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Market Updates:

March 15th, 2024

Conventional Fruit:



Apples: Supplies remain strong on most all varieties. The heaviest supply is on smaller size apples and lower grades. Most promotable varieties include Cosmic Crisp, Honeycrisp, Fuji, Red Delicious and Granny smith.



Bananas: The market remains steady with good supplies from all shippers.



Berries: **Blackberries.** Markets are steady with good supplies.

Blueberries – Markets are steady with promotable supplies. **Raspberries** – Markets are steady. **Strawberries** - Markets are steady with good supplies and promotable pricing.



Citrus: Oranges – California navels are steady with good supplies. Small sizes (113/138s) are at a premium since the crop is peaking on 40/48s this season. Heavy rainfall has increased the size profile.

Lemons –Markets are active on small-sized lemons. As we head into April, we'll see 140s and smaller at a premium cost. Larger-sized fruit will remain at steady market.

Limes- Markets have leveled out but remain strong. Fruit is mostly large, 150s and 110s. Expect to see strong markets until after the Easter Holiday.



Citrus, Varietal: Grapefruit –Texas and California markets are steady with good supplies. Expect these markets to remain with low yields from the growing districts.

Tangerines - Cuties and Halos in stock with steady markets. Sumo Mandarin and Big Honey are solid with a steady market. Expect to see specialty Tangerine supplies to last through April. Minneola Tangelo supplies are good with steady markets.



Grapes: Markets remain strong. Import bag Green and Red seedless from Chile. Cotton Candy, and Muscat Beauty in stock.



Melons: **Cantaloupe** - Markets are steady out of Guatemala and Honduras. 9 and 12 ct size in stock. **Honeydew**- Markets are steady. **Watermelon** –Markets are stronger on Mini's and cartons with very light supplies.



Tropical Fruit: Mangos – Markets are finally receding on Tommy variety. Honey Mangoes are steady. Champagne Mango market has dropped considerably with more volume.

Pineapple – Supplies will be lighter for through the end of April, especially fruit from Central America.

Papaya – Markets are steady with good supplies.

Kiwi Fruit – California markets are at an all-time high with little inventory left. Italy and Greece will continue to fill the voids as needed but with a strong market.



Pears: Off-shore Bartletts out of Chile now available. Still good supplies on Bosc, Anjou and Red Anjou.

Varietal Fruit

Chilean Stone Fruit: Peaches are wrapped up for the import season. Nectarines and plums will be available for another 3 weeks. California Cherries are targeted to start in late April or early May. The current crop forecast is similar to last year's, with a lot of fruit to be harvested.



Conventional Vegetables:



Anise / Fennel: Supplies are better with steady markets. .
We have Ippolito brand in stock for next week.



Artichokes: Markets are steady on short stem. Long stem
14 ct from Ocean Mist are special order. Purple Artichokes in
stock.



Asparagus: Asparagus markets are trending higher . 28 lb cases
from Mexico and California in stock .



Avocados: Markets trending higher on all sizes , bags and cartons



Beets: Markets and supplies are steady.
Bunch beets are Boskovich brand from Mexico.



Beans: Markets are steady with good supply.



Bok Choy: Supplies are lighter with higher markets. We are loading Beachside label from California.



Broccoli: Market is steady with good supply. Transition to Salinas has begun and it is looking like a smooth transition.



Broccoli Artisan Sweet Baby: Supplies are getting better. We are loading new crop in Salinas.



Brussel Sprouts: The Mexican crop looks good so far With steady markets for next week.
Good item to promote. We have both 25# bulk and 12/2# packs in stock.



Cabbage: Markets are trending up on both red and green. We are loading Ratto label on both.



Carrots: Market is steady/easing, and supply is good.



Cauliflower: Cauliflower markets are steady as Yuma continues to produce and Salinas is slowly getting started.



Celery: Promotional supplies are available from all growing areas. We are seeing some fusarium concerns in the Oxnard area, but the markets are steady for next week.



