



WEATHER UPDATE

Yuma— No rain on the forecast. Highs in the mid 70s and lows in the low 50s. **Mexico (Culiacan)**— No signs of rain on the forecast. Highs in the low 90s and lows in the lower 60s. **Florida, Southern**— Partly cloudy forecast all week. Highs in the mid to low 80s and lows in the lower 60s. **Oxnard**— Sunny and partly cloudy with highs in the mid 60s and lows in the upper 40s. **Santa Maria**— No forecasted rain all week and primarily sunny/partly cloudy days with highs in the upper 60s and lows in the lower 40s. **Salinas**— Sunny/partly cloudy week with highs in the mid 60s and lows in the lower 40s.

TRANSPORTATION

The National Diesel Average has been recorded at \$2.910, down \$0.046 a gal from last week and down \$0.056 gal from last year. NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. **Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers. Trucks have loosened up across the country but still have slight shortages in the following regions: Pac North West and Central/South Florida.**

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MARKET ALERT

BELL PEPPERS
CUCUMBERS
MIXED BERRIES
CHINESE GARLIC
POTATOES
SUMMER SQUASH
TOMATOES

ON THE RADAR:

ASPARAGUS
AVOCADOS
JUMBO CARROTS
GRAPES
STRAWBERRIES

MARKET OUTLOOK



Asparagus



ON THE RADAR—The Peru season is coming to a close and the Mexico markets are starting up. The market remains tight and we anticipate this trend to continue for a couple weeks until Mexico is fully firing. The market has slowed even more over the past week due to colder weather in growing regions. No prorates at this time but markets will remain up until Mexico is in full swing.

Avocados



ON THE RADAR—The avocado market has seen a huge jump the past 10 days. In January Mexican growers harvested record volumes into a high demand market, leading to steady pricing. However, the 14 days during and post-Super Bowl, Mexico hit the brakes and volume went way down. Now we are in a situation where the Mexican growers are in control because they are ahead on their harvest and there is no rush/panic to get fruit off the tree. They can put it in cruise control for the next two months to maintain higher pricing. The main factor that could level market or bring market back down would be the California crop. California has a large crop this year, and is starting some harvest, but will not pick major volume until March due to fruit size issues. Until then we will see a tight/expensive market.

MARKET ALERT

Berries



Blackberries— : Rain last week in Mexico made for a big swing in the market this week. We went from flush numbers to low supply and increased markets. The rain created a 2-3 day gap that couldn't be harvested. Production numbers should increase in about 10-14 days. If demand continues to fall off after the holiday then numbers will stay within reason, but there could be at least another week of high markets depending on demand. Quality has still been reported as good.

Blueberries: The blueberry market has taken a major turn in the past few days. On top of already lower numbers, vendors are saying harvest schedules have been pushed back two days in order to let fruit size up and ripen accordingly. There should be some relief by Tuesday/Wed of next week. In addition, with lacking supplies, Chile has moved to primarily packing 8/18oz which has put a limits on how many 12/6oz are in the market. Mexico is still packing 12/6oz but is restricted by low harvest numbers.

Raspberries: Mexico harvests on Razz took a toll due to weather and mud during harvest. Raspberries were more limited leading into this week, so shorter supply once again was a major set back for the category. Expect to see demand exceeds situations for the rest of Feb and leading into the first weeks of March. There should be improvement two weeks down the road, but just incremental. After these incremental increases, ramp up will begin late march and early April and we should see volume numbers leading into May

Broccoli



Supplies continue to be above normal for the week. Warmer weather is providing better yields at harvest. Good quality is being reported by multiple growers.



Brussels Sprouts



Supplies are holding steady and production has been good. The sprouts have had a great couple months but the supply is beginning to turn downwards as northern production areas have ended. MX has begun and we anticipate a more active market while it ramps up.

MARKET OUTLOOK



Carrots



ON THE RADAR—Jumbo carrots have continued to be tight nationwide. Overall sizing has slowed leaving supply somewhat limited due to colder weather. We will keep a close eye on how supply progresses in the coming weeks.

Cauliflower



Supplies continue to improve this week and the market is not escalated this week. Growers are getting better yields at the time of harvest. Improved weather is the main contributor for improved supplies. Good quality is been reported by multiple growers.

