

# Market OUTLOOK

Week 19: May 5-11, 2025



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Market ALERT

Asparagus  
Beans  
Berries  
Brussels  
Chili Peppers  
Grapes  
Herbs  
Limes  
Melons  
Pineapples

## transportation

Nat'l Diesel Avg: \$3.514↓

Last Year: \$3.947↓

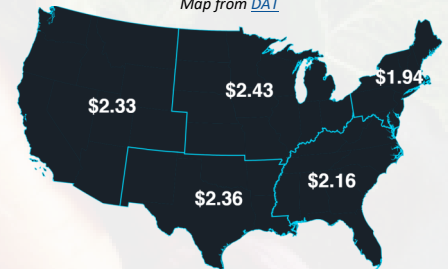
Nat'l Fuel Surcharge: \$0.43

Shortages: Rates are flat

- extreme - N/A
- slight - 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 skies with highs in the 60s to low 70s and lows in the 50s.

**Salinas, CA:** Mostly sunny skies with highs in the upper 60s and lows in the lower 50s.

**Yuma, AZ:** Sunny and partly cloudy skies with highs ranging from the 80s to low 100s, and lows in the 60s and 70s.

**Immokalee, FL:** Partly cloudy skies with highs in the 80s to 90s and lows in the 60s. Thunderstorms Monday, Saturday, and Sunday.

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



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# Market UPDATE

## apples



Washington's crop for Q2 will have excellent supplies and quality from CA storage. Honeycrisp 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-skinned varieties like red, gala, fuji, and pink lady.

production shifting north. Hot weather and wind have impacted yields, while Mexico's recovery keeps supply tight. Improvements are expected by mid-to-late May as North Florida production begins.

**Snow Peas:** **RADAR** Prices are stable this week. Availability has improved, but production from Guatemala remains unchanged. Quality may be affected by humidity in the growing region.

## 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 is expected to start by mid-May.

**Blackberries:** Prices remain steady, with good quality from Mexico. Volume is slightly reduced due to recent pruning.

**Blueberries:** **ALERT** Prices are increasing as Mexico's production declines by 50%, with steady decreases expected through May. Florida's volume is increasing rapidly, with peak production and strong quality through mid-May.

**Raspberries:** Mexico's volumes remain steady but limited, with potential gaps due to slowed production. Demand is steady. Santa Maria expects to start in late May, while Watsonville projects a late June start.

**Strawberries:** **RADAR** Prices remain steady, with excellent quality from Santa Maria as production increases under favorable conditions. Watsonville/Salinas is beginning its season with early small harvests of both conventional and organic fruit.

## avocados



Cinco de Mayo, the second-largest avocado event of the year, has seen weaker demand. Market prices are declining as supply diversifies, reducing Mexico's dominance. California is peaking on 48s, Colombia on 70s, and Peru is offering larger sizes, creating more options. Mexico's 60ct volume remains high, but its market share fell to 69% last week and will continue declining as Peru's supply increases until July. Stability is expected after post -Cinco adjustments. It is recommended to store fruit from Mexico at 38°F and California at 42°F.

## bananas



The market and pricing continue to be steady, with strong supply and quality.

## broccoli



**Broccoli:** Supplies and pricing are steady, with moderate demand. Supplies are shipping from Salinas and Mexico. The markets are expected to be steady for the next few weeks.

**Broccolini:** Supplies and demand are good, with improved quality and pricing from Salinas.

## beans



**Green Beans:** **RADAR** Prices remain elevated as the market stays active during the transition. Central Florida's season is ending, with





# Market UPDATE

## brussels sprouts



Supplies remain tight, with fair quality and strong demand. Mexico's volumes are down, causing the market to increase and expected to be elevated for the next few weeks.

## cabbages



Supplies are steady with improved quality, market pricing, and yield from central California.

## carrots



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

## cauliflower



Supplies and the market are steady with light availability and moderate demand from Mexico and Salinas.

## celery



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

## citrus



**Limes: ALERT** Pricing is rising as the lime market escalates due to higher costs and increased demand ahead of Cinco de Mayo. Colombia and Peru offer fair availability in South Jersey and South Florida to help meet demand. Mexico continues producing smaller sizes, while larger sizes remain scarce due to limited rainfall.

**Lemons:** Market remains steady. Larger sizes are increasing, while smaller fruit is tightening.

## corn



Market remains steady, with demand expected to increase as Cinco de Mayo approaches.

## cucumbers



The market is steady. In the East, cucumber supply is light as South Florida's season winds down, with quality requiring close monitoring. Georgia is set to begin its season in two weeks, which will help increase volume. Out West, Mainland Mexico, Central Mexico, and Baja are providing moderate supplies with good quality, ensuring stable availability in the coming weeks.

## grapes



The prices of offshore imports are higher. South American red seedless lead the market, with marketers holding back top-quality fruit to extend availability until late May when Mexican volumes are expected. Green seedless supplies are steadily declining as importers fulfill current commitments. Limited shipments from Mexico and premium varieties from Peru and Chile are keeping the market tight, with strong demand expected through May.

## herbs



**RADAR** In the East, rain in Colombia is affecting basil and mint quality, resulting in a fair overall supply. In the West, basil supply has improved, and all other herbs continue to show strong availability and quality.

**Cilantro:** Supplies remain steady with good quality and moderate demand. Increased availability in Oxnard and Salinas is expected to support market improvements.





# Market UPDATE

## kale



Supplies and pricing remain steady with good demand and quality coming from Salinas.

## lettuce



**Green & Red Leaf:** Supplies and quality are good, along with sizing and weights. Demand has increased, leading to higher market prices. Steady supplies from Salinas.