Cilantro: Markets are steady both California and Mexican grown product. The quality is good from both growing areas.

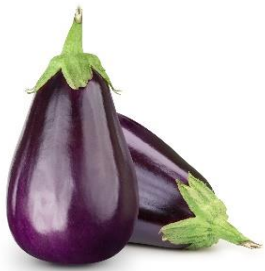
This is a good item to promote.



Corn: 12/4 packaged corn – Steady markets



Cucumbers: Slicing cucumbers remain very short and markets are high. This will continue through March. Hot House cucumbers are in great supply with Mexico, California, and Canada production going strong.



Eggplant: Eggplant markets are steady with supply a little on the tighter side.



Leeks: Markets are steady. We have premium labels in stock now.



Lettuce, Iceberg: Supplies are very low with high markets. Growers are struggling with Blister and mildew. The warmer weather could increase insect pressure. Expect high markets for the remainder of the month.



Lettuce, Leaf/romaine: Overall fair quality with lighter supplies. Like the iceberg lettuce the outer leaves will have some blister. The markets are Higher for next week.



Mushrooms: Good supplies and availability with all growers currently.



Potatoes: Markets are steady. Good supplies on WA and ID Russets, as well as colored potatoes.



Onions: Markets are stronger on red and white onions. Hermiston sweet onions are available. Mayan sweet Onions are available.



Onions, Green: Supplies and quality are getting better with markets getting closer normal times.



Peas: Supplies are getting better on both snow and snap peas. The Quality from Mexico is getting better with steady markets for next week.



Peppers: The green pepper market is showing signs of strength with a few shippers slowing down, especially on bigger sizes. Expect a strong market until Coachella starts in late April. Open field color bells are very short, especially reds. Hot house peppers are tight but supply is steady.



Peppers, Mini Sweet: Markets are steady with good supply.



Peppers, Chilies & Tomatillos: Markets are mostly steady with good supply. Serrano chili market is active with production dropping off in Sinaloa and Obregon. Baja is not yet ready to pick up the slack.



Spinach: The supplies are Better with steady markets . We are loading Boskovich label for next week.



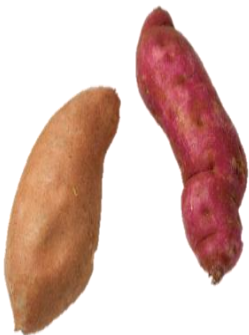
Squash: Supply is good on all three varieties in Nogales.



Squash, Variety: Markets are steady on Acorn, Butternut, Kabocha, and Spaghetti. Delicata is in a 2 to 3 week supply gap.



Tomatoes: The market on Rounds is active again. FL still struggles with low yields due to weather; quality is fair. We can expect light production in February and March with stronger markets. There will be a consistent supply of Romas, but cherry and grape supplies will remain tight.



Yams & Sweet Potatoes: Markets are steady on conventional yams/sweets. Good supplies available.



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Organic Fruit:



Apples, Organic: Markets are steady. Strong overall supplies. Fuji, Granny smith, Honeycrisp remain the most promotable options. Organic SweetTango apples are now finished.



Avocados, Organic: Markets are stronger. 40's, 60's, and 12/2 lb. bags in stock.



Bananas, Organic: Markets are steady with good supply.



Berries, Organic: Organic Raspberries remain strong with light supplies. Organic Blackberry markets are steady with good supplies. Markets are steady on Organic Blueberries. Organic Strawberries are trending lower with adequate supplies.



Citrus, Organic: California Navel Orange production is steady. Sizing is peaking on 72s. Lemon markets are steady as District 1 ramps up. Mexico Grapefruit markets are steady. We'll continue to see some quality issues this month as rain has affected post-harvest treatment.



Grapes, Organic: N/A until Mexico starts in May .



Kiwi, Organic: California supplies are wrapping up. Look for imported kiwi to start by mid-March.



Mangoes, Organic: Mexico markets on both Honey Mango and Tommy's are steady. We'll see a supply gap as we come into mid to late April as growing regions move to the north.



