

the FreshPress

Produce that's Fresh. Information that's to the Point.

For the weeks of
December 22 & 29, 2023



Top 5 Five

asparagus

ALERT!

Extreme demand exceeds supply. Volume has declined significantly from inclement weather with all asparagus shippers and there is little to no product available. Demand should decline as holiday pressure eases coupled with higher markets. The outlook is two to three weeks before supply improves.

avocados

Markets are higher as we enter the next couple of holiday weeks; 48/60ct markets are both higher than last week on the open market. Availability in smaller sizes will keep markets low on 70/84cts.

beans—green

ALERT!

In the East supplies remain limited; demand is good, and the market is very strong. Expect short supplies for the next 2 weeks. Quality is good in the West; however, supplies are limited due to the weather. Shortages are expected to last through January.

berries— blackberry, blueberry, raspberry

Blackberry supplies are light due to cool weather in Mexico. Demand and quality are good, and the markets are increasing. **Blueberry** supplies are steady in Mexico and South America; demand and quality are good, and markets are steady. **Raspberry** supplies are light demand and quality are good, and markets are increasing.

berries—strawberry

ALERT!

Supplies are very limited due to rain in CA and FL with rain forecasted for another week. Mexican volume is below normal but is slowly improving. Demand will remain very good into the new year. Quality is fair to good, and markets are increasing.

broccoli & cauliflower

Broccoli markets are active as cooler weather has slowed production. Supplies are currently keeping up with demand. **Broccolini** demand exceeds supplies. Sweet **baby broccoli** may be an option to sub as it is a very similar variety.

celery

Demand is strong, and the market is strengthening. Rain in the growing region could impact the harvest and increase the markets.

citrus—lemons, limes, oranges

ALERT!

Navels are peaking on 48/56/72cts sizes. There is a good supply of most sizes and grades, but as the season progresses growers are forecasting small fruit to become extremely tight. **Lemon** availability is good for most sizes along with all grades; sizing is peaking on Fancy 95/165cts. All 3 growing regions are in production. **Lime** markets are increasing. Peak sizing consists of medium-sized fruit; large fruits are increasing in availability as the current production cycle comes to an end. Inclement weather has led to increased

1. ASPARAGUS

ALERT!

Volume has significantly declined.

2. BROCCOLINI

ALERT!

Sweet baby broccoli may be an option to sub.

3. CORN

ALERT!

Supplies are limited.

4. HOTHOUSE— PEPPERS

ALERT!

Expect demand to exceed supply through January.

5. PEPPERS— CHILES

ALERT!

There are limited supplies on all chiles except for Jalapeno and Serrano.

Outlook

WEST COAST

Temperatures and precipitation are going to be well above average for the next 8-14 days.

EAST COAST

Expect a mix of above average temps in the northeastern areas, gradually working to below average temps as you head into the southeastern states for the next 8-14 days.

Expect a mix or normal to below average precipitation across the Eastern Seaboard, with Florida expecting higher than average precipitation.

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Reality Check

conditional defects in the form of oil spots and styler-end breakdown. Expect supplies to continue to decline as we approach the new year.

cucumbers **ALERT!**



In the East, supplies are light, demand is very strong, quality is good, and markets are high. Demand and quality in the West are good, but sizing is erratic. The market is steady.

eggplant



Supplies, quality and demand are good in the East due to retail ads. The market is strong. In the West supplies are light, demand is good, and the market is poised to increase.

grapes— green & red **ALERT!**



Demand is moderate, and some remaining domestic supplies of **reds** has steadied the market. Quality and condition are being reported as good to excellent.

lettuce—iceberg, leaf, & romaine



The **iceberg** market is steady and expected to remain that way for a couple of weeks. The only concern is the rain forecasted in Imperial Valley fields, which could delay harvesting. **Leaf lettuce**, including **Boston green** and **red leaf**, have good supplies and markets are holding steady. **Romaine** supplies are good, and the market is mostly steady on romaine and hearts.

melons— cantaloupe & honeydew



Supplies on the East and West Coast are lighter, and the market is higher. The **Cantaloupe** sizing profile is 12/15cts with lighter green cast. **Honeydew** is averaging 5/6ct with limited Jumbos and 8ct. Quality is fair to good.

onions—yellow, white, & red **ALERT!**



Markets continue to increase as export demand has not diminished. White onions are feeling the most pressure and are being limited from shippers.

peppers—green, red & yellow **ALERT!**



In the East, **green bell** supply is lower, quality and demand are good, and the market is higher. **Red bells** are extremely limited, and the market is very high. **Yellow bells** are in lower demand but still have a very strong market. In the West, all colors remain light in supplies. No relief is forecasted until mid-January. **Hothouse** supplies are extremely light.

potatoes—russet

Supplies are good with small sizes being very plentiful; 40/50cts are becoming more available with good quality and steady markets. Foodservice demand is fair.

squash— yellow & zucchini **ALERT!**



In the East, **zucchini** and **yellow squash** demand exceeds supplies. Markets are very high, and the quality is good; however, excessive wind recently will hurt the yellow squash quality (scarring). In the West, supplies are light due to low temperatures. The market is strong, and the quality is good.

tomatoes **ALERT!**



Round, Roma, Grape, and Cherry

markets continue to be on alert due to rain and wind damaged crops in FL, which has made availability extremely limited. Markets are expected to stay elevated until mid-January when Mexican availability increases. **Hothouse Medley tomatoes** demand exceed supplies.

	Supply			Price		
	HIGH	INCREASING	STEADY	DECREASING	ALERT	LOW
VEGETABLES						
Arugula						
Asparagus						
Beans - Green						
Broccoli						
Broccolini						
Brussels Sprouts						
Cabbage						
Carrots						
Cauliflower						
Celery						
Corn						
Cucumbers						
Eggplant						
Garlic						
Lettuce - Iceberg						
Lettuce - Leaf G/R						
Lettuce - Romaine						
Lettuce - Spring Mi•						
Mushrooms						
Onions - Green						
Onions - Red						
Onions - Yellow						
Onions - White						
Peas - Snow/Snap						
Peppers - Chiles						
Peppers - Green						
Peppers - R/Y						
Potatoes - Russet						
Potatoes - R/W/Yuk						
Potatoes - Sweet						
Spinach						
Squash - Yellow						
Squash - Zucchini						
Tomatoes - Gr/Ch						
Tomatoes - Roma						
Tomatoes - Round						
FRUIT						
Apples						
Avocados						
Bananas						
Berries - Blackberry						
Berries - Blueberry						
Berries - Raspberry						
Berries - Strawberry						
Citrus - Lemons						
Citrus - Limes						
Citrus - Oranges						
Grapes - Green						
Grapes - Red						
Melons Cantaloupe						
Melons Honeydew						
Melons Watermelon						
Pineapple						

Information is subject to market fluctuations and meant to be used only as a guide. Consider transit time for your area as this is a current condition report, and up to 10 days may pass before the effects show in your market. See the FreshPress Plus+, our extended guide of the current market information at freshpoint.com.