

Conventional Fruit:



Apples: Overall, the quality and supply of the 2024-2025 apple crop has been good, though supply of the Honeycrisp variety continues to be limited. Wild Twist apples are finished for the season. Most promotable varieties include Granny Smith, Fuji, Pink Lady, and Cosmic Crisp.



Bananas: The banana market is now stabilized with good supplies from all shippers.



Berries:

Blackberries. Markets are steady.

Blueberries – Markets remain strong with light supplies.

Raspberries – Markets remain strong with light supplies.

Strawberries – Markets are steady with good supplies.



Citrus:

- **Oranges** - Peaking on small 88/138's, market steady
- **Lemons** - Lemon market is steady, a lot of small sizes.
- **Limes** - Limes are trending down slightly, but market is still steady.



Citrus, Varietal:

Grapefruit: GFT Texas is winding down, and California reds have started.

Tangerines: all steady.

Mandarins: Mandarins are all steady.



Grapes. Markets are stronger. Import Red Seedless and Import Green Seedless in stock. Import Cotton Candy in stock. Mexico Greens will start crossing in Nogales next week.



Melons:

Cantaloupe- Markets are steady. Regular 9 ct and 12 ct in stock. MAG 12's due on 5-1.

Honeydew- Markets are steady.

Watermelon – Markets are steady.



***Tropical Fruit:* Mangos:** Market is higher. Mexico fruit is now available.

Pineapple: Supplies on both Gold and Honey Glow are extremely tight and will remain so through March.

Kiwi Fruit: Italy and Greece Kiwi is in the pipeline now keeping the market steady. Golden Kiwi from California is also available.

Dragon Fruit: Markets are steady on red and yellow Ecuador varieties.

Papaya: Hawaiian Papaya is extremely short due to past storms that hit the big island.



Pears: Offshore Bartlett and Bosc pears now available. Markets are steady.

Conventional Vegetables:



Anise / Fennel: Supplies are getting better with steady markets from Andy Boy.



Artichokes: Markets are steady with good quality. We have 12ct jumbo in stock now. Markets are increasing as the demand increases.



Asparagus: Markets are steady. 11 lb., 20 lb. Washington, and 28 lb. Northwest Asparagus in stock



Avocados: Markets are steady on all sizes.



Beets: Markets are steady on Bunched beets. We are loading Cascade label from Arizona.



Beans: Supply is slightly better but remains tight. Expect tight markets to last through April.



Bok Choy: Supplies are light with stronger markets. We are loading Beachside label from California.



Broccoli: Broccoli is tighter as cool weather slows production in Salinas.



Broccoli Artisan Sweet Baby: Supplies are good with nice quality from Andy Boy.



Brussel Sprouts: Supplies are lighter with stronger markets for next week. We have the 25# bulk and, 12/2# in stock.



Cabbage: Markets are steady on both red and green. We are shipping both red and green from CA/AZ. Good item to promote.



Carrots: Supplies are steady out of Arizona and California.



Cauliflower: Cauliflower is stronger with lighter production as weather in Salinas remains cool.



Celery:

The market has started to show some strength. The quality has been nice from all the growing areas.



Cilantro: The supplies are good with steady markets next week. The Boskovich label is in stock.

Good item to promote.



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



Cucumbers: Slicing cucumbers are steady with good supply. Hot house cucumbers remain plentiful out of both Mexico and Canada.



Leeks: Markets are steady. We are loading Boskovich label for next week. Ralphs is done until July.



Leaf lettuce: We are loading all new crop from Salinas with steady markets for next week.



Potatoes: Russet market continue to be steady with good supply. Good availability on yellow and red potatoes out of the Northwest.



Onions: All dried onions out of the Northwest, red, white, and yellows with steady markets. Vidalia sweet onions will be available for shipping next week.



Peas: The supplies are better on both snow and snap peas with steady markets for next week.



Peppers: The green pepper market is tighter with lighter supplies, especially on bigger sizes. Nogales is rapidly winding down and Coachella looks to be about 1 week from starting. Color bells are steady but showing signs of strength. Hot House peppers are in good supply with Mexico and Canada both producing.