**Iceberg:** Supplies and quality are good with increased demand. Size and weights have improved from Salinas. Markets and supplies are expected to be good in the next few weeks.

**Romaine:** Supplies and quality are good with increased demand. Size and weights have improved from Salinas. Markets and supplies are expected to be good in the next few weeks.

**Tender Leaf:** Supplies and quality are good with increased demand. Steady supplies from Salinas. Markets and supplies are expected to be good in the next few weeks.

## melons



**Cantaloupe:** **RADAR** Availability remains limited, with contract business driving the market. Offshore arrivals in Florida are expected through the week of May 19, while Yuma's season is delayed, creating challenges for the open market. Central America's wet weather may impact late-season yields. Sizing is shifting to a 9/12, with some 9J available. Melons remain firm with solid internal quality and brix levels between 14-16%.

**Honeydew:** **RADAR** Offshore honeydew supply is limited as some growers reduced late-season production. Mexican volumes are expected to increase this spring. Current arrivals are predominantly 5/5J, with 6J packed to cover smaller fruit needs.

## mushrooms



The quality and yields of white and brown are excellent, and there are no anticipated price increases.

## onions



Quality remains strong across all growing regions, with steady demand. California, Arizona, and Georgia have started, while New Mexico faces a slight delay. Texas supplies are limited due to weather impacts.

## onions green



Supplies are steady with good demand. Availability has improved, and markets are expected to remain steady in the coming weeks out of Mexico. However, increased temperatures in Mexico may cause quality cosmetic issues.

## 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 the new crop Bartlett starts in mid-August.

## peppers bell



The market remains steady. Canada has a steady supply of colored bells with excellent quality. In Central Mexico, availability is currently light, but new fields will begin harvesting by the end of May. South Florida's green bell season is ending as Central Florida ramps up production. Plant City has started with good quality, while Georgia is set to begin in mid-May. Out West, production is shifting from Mexico to California, with Coachella beginning to harvest premium-priced peppers.





# Market UPDATE

## peppers chili



Pricing is up as South Florida's season winds down, with inconsistent availability and declining quality. Plant City is harvesting jalapeños and plans to expand varieties soon. In the West, Central Mexico has strong volumes, though overall supply remains light. California will begin new crop harvest in the next week, improving availability.

## 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.

## squash



The market remains steady. Central Florida and Georgia are in peak production for yellow and zucchini squash, with a particularly strong zucchini supply. Sonora continues to provide steady volume, with zucchini more plentiful than yellow squash. Production will carry through May before transitioning to Santa Maria in late May for summer supply.

## tomatoes



The market is steady. Florida's Roma supply is light but steady, as Estero wraps up and new harvests begin in Ruskin/Palmetto. Mexico maintains moderate to good volumes, with additional fields expected to open. Round tomato yields and quality are good in Florida, with consistent production expected. Florida's grape supply is moderate to good, while Mexico is light to moderate, with new fields starting soon.



produce in **PEAK** for May

Artichokes  
Arugula  
Beets  
Carrots

Corn  
Grapes  
Leeks  
Peaches

Peas  
Plums  
Spinach





# Market UPDATE

*in the news...*

## *Blackberries may soon be thornless, thanks to genetic breakthroughs*

Sanjana Gajbhiye • April 29, 2025 | [earth.com](https://earth.com)

Thornless, disease-resistant, and tastier blackberries may soon become reality. New genetic research from the University of Florida suggests major advances are coming. Farmers looking to recover from citrus declines might soon have new opportunities through blackberry production.

Blackberries have soared in popularity over the past two decades. In the United States alone, farmers now produce 37 million pounds of processed blackberries and nearly 3 million pounds of fresh berries annually.

“Overall, this study not only advances our understanding of blackberry genetics, but it sets the stage for significant improvements in blackberry breeding techniques,” noted Zhanao Deng, a researcher at the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS).

### **Genetic breakthrough for blackberries**

In Florida, blackberries were produced across 702 acres on 277 farms according to the 2022 USDA Census of Agriculture. The release of improved blackberry varieties could boost these numbers significantly.

Blackberries appeal to both health-conscious consumers and growers looking for a high-value crop. With demand expanding, the timing of genetic breakthroughs could not be

better for U.S. agriculture.

### **Building first chromosome-scale genome**

Deng and his team at the UF/IFAS Gulf Coast Research and Education Center created the first chromosome-scale, haplotype-resolved genome for a tetraploid blackberry selection known as BL1.

By using Oxford Nanopore sequencing and Hi-C scaffolding, they assembled a highly complete 919 megabase genome across 27 pseudochromosomes. This assembly covers more than 92% of the estimated genome length.

BL1’s genome includes 87,968 protein-coding genes. Over 82% of these have functional annotations, offering rich resources for breeding future cultivars.

### **Thornless blackberries have special genetics**

Blackberries are not simple plants. Many cultivated varieties, including BL1, are tetraploid, meaning they carry four sets of chromosomes.

This genetic complexity made previous genome projects difficult. The BL1 genome, by preserving all four haplotypes, provides an unprecedented level of detail for blackberry research.



“The release of this tetraploid blackberry genome can contribute to more efficient and targeted breeding, ultimately leading to the development of new cultivars with enhanced fruit quality, and resistance to important diseases,” Deng emphasized.

### **Thornless blackberries could boost farming**

Thornlessness has been a key goal for breeders. Thorns complicate harvest, damage berries, and pose risks for workers. The team identified genetic regions responsible for thornlessness and studied related transcription factors.

In addition, their research uncovered...

[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](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