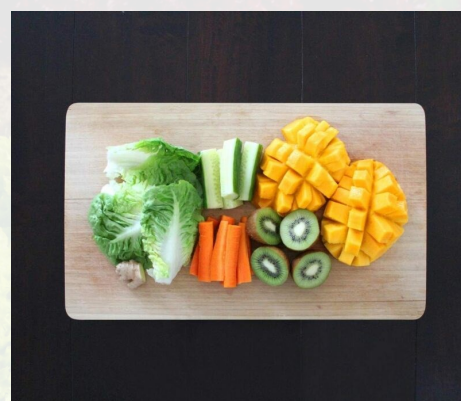


Photo: Pexels

compound into the brain. The blood-brain barrier — a tightly locked layer of cells that blocks harmful substances — also makes it harder for larger molecules like kaempferol to pass through.

What's next?

Despite its challenges, kaempferol remains a promising candidate for treating ALS, primarily because it works even after symptoms start. It also shows potential for other neurodegenerative diseases, including Alzheimer's and Parkinson's.

[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!

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Market UPDATE

Transition Schedules - Spring 2025

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates
Bengard Ranches	Yuma, AZ	Salinas, CA	Broccoli Crowns	3/22/2025
Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	3/25/2025
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Iceberg	4/9/2025
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	4/7/2025
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	4/4/2025
Bengard Ranches	Yuma, AZ	Salinas, CA	Celery	6/15/2025
Church Brothers	Yuma, AZ	Salinas, CA	Broccoli Crowns	3/31/2025
Church Brothers	Yuma, AZ	Salinas, CA	Cauliflower	3/31/2025
Church Brothers	Yuma, AZ	Huron, CA	Lettuce Iceberg	4/8/2025
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	4/8/2025
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Romaine	4/8/2025
Church Brothers	Yuma, AZ	Oxnard, CA	Celery	4/8/2025
Church Brothers	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	4/14/2025
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	3/31/2025
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	3/31/2025
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green Leaf / Red Leaf	3/31/2025
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	3/31/2025
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added / Processing Plant	3/31/2025
Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	4/20/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	3/23/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	3/23/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Iceberg	4/7/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	4/7/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	4/7/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	6/15/2025
River Fresh Farms	Yuma, AZ	Salinas, CA	Value Added	4/7/2025
Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	4/14/2025
The Salad Farm	Yuma, AZ	Hollister, CA	Value Added / Processing Plant	3/31/2025

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