Melons, Organic: Markets are stronger on cartons and minis.



Pears, Organic: NW Anjou, Bosc and red pears are beginning to wind down. New crop off-shore Bartletts now available out of Argentina.



Pineapple, Organic: Supplies out of Mexico are steady.



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Organic Vegetables:



Anise “Fennel”, Organic: Supplies are good, and markets are steady.



Beets, Organic: Markets are steady on bunched red and gold. Red and gold are both available in 25lb bags.



Broccoli, Organic: Markets are steady with good supply. Salinas is getting started in a small way as Yuma slows down production for the season.



Brussel Sprouts, Organic: Markets are steady with good supplies. We are dealing on 15/2# packs this week, item #35110.



Cabbage, Organic: Markets are trending up on both red and green. We are loading Grimmway label on both.



Carrots, Organic: Market is steady/easing, and supply is good.



Cauliflower, Organic: Supply is tighter as the desert area finishes and Salinas is slow to get started. Expect tight markets through the rest of March.



Celery, Organic: Production is lighter with markets trending up. Many growers are battling quality issues.

We are still dealing on 18ct organic celery hearts #26490



Cilantro, Organic: Markets are steady supplies are good.

We have Lakeside and Earthbound labels in stock now.



Cucumbers, Organic: Markets are strong with very light production. Greenhouse cucumbers are also slightly stronger.



Greens, Organic: Markets are steady on all kales, chards, and collards. We are loading from Mexico and California



Green Onions & Radishes, Organic: Markets are steady on radish, but green onions supplies are very light. Shippers are fighting with quality issues.



Herbs, Organic: Supplies are better with steady markets on parsleys.



Lettuce, Organic: Romaine has been hit the hardest with A surge of aphid pressure. Expect higher markets on leaf, romaine ,and iceberg.



Onions, Organic: NW bulk organic onions now shipping. Bags are shipping out of NV. Markets are stronger on Organic bagged onions.



Mushrooms, Organic: Organic mushrooms are steady.



Peppers, Organic: Supply of Hot House colored bells is tight but steady. Markets will remain strong. Green is in tight supply but available.

Peppers, Organic Mini Sweet: Market is steady at higher levels on tight supply.



Potatoes, Organic: Organic russet potato market is stronger out of the NW.



Squash, Organic: Hard squashes are steady.

Zucchini and yellow squash are both in better supply and markets are off.



Tomatoes, Organic: Steady markets on most tomato packs.

Organic Cherry and Grape tomatoes are seeing better production out of California. Organic Roma Tomato market is much stronger.

Produce Terms:



Market Alert – Simply put, “Market Alert” is what is going on in the market at that given time. Remember, this could change daily based on supply, demand, and weather.

Extreme Market Conditions -- Extreme is just that, extreme. Not within the normal range of what historically has been happening. This could be mostly due to growing conditions and the demand is still there daily. An extreme market will also have extremely high prices as well. Quality can also be adversely affected.

Strong Market -- This means that the price of the product is at the higher end of norm. Growers and shippers have a stronger demand for the product that commands a higher price.

Weak Market – Just the opposite of a strong market a weak market is where the product is plentiful, and the FOB prices are at the lower end of the norm.

FOB – Means “Freight or Free on Board”. This has to do with the cost of the product without freight. Buyers need to know the cost and if the price is delivered or at shipping point.

Escalation – This is when pricing is on the rise. Several factors could include supply and demand, poor quality issues, and gaps in growing regions.

Remains Active – Movement within the commodity group is still at its norm and the demand is still good.

Tighten Up – This is where the product is getting scarcer for the demand.

(Normal) Steady and in Fairly Good Supply – The commodity is just where it should be with nothing out of the ordinary.

Act of God – We have contract for pricing for various items. Sometimes through no fault of anyone prices skyrocket well above the range of norm usually because of severe weather conditions, drought, hurricanes, storms, freeze or anything else that may. Did you know you could place your orders [online](#)? Check us out in the app store severely affect product loss and unavailability.

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