

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



Top 5 Five



asparagus

Demand is lower and Peru and domestic production are ramping up. Markets should level as more growing regions come into play. The market rise is steady.



avocados **ALERT!**

Markets remain high. Inventory has started to improve following several weeks of limited harvest. Demand is softening due to higher markets and should soon stabilize. There will still be some challenges with supplies on small fruit and #2's until the pipeline is replenished. Flexibility on size and grade will be needed to fill orders.



beans—green

Eastern supplies are strong, quality is good, and the market is low. Western demand is light, the market is slightly lower.



berries— blackberry, blueberry, raspberry

Blackberry supplies will increase once the weather warms up. Quality is good and markets are increasing. **Blueberry** supplies are tapering off. Quality is good and markets are increasing. **Raspberry** volume is snug from all suppliers although the markets remain steady. Volume will increase when the weather warms.



berries—strawberry

Rain in CA has affected volume and quality from all suppliers. Mexico has not seen any issues and is expected to continue producing through April. Markets are increasing.



broccoli & cauliflower

Lower supplies and strong demand are driving the market up. Volume is expected to be light for the next couple of weeks.



celery

The market has increased, and demand is stronger with fair supplies.



citrus—lemons, **ALERT!** limes, & oranges

Lemons increased demand and rising markets on medium to small size lemons (140cts and smaller) are tight in supply. Large sizes are more prevalent; a significant shift towards larger fruit (115's and larger) is noted. 50-60% of the new **lime** crop volume is in small sizes with improved quality, and lower volume for 110/150cts is expected. **Oranges** are peaking on 40/36/56cts size Navels. Expect tight supplies and higher markets, especially for smaller size Navel oranges. Orange supply continues to be a challenge on the 113/138cts sizes. Suppliers are prorating up to 50%.



cucumbers

Eastern supplies are increasing, quality and demand are good, and the market is lower. Western demand is light, and markets are low. reported in the majority of packs. The market is higher and expected to hold until the new fields break next week.

1. ARUGULA **ALERT!**
Lower yields are due to yellowing.

**2. MELONS—
WATERMELON** **ALERT!**
Challenges with availability and quality.

3. PEARS **ALERT!**
Small size pears are extremely limited.

**4. PEPPERS—
CHILES** **ALERT!**
The eastern market is strong on most varieties.

5. PINEAPPLE **ALERT!**
Supplies will remain tight for the next couple of weeks.

Outlook

WEST COAST

Expect well above average temperatures with much lower-than-normal precipitation.

EAST COAST

The entire East Coast will experience well above average temperatures coupled with excessive rain.

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Reality Check



eggplant

Eastern supplies and quality have improved. The market is lower, and demand weaker. Western markets are steady, supplies are good, and demand is light.



grapes—**ALERT!** green & red

There has been a slight market increase on **green** seedless due to less volume available. **Reds** are expected to follow suit next week. The quality is fair.



lettuce—iceberg, leaf, & romaine

The **iceberg** market is firm, volume is improving, and the market is trending lower now. **Leaf lettuce** supplies are improving, and the market is decreasing for both **red** and **green leaf**. The **Romaine** market is down but still at elevated levels. Open heads are impacting heart material and Value Added is tighter and just meeting demand.



melons— cantaloupe & honeydew

The market is stronger for imported melons. **Cantaloupe** volume should be consistent over the next three weeks, peaking on larger fruit. **Honeydews** remain short with primarily 6cts. Mexico is starting to see some smaller fruit this week.



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

The ID region is done; the PNW will go to the end of April. Quality is fair at best. Inventory from TX is filling the void from ID. **Red onions** are still very limited and keeping the market active.



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

Eastern **green bell pepper** supplies, demand and quality are good, and the market is lower. **Red bells** are easier to get while **yellow bells** are still limited; demand is strong with lower markets. Western two-tiered markets are occurring as more Choice products are being produced. **Green bell peppers** are limited while **colored pepper** availability is better. Markets are all leveling out. **Hothouse Red and yellow pepper** suppliers are short with demand exceeding supplies. **Orange peppers** are slightly better, but supplies are tight.



potatoes—russet

Supplies are very light on 40/50cts from most suppliers; 90/120cts are plentiful. This will continue through the summer months. Demand is following supply accordingly. Markets are steady on large and lower on smaller sizes. Quality is good.



squash—yellow & zucchini

Eastern **zucchini** and **yellow squash** supplies and demand are good with improved quality and lower markets. Western supplies are heavy, and demand and markets are extremely low.



tomatoes **ALERT!**

The tomato market remains on alert status for **rounds and roma tomatoes** due to continued rainfall out of FL combined with an early season wrap up in Mexico. **Grape and cherry** varieties have improved with increased supply on normal demand. **Hothouse Campari and medley** tomatoes are extremely tight, and demand exceeds supplies.

HIGH INCREASING STEADY DECREASING ALERT ALERT INCREASING STEADY DECREASING LOW

VEGETABLES

	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
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 Mix										
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.