

# Market OUTLOOK

Week 15: April 7-13, 2025



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Market ALERT

Asparagus  
Avocados  
Beans  
Berries  
Cilantro  
Grapes  
Pineapples  
Tomatoes

## transportation

Nat'l Diesel Avg: \$3.592↑

Last Year: \$3.996↓

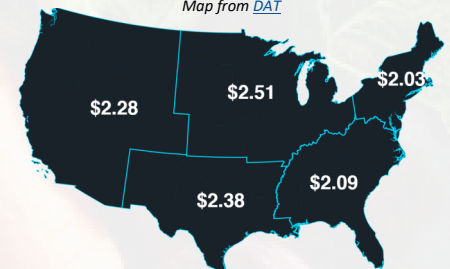
Nat'l Fuel Surcharge: \$0.43

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 and showers with highs in the 60s and lows in the lower 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s and upper 70s and lows in the 40s and low 50s.

**Yuma, AZ:** Mostly sunny skies with highs in the 90s and lows in the 60s and upper 50s.

**Immokalee, FL:** Mostly sunny skies with highs in the 70s to 90s and lows in the 60s. Rain showers on Tuesday.

**Idaho Falls, ID:** Partly cloudy skies with highs in the 60s to low 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. Mexico's seasonal production is winding down, causing a tight supply due to hot weather and soil fatigue. Peruvian production is slowly increasing but won't reach full capacity until the end of April.

## avocados



**RADAR** This week's harvest rate was very low due to uncertainty about tariffs, leading growers not to harvest. April will be difficult, starting with demand surpassing supply. Holy Week and Cinco de Mayo will add more stress to the market. Currently, it is raining in California, which may slow down volume next week. Colombia's traviesa season runs from April to August, peaking in May, with smaller fruit sizes. Peru's volumes are strong, providing market stability, with a size curve favoring 48ct. The recommended storage temperature in Mexico is 38°F.

## bananas



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

## beans



**Green Beans:** **RADAR** Prices are stable. Guatemala has good production volume and steady demand, with minor quality issues

improving. In the USA, Florida's stable production and favorable weather result in good quality and steady demand, with supply expected to remain stable next month.

**Snow Peas:** **RADAR** Prices are stable this week. Volumes are low with fair quality due to high humidity, but demand is strong. Exporters are adopting new handling practices to reduce spoilage. Slight quality improvements are expected as weather stabilizes.

## berries



**Blackberries:** Prices are higher with good quality from Mexico and steady volume expected to peak through the end of July.

**Blueberries:** **RADAR** Prices are slightly higher. Quality is high from Mexico, but production will decrease by 50% this week as some growers finish for the season. Florida's harvest is delayed due to cooler weather. In Oxnard, organic blueberries are excellent in quality and size, currently at peak production, but this will decline soon.

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

**Strawberries:** **RADAR** Prices are slightly higher. Sizing out of Santa Maria is large and firm, with production up due to good weather. Rain and cooler temperatures may slow ripening. Small harvests of conventional and organic fruit have started as the Watsonville/Salinas season nears.

## broccoli



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





# Market UPDATE

## broccoli cont...



**Broccolini:** Supplies have improved with good demand and fair quality. Pricing from Yuma has returned to normal. The transition to Salinas will begin soon.

## 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



The market, yields, and quality are improving, from Oxnard and Yuma with 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 start to fully transition to Salinas in the next few weeks.

## 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 continue to 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, and supplies and quality are good. Mexico is starting to wind down. Markets could see an uptick in pricing until California gets going in early April.

## cucumbers



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

## 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



**Cilantro:** Supplies are steady, with good quality. Demand is moderate, 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:** Supplies remain strong, with good quality, sizing, and weights. Demand has increase, leading to higher market prices. Steady supplies are expected as most growers transition to Salinas.

**Iceberg:** Supplies are steady with fair quality and increased demand. Sizes and weights will be smaller out of Yuma. Pricing is expected to increase. Supplies are expected to increase with warmer weather in Huron.

**Romaine:** Supplies are steady with fair quality and increased demand. Weights and sizing are fair from Yuma. Some visible cosmetic quality issues are expected. Production will transition to Salinas in the next few weeks.

**Tender Leaf:** Supply is steady with fair quality and increased demand. Some heat damage can be expected.

## melons



**Cantaloupe:** Prices for offshore are stable with strong volume but limited availability for early spring promotions, especially for sizes other than 6Js. Availability is primarily 9s and larger, with more jumbo fruit. As jumbo production declines,

expect more 9s and 12s. Quality is excellent, with vibrant color and brix levels of 14%.

**Honeydew:** Prices for offshore are stable with strong production, consisting of large fruit, while 6s are limited and there are no 8s. Exteriors are clean with tight seed cavities and a brix levels of 13-15%.

## mushrooms



Quality is good and supplies have improved. 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 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.







# Market UPDATE

*in the news...*

## Industry leaders react to latest tariffs

International Fresh Produce Association CEO Cathy Burns and USApple President and CEO Jim Bair highlight the importance of export markets to the fresh produce industry.

The Packer Staff • April 04, 2025 | [thepacker.com](https://thepacker.com)

Following President Donald Trump's announcement of 10% tariffs on imports from more than 50 countries, produce industry organizations pointed to the importance that exports to Canada and Mexico were not impacted due to the U.S.-Mexico-Canada Agreement.

International Fresh Produce Association CEO Cathy Burns expressed appreciation for the administration's continued trade of fresh fruits and vegetables under the USMCA. Burns said fresh fruits, vegetables and florals are highly traded commodities in North America.

"Reducing trade barriers ensures that consumers continue to have access to fresh, affordable produce and floral products while supporting the growers and businesses that sustain the industry," she said. "However, IFPA remains concerned about the broader application of tariffs on global trading partners and the resulting disruptions to supply chains, market stability and food prices worldwide. The global trade of fresh produce is essential to the health and well-being of people in every nation."

Burns said while targeted use of tariffs can address inequalities between trading partners, broad application can

disrupt markets, raise costs and place unnecessary strain on growers and producers.

"Fresh produce trade is uniquely complex, shaped by seasonal and regional factors that require a well-functioning market for year-round availability," she said. "Once businesses lose market share, reclaiming it is difficult — if not impossible — dealing a lasting blow to an industry vital to food security and economic stability."

Burns said IFPA looks forward to working with the administration for long-term solutions that benefit the fresh produce industry, including equitable trade agreements, regulatory reform and policies that promote a stable agricultural workforce.

Jim Bair, president and CEO of the U.S. Apple Association (USApple), said the U.S. apple industry's top export markets of Mexico, Canada, Taiwan, Vietnam and India, which have been impacted by the tariffs, combined to purchase \$756 million in U.S. apples in 2024.

"We support holding trading partners accountable. Countries that would be ideal markets for U.S. apples shut us out due to non-tariff trade barriers," Bair said. "That's why USApple strongly supported the United States-Mexico-



Canada, Mexico and United States of America flags  
(Image: Victor Moussa, Adobe Stock)

Canada Agreement, which is working well, and those countries remain our largest export destinations."

The association, which represents more than 26,000 apple growers and more than 3,700 apple-related companies, recently held its Capitol Hill Day where members conducted more than 100 meetings with House and Senate offices to stress the importance of trade for the U.S. apple industry.

"As we painfully experienced with India, the entire U.S. apple industry to maintain strong, stable trade relationships with all of our current and potential..."

[Read full article HERE](#)





# 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

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](mailto: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

