

the FreshPress

October 4, 2024

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



Top 5 Five

1. BANANAS **ALERT!**

Supplies are good. We do not see any issues from the port strike, but we are monitoring daily for updates.

2. BROCCOLINI® **ALERT!**

Weather has affected growth, and supplies are struggling to keep up with demand.

3. CORN **ALERT!**

Western corn is on alert from limited supplies and mostly white corn availability.

4. MUSHROOMS **ALERT!**

Supplies are lighter industrywide, particularly on white mushrooms from some suppliers.

5. ONIONS—GREEN **ALERT!**

The market is high as supplies remain short, but better production is expected in the next 7-10 days.

Outlook

WEST COAST

The 6-10 day outlook expects average temps for the area and mostly normal precipitation for this time of year.

EAST COAST

The 6-10 day outlook expects mostly below average temps for most of the Southeast. Precipitation is expected to be below average overall, with FL expecting above average for this time of year.



asparagus **ALERT!**

Mexican volume should increase into next week and then the market is expected to decline. Quality is good from both growing regions, but larger sizing is more available.



avocados **ALERT!**

Mexican supplies have tightened from limited harvesting from rain issues coupled with a national holiday. Expect shortages on all sizes and grades into next week until the pipeline is replenished. The market has strengthened across the board and category #2 fruit continues to be short.



beans—green **ALERT!**

Eastern supplies will remain limited for a few weeks. Damage is being assessed from Hurricane Helene. Western supplies are very limited from CA, with Eastern Mexico volume a month away.



berries— blackberry, blueberry & raspberry

ALERT! Blackberry supplies are on the decline through October. Quality is good with a few occasional issues. Markets are higher. **Blueberry** supplies are light. Quality is good on fruit from Peru and markets are steady. **Raspberry** supplies are increasing. Quality is good and markets are lower.



berries— strawberry **ALERT!**

Supplies are improving with both Southern and Central CA in production, but a heat wave is hitting both areas this week. We are monitoring quality daily to gauge the extent of the damage. Markets are steady.



broccoli & cauliflower

The **broccoli** market is a little active as quality issues have reduced yields keeping volume tight and just meeting demand. The **cauliflower** market is steady, but with some quality issues affecting yields that could move the market up as supplies are just moderate currently.



celery

The market is mostly steady to a bit higher on moderate supplies. Quality has been good.



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

Lemon demand is steady as different areas wind down and begin. Fruit quality is good. The **lime** market has begun to de-escalate. The new crop is peaking on small fruit and quality has improved. Large sizes are extremely limited, and quality will be adequate at best.

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ALERT! **Orange** demand continues and supplies remain limited. The Valencia harvest is finished for the season with large fruit limited and quality a challenge. Import volume will be limited until the start of CA navel season in late October. Flexibility on size and grade is needed as demand exceeds supplies.



melons—honeydew & cantaloupe

Warm weather has accelerated growth, and larger fruit predominates. Quality is good.



onions—red, white, yellow

Supplies are good on new crop yellow and red onions from WA and ID. Demand is good. Quality has been good. Markets are lower on all colors.



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

Eastern **green bells** are limited, quality is fair, and markets are increasing. **Red and yellow bells** are extremely limited. Western **green bell pepper** supplies are limited with an increasing market. **Colored pepper** volume is better, but quality issues are creating a two-tiered market.



potatoes

Supplies are good on the new crop. Sizing is running large with some growers being limited on small sizes. Quality is good. Markets are lower on all sizes.



squash—zucchini & yellow

Eastern **zucchini and yellow squash** are available, but quality is hit and miss, and the market is steady but will trend up. Western volume is steady but with some quality issues surfacing. New areas are starting late next week. The market is steady.



tomatoes

Supplies are steady on all varieties. Growers/shippers are still assessing any damages from Hurricane Helene. Quality is good on all varieties.



cucumbers

Eastern **cucumber** supplies are good for the next 7-10 days, and then supplies will become extremely short. Western supplies and markets are steady with increased volume expected at the end of next week. Quality is good. **Hothouse Long English cucumbers** are on alert as they remain tight, but production is improving and starting to meet demand.

ALERT!



eggplant

Eastern eggplant supply is good, quality is good, and the market is lower. Expect the market to increase in a few weeks due to hurricane damage causing a shortage. Western product is limited due to weather out of Mexico; CA supplies are limited with just fair quality.



grapes—green & red

Supplies and quality remain good.



lettuce—leaf, iceberg & romaine

The **iceberg lettuce** market is mostly steady with good supplies. The market is a bit active on **green and red leaf**, but good quality is reported. The **romaine market** is mostly steady. Growers are dealing with quality issues such as high seeder but can meet demand. **Romaine hearts** have strong demand and moderate supplies, and the market is firm.

Reality Check

VEGETABLES	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
Arugula										
Asparagus										
Brussels Sprouts										
Beans - Green										
Broccoli										
Broccolini										
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										
FRUITS										
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										

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