

Market OUTLOOK

Week 17: April 21-27, 2025



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Market ALERT

Asparagus
Beans
Berries
Brussels
Grapes
Melons
Chili Peppers
Pineapples

transportation

Nat'l Diesel Avg: \$3.579↓

Last Year: \$4.015↓

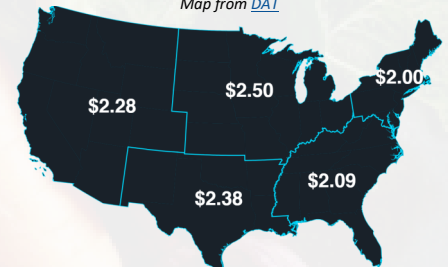
Nat'l Fuel Surcharge: \$0.42

Shortages: Rates are flat

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

National Posted Rate per mile

previous week's average outbound reefer rate for each region
Map from [DAT](#)



weather OUTLOOK

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

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

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

Immokalee, FL: Sunny and mostly cloudy skies with highs in the 90s and lows in the 60s. Thunderstorms Friday through Sunday.

Idaho Falls, ID: Partly cloudy skies with highs in the 60s and lows in the 30s. 22 mph winds on Monday.



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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 escalated. Mexican supplies are light as the season ends, boosting market demand. Larger sizes are especially limited. Quality is good overall, with a full transition to Peruvian supplies expected by early May. Michigan's season should start by mid-May.

avocados



It's been a steady week for avocados, with the market feeling more stable than it has in weeks or even months. However, proceed with caution due to upcoming events. Holy Week celebrations in Mexico start Thursday, halting harvest until next Monday. Next week is when Cinco de Mayo pulls begin, typically causing a market adjustment after big promotional holidays. Despite multiple countries of origin available, Mexico will continue to dictate the market until Peru and California reach peak season in early June. The current Mexico crop has a normal/Marceña dry matter average of 35.5%. The recommended storage temperature is 38°F.

bananas



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

beans



Green Beans: **RADAR** Prices are stable. French bean availability remains limited due to ongoing vessel and port delays, though quality is generally good. Green bean supplies are lighter as South Florida's season ends with lower yields while Northern Florida begins harvesting. Supplies are expected to improve by the end of the week.

Snow Peas: **RADAR** Prices are stable this week. Supplies from Guatemala remain steady and of good quality. Volumes are expected to hold through next week, with no major disruptions anticipated.

berries



Blackberries: Prices are stable. Mexican supply is consistent despite some recent pruning reducing production. Overall quality is solid, and supply is expected to stabilize in the coming weeks.

Blueberries: **RADAR** Prices are stable. Markets are shifting regions. Mexico's high-quality blueberries face a 50% production decline as the season ends. Florida's production is ramping up with peak volumes expected soon. Organic blueberries from Oxnard, CA, are at peak production but will taper off through May.

Raspberries: Prices are stable. Mexican raspberry production is steady at peak levels, maintaining strong quality through April.

Strawberries: **RADAR** Prices are stable. In California's Santa Maria region, strawberry production with large, high-quality fruit is increasing. Upcoming rain and cooler temperatures may slow ripening and yield. In Watsonville and Salinas, the season just started with light initial harvests.



Market UPDATE

broccoli



Broccoli: Supplies are steady this week, with steady pricing and moderate demand. Supplies are shipping from Salinas and Mexico. Markets should be steady over the next few weeks.

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

brussels sprouts



Supplies are light, with fair quality. Demand is good and current supplies are from Mexico. Markets will increase in the coming weeks but expect limited supplies.

cabbages



Supplies are steady. The market is improving, with improved yields and quality from central CA.

carrots



Supply is stable, with strong quality and temporary sizing issues resolved. Demand and pricing are stable.

cauliflower



Supplies are light and demand is moderate. Mexico supplies are available, and quality is fair. Pricing has improved, and growers are now 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. The crop is trending towards larger sizes, while supplies of smaller fruit continue to tighten.

