

## Conventional Fruit:



**Apples:** Strong overall supplies. The heaviest supply is on larger size and lower grades. Most promotable varieties include Ambrosia, Cosmic Crisp, Honeycrisp, Fuji, Granny smith and Red Delicious.



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



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

**Blueberries** – Markets trending lower strong with promotable supplies.

**Raspberries** – Markets remain strong with light supplies. **Strawberries** -

Markets are trending lower with promotable supplies through the month of May.



**Citrus: Oranges** – Fruit is currently peaking on 72ct and larger; 88/113/138ct are extremely scarce and will remain so throughout the navel season. Due to low fruit sets and rain events, fruit size will continue to increase throughout the season.

**Lemons** - The overall peak size is 115ct and larger. The main growing region is District 1. Sizes smaller than 140ct are extremely tight.

**Limes**- The markets are trending upwards especially on larger sizes. Expect to see this trend as we approach the summer months.



**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** - Sumo Mandarin and Big Honey supplies are starting to tighten up. 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. Mexico has started as well . 9 and 12 ct size in stock. **Honeydew**- Markets are steady. **Watermelon** –Markets are steady on Mini, cartons, and Bins.

**Tropical Fruit: Mangos** – 10 ct Tommy’s are plentiful for promotions. FOB pricing is still very strong on larger sized fruit. Honey Mango and Champagne Mango markets are steady.

**Pineapple** – Supply has been impacted by vessel and USDA delays, causing a shift in loading schedules. Supplies are EXTREMELY limited and will be for the next 4 weeks.

**Kiwi Fruit** –Chilean fruit is starting to enter the market, but pricing remains very strong.

**Dragon Fruit** – Ecuador is shipping both red and yellow varieties. Market continues to climb as supplies are lower.



**Pears:** Markets are stronger on smaller sizes. New crop offshore Bartletts out of Argentina now shipping. Bosc and Red Anjou are winding down out of the NW.

### ***Varietal Fruit***

**Chilean Stone Fruit:** California Cherries are targeted to start around April 30th. The current crop forecast is similar to last year’s, with a lot of fruit to be harvested. Yellow Peaches are available now. Nectarines and Apricots will arrive late next week.





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## Conventional Vegetables:



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



**Artichokes:** Markets are steady on short stem and long stem artichokes.



**Asparagus:** 20 lb and 28 lb cases from Washington in stock. 15 lb  
Tips from California in stock. Steady markets .



**Avocados:** Stronger Markets on 48's and larger, steady and 60's  
and smaller.



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



**Beans:** Markets are steady with good supply.



***Bok Choy:*** Supplies are good with steady markets. We are loading Beachside label from California.



***Broccoli:*** Market is steady with tight supply as cool weather remains in the Salinas area. We should see better numbers as the weather warms up.



***Broccoli Artisan Sweet Baby:*** Supplies are good. We are loading Andy Boy label from Salinas.



***Brussel Sprouts:*** Supplies are good with steady markets. We have the 25# bulk and 12/2# packs in stock now. Good value on the 25# bulk for next week. Good item to promote.



***Cabbage:*** Markets are stronger on green. We are loading from the Oxnard area. We have bin cabbage from Texas available on code #254.



***Carrots:*** Markets are Steady. Supply is good. Some smaller Jumbos out of California.



***Cauliflower:*** Cauliflower markets are steady but tight with smaller sizing. Things should improve as warmer weather helps size things up.



***Celery:*** Prices have firmed up due the desert areas finishing. We are seeing some seeder issues with the Oxnard product which will affect yields. Salinas will start Production the 1<sup>st</sup> week of June.



***Cilantro:*** Markets are steady with good quality coming from California. The Boskovich brand is back in stock



***Corn:*** 12/4 packaged corn and 48 ct Florida and California Bi-Color corn in stock.



**Cucumbers:** Slicing cucumbers are steady with good volume. Hot House cucumbers are still in great supply and remain promotable.  
**Eggplant:** Eggplant markets are steady.



**Leeks:** Markets are steady. We have Ratto label in stock now.



**Lettuce,** Supplies are below normal as fields are growing slowly due to the cooler weather causing smaller heads and lighter weights. The market is steady at current markets for next week..



**Lettuce, Leaf/romaine:** Both leaf and romaine markets are up for next week due to reduced yields cause by planting gaps and soil borne disease.