Peppers, Mini Sweet: Mini peppers are slightly higher as production slows from Mexico. Light supply is starting from the Canadian green houses.



Peppers, Chilies & Tomatillos: Markets are slightly stronger across all varieties with serrano and habanero being especially tight.



Radishes: Supplies are moderate with stronger markets. We are loading Cascade label from Yuma.



Spinach: The supplies are good with steady markets for next week. We have N/W spinach from Dickey Farms.



Squash: Markets are steady with excellent supply of all 3 colors.



Hard Squash: Markets are steady as production slows. Most growers are finished for the season on delicata, and butternut is getting noticeably short. Acorn and spaghetti remain in good supply.

Tomatoes:



- Rounds markets are promotable.
- Roma market is promotable and good quality.
- TOVs are promotable and stable.
- Specialties are promotable as well, next month Canada starts should be a great year to promote.
- Grape market is promotable.

Yams & Sweet Potatoes: #1 Beauregard Yam out of Arkansas with lower markets and plenty supply. All other sweet potatoes out of CA with steady markets with good supply.



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Organic Fruit:



Apples, Organic: Good availability on most varieties, especially Gala, Granny smith, Fuji. Organic Honeycrisp will remain limited, similarly to conventional.



Avocados, Organic: Markets remain strong. Carton 60's, and 12/2 lb. bags in stock.



Bananas, Organic: Markets are steady with light supplies from all shippers.



Berries, Organic: Organic Blackberries markets are stronger with light supplies. Blueberry markets are stronger with light supplies. Raspberries markets are stronger with light supplies. Strawberry markets are steady.



Citrus, Organic: Valencia and Navel Orange markets are steady with good supplies. Lemon markets are steady. Grapefruit markets are steady. California has good volume on Organic Tangerines with lower markets.



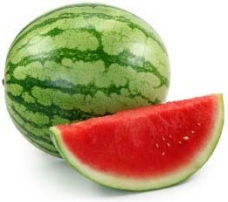
Grapes, Organic: Mexico will start in May.



Kiwi, Organic: California kiwi markets are steady.



Mangoes, Organic: Light supplies of Peruvian Mangoes.



Melons, Organic: Markets are steady on watermelon cartons and minis.



Pears, Organic: New crop Organic Bartletts now available out of Argentina. New crop Organic Bosc pears will be available for next week.



Pineapple, Organic: Steady supplies and markets.



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Organic Vegetables:



Anise "Fennel," Organic: Supplies are getting better with steady markets for next week.



Beets, Organic: Markets are steady on bunched red, and gold. We are loading 12ct cases from Yuma.



Broccoli, Organic: Markets are up a bit, but supply remains good.



Cabbage, Organic: Markets are steady on both red and green for next week. We are shipping Grimmway label from California.



Carrots, Organic: Steady supply out of Arizona and California.



Cauliflower, Organic: Supply is good, but markets are up a bit with increased demand outpacing production.



Celery, Organic: Production is lighter with stronger markets on both whole celery and celery hearts.



Cilantro, Organic: Markets are steady with good quality for next week. We are loading Cal Farms label from Yuma.



Cucumbers, Organic: Markets are tight but steady on both slicing and greenhouse cucumbers.



Greens, Organic: Markets are steady on all kales, chards, and collards. We are shipping Lakeside label.



Green onions and Radish: Stronger markets on both green onions and radishes for next week.



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



Lettuce, Organic: Romaine heart supplies are light with steady markets for next week. Romaine, leaf, and iceberg markets steady.



Mushrooms, Organic: Organic mushrooms are steady.



Onions, Organic: Markets are steady. Organic Vidalia sweets will be available for shipping next week.



Peppers, Organic: Supply of green bells is tighter and markets up and Hot House color bells are steady.



Peppers, Organic Mini Sweet: Supply of organic mini peppers has gotten short as growers fight quality issues and are crossing much lower numbers.



Potatoes, Organic: Markets are steady. Organic colored potatoes will transition to CA in the coming weeks.



Squash, Organic: Hard squashes are tight but available from Nogales. Zucchini and yellow squash are steady with decent supply available.



Tomatoes, Organic: Steady markets on most tomato packs.

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 severely affect product loss and unavailability.

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