Oranges: Fruit quality is excellent, with outstanding taste. Markets for smaller fruit are firming up, and prices are trending upward.

corn



Market is steady. Demand will pick up as we get close to Cinco de Mayo.

cucumbers



Pricing is steady. South Florida has a steady supply for the next 3-4 weeks. Plant City starts soon, followed by Georgia in early May. Mexico's volumes are moderate with good quality, especially from Baja.

grapes



The prices of offshore imports are trending higher. The market is experiencing tight supplies due to the end of Chilean and Peruvian harvests and delays in the Mexican harvest. Premium green seedless grapes are in high demand, while red seedless grapes are more available but have quality issues from recent rainfall in Chile. The Mexican harvest of green varieties will start soon, followed by red seedless varieties a week later. Most of Mexico's premium fruit will be sold domestically, limiting U.S. exports and leading to tight supplies and high demand for quality seedless varieties until production increases.



Market UPDATE

herbs



Cilantro: Supplies are steady, with good quality and moderate demand. Supplies and markets should improve with growers now shipping from central CA.

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 good quality. Demand is increasing, and weights and sizing are improving. Most growers are now shipping from Salinas.

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

melons



Cantaloupe: **RADAR** 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: **RADAR** Prices for offshore imports are stable for 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, and the fruit is eating well. 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 steady, but supply is tight. Florida's older fields yield smaller sizes, while newer fields offer better quality. Overall supply remains light through April. Plant City starts in two weeks, followed by Georgia. Mexico's season ends with inconsistent quality. Domestic bell pepper production in the West begins in early to mid-May, starting with Coachella. Canada is producing strong-quality colored bells.

peppers chili



Market is up. South Florida has light to moderate supplies, with habanero and poblano volumes decreasing. Production will shift north soon. Mexico's strongest supplies come from Central Mexico and Sonora, with moderate to good availability. Tomatillo quality is fair due to husk issues.

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 is steady. Eastern supply is strong with good volumes and quality from South Florida and Plant City. Production shifts to Georgia in May. Sonora leads out West with moderate zucchini volumes and lighter yellow squash.

tomatoes



Pricing is low. Florida's roma production is increasing, with stability expected as Palmetto/Ruskin farms come online. Mexico offers solid volumes and quality. Florida's round and grape production has rebounded due to warmer weather, while Mexico maintains steady production with new fields.



produce in PEAK for April

Apples
Asparagus
Beets
Cabbage

Carrots
Celery
Leeks
Limes

Mushrooms
Pineapples
Spinach



Market UPDATE

in the news...

18 Earth Day Facts That Will Motivate You to Help the Planet

Learn why April 22 is so important by reading these fun facts and surprising trivia tidbits.

Rebecca Norris and Karla Pope • April 8, 2025 | [goodhousekeeping.com](https://www.goodhousekeeping.com)

While Earth Day, observed annually on April 22, may not be a major holiday that's widely celebrated outside of classrooms, it's more than worthy of honoring. After all, without Earth, where would we be? It's our home and life as we know it wouldn't exist without it. That's why it's super important to preserve and protect the planet as much as possible.

Want to learn more about the third planet from the sun in the solar system? We've rounded up some of the best Earth Day facts to enlighten, inspire, and raise awareness.

Earth Day is on April 22 for a reason.

Ever wonder why Earth Day is held on a random day in April? Well, it's because back at the inception of the Earth Day movement, April 22 fell between spring break and final exams, making it an optimal time for student participation

during environmental teach-ins led by Wisconsin junior Senator Gaylord Nelson, his co-chair, Pete McCloskey and activist Denis Hayes.

Environmental teach-ins led to nationwide interest on the intersection of nature, industrialization and human health.

After witnessing the destruction of an oil spill in Santa Barbara, Nelson, McCloskey and Hayes set out with a national staff of 85 to educate the masses on the detrimental effects of industrialization on the environment and human health. After touring the States in 1969, 20 million Americans felt inspired to get involved. They took to the streets to rally for environmental policy.

Earth Day wasn't always called "Earth Day."



FG Trade Latin//Getty Images

It may be hard to think of anything else, but "Earth Day" didn't always have such a fitting moniker. In fact, it was originally referred to as an "environmental teach-in." Doesn't...

[Read full article HERE](#)



Click the picture above to learn how to fight against global food waste

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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