**Mushrooms:** Good supplies and availability with all growers currently.



**Potatoes:** Stronger markets on colored potatoes out of the NW. Russets are steady.



**Onions:** Markets are stronger on red onions with short supplies. Hermiston sweet onions are available. Vidalia Sweet Onions are in stock.



**Onions, Green:** Pricing is still holding strong. The weather forecast is to remain mild which will help the supply.



**Peas:** The supplies are moderate on snow peas and light on Snap peas. The markets are steady for next week.



**Peppers:** The green pepper market is holding steady with decent supply in Nogales. Coachella is getting started in a very light way and should be rolling after the 1<sup>st</sup> of May. Field color bells are steady. Canada will be finishing off their early flush of supply and will be tighter into mid May.



**Peppers, Mini Sweet:** Markets are stronger on lighter supply. Quality is fair.



**Peppers, Chilies & Tomatillos:** Markets are very strong as Nogales looks to be finishing early and Baja/Coachella are still a few weeks away from production. Jalapenos and serranos especially will be very high priced for the next 3-4 weeks.



**Spinach:** The supplies are moderate. We have N/W grown on code #19303





***Squash:*** Supply is tighter out of Nogales pushing markets slightly upwards. Small numbers are starting out of the California desert and central California should be getting started in early May.



***Squash, Variety:*** Markets are steady though slightly tighter on Acorn, Butternut, Kabocha, and Spaghetti. Delicata continues to gap, shippers are hoping to see some next week.



***Tomatoes:*** Demand exceeds on Rounds and Romas. In FL, rain last week has hampered production. Both quality and production are down. Mexico's crops are at lighter levels as the Sinaloa region winds down. In a few weeks, there will be new production from northern areas. Baja will begin in May. Nogales will run through early June.



***Yams & Sweet Potatoes:*** Markets are steady on conventional yams/sweets. Shorter supplies on red yams.



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## Organic Fruit:



**Apples, Organic:** Markets are steady , good supplies available. Cosmic Crisp, Fuji, Granny smith, and Honeycrisp remain the most promotable options. Organic Opals are wrapped up for the season.



**Avocados, Organic:** Markets remain strong. 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. Markets are trending lower on Organic Blueberries. Organic Strawberries are steady.



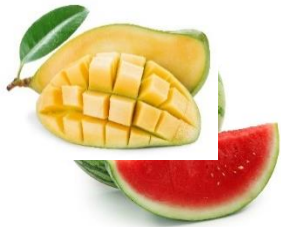
**Citrus, Organic:** California Navel Orange production is steady. Sizing is peaking on 72s. Lemon markets are steady as District 1 ramps up. Mexico Grapefruit markets are steady. We'll continue to see some quality issues this month as rain has affected post-harvest treatment.



**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 steady on cartons and minis.



**Pears, Organic:** NW pears are wrapping up for the season. 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 stronger as production lags out of Salinas. Expect higher markets for 2-3 weeks



***Brussel Sprouts, Organic:*** Markets are steady with moderate supplies. 8/1# in stock now.



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



***Carrots, Organic:*** Market is steady, and supply is good.



***Cauliflower, Organic:*** Supply light out of Salinas and markets are climbing. This will likely continue for 2 weeks.



***Celery, Organic:*** Production is lighter with Mexico and the desert areas are finished up . We are seeing higher markets for next week.



***Cilantro, Organic:*** Markets are steady with better supplies. More shippers are offering.



***Cucumbers, Organic:*** Markets are steady out of Nogales.



***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 and green onions.

Local grown radish will start next week.



***Herbs, Organic:*** Supplies are lighter with higher markets on parsleys. We could see some supply gaps next week.



***Lettuce, Organic:*** Romaine hearts supplies are light with high markets. Soil borne disease has impacted quality. As long as Dry conditions persist the crop should improve later next week.



***Onions, Organic:*** NW bulk organic onions available. Bags are shipping out of the NW. Markets are strong.



***Mushrooms, Organic:*** Organic mushrooms are steady.



***Peppers, Organic:*** Supply of Hot House colored bells is very tight. Crossings are sporadic in Nogales and Canada is just starting. Expect shorts and higher prices into May.

***Peppers, Organic Mini Sweet:*** Market is tighter on light supply. Shippers are only getting crossings 2-3 days a week.



***Potatoes, Organic:*** Organic russet/colored potato market is stronger out of the NW. Quality is just fair on organic russet and colored potatoes as the season winds down.



***Squash, Organic:*** Hard squashes are steady.  
Zucchini and yellow squash are both steady.



***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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