Cantaloupes



Import programs have continued to show good sizing and quality remains very consistent with solid brix levels and good supply. Sizing has remained on the larger size and is projected to remain that way for the coming weeks. Supply has shifted to Costa Rican imports.

Celery



Supplies continue to be very good with supplies coming from Yuma, AZ and Mexico. Growers are not reporting any quality concerns. Contract prices are not escalated at this time and markets are expected to be steady for the next few weeks.

Corn



Production for corn stabilized this week and prices came down slightly. Looking for better supplies as we move forward.

Cucumbers



MARKET ALERT



Just like all vegetables and tomatoes out of Mexico, the Cucumber market has tightened up this week. Look for elevated cost for another 2 to 3 weeks. Weather in Mexico is the main factor for market conditions.

Eggplant



Supply for eggplant has tightened due to lower production out of Florida and Mexico. Expect cost to go up a little more for next week. The market is really snug out of Mexico, and Florida can't cover the extra demand.

MARKET OUTLOOK



MARKET ALERT

Chinese Garlic



Chinese garlic is on alert due to Coronavirus affecting labor and also ports allowing product out of China. We anticipate this to remain and also continue to add pressure on garlic prices until the virus is contained.

QUALITY



SUPPLY



Grapes



ON THE RADAR—Peruvian Red Seedless—The market is up on import product and Peru has slowed Red Grape exports. Chile has still struggled to provide supply keeping markets up. Peru Green Seedless—Some Sweet Globes/Ivory/Thompson are available but overall supply is limited. Sugarones are also available and helping out with overall demand.

QUALITY



SUPPLY



Honeydews



Import programs have continued to show good sizing and quality remains very consistent with solid brix levels and good supply. Sizing has remained on the larger size and is projected to remain that way for the coming weeks. Supply has shifted to Costa Rican imports.

QUALITY



SUPPLY



Iceberg



Supplies are above normal this week. Warm weather is providing better yields at the time of harvest and overall quality has been solid. Promotable item as we expect good supply for the foreseeable near future.

QUALITY



SUPPLY



Leaf



Romaine: Supplies continue to be above normal for this week. Growers are reporting very good supplies at the time of harvest. Overall good quality and weights on romaine.

Green Leaf/ Red Leaf/ Butter (Boston) Lettuce: Markets are recovering on both colors. Colder weather held back supply but is now opening up. We anticipate this category to continue to improve into next week as warmer weather is on the forecast.

QUALITY



SUPPLY



Tender Leaf (Arugula)



Yuma experienced some early morning frost this week. Growers aren't reporting any major crop damage but the cooler weather is slowing down production. Look for improved supplies and quality next week.

QUALITY



SUPPLY



MARKET OUTLOOK

Lemons & Limes



LIMES: There has been a surplus of supply crossing the border and the sizing has been well balanced and distributed. This has kept markets low and FOB's have been in the mid teen range. We will closely monitor this as it's lower than usual for a January trend.

LEMONS: Lemon supply and quality continue to be flush with heavy supply. Very little fluctuation from last week with FOB pricing out of CA and AZ markets. The season continues to be strong and the price gap between choice and fancy is small.



Onions



Overall the onion market has softened up since last week. As we move into February, we have seen a slight decrease in FOB's across the board. More domestic crop is available in the market as MX product has just began. MX has started slowly but the additional product South of the border limits the exports leaving US. We anticipate this to hold moving through the next couple of weeks.



Onions, Green



Supplies are almost back to normal. Growers are receiving better supplies from growers in Mexico. Weather is helping this market get back to normal. Contract prices are back to normal and are not escalated. Supplies are expected to remain steady for the next few weeks.



Oranges



The CA and FL orange markets are in solid supply and in good quality across the board. The choice market has been hovering around the low to mid teens and fancy market stronger on larger fruit. Better prices in the low teens on small fruit. No signs of immediate change in the orange market in the upcoming weeks.



Peppers, Bell



The pepper market is tighter again this week. Weather in Mexico and Florida has impacted production. Expect prices to go up before the market stabilizes.

MARKET ALERT



Peppers, Chili



The chili pepper market is steady this week. Jalapeno, poblano peppers, and tomatillos are in good supply with good quality. Overall good demand and good quality. Expect the markets to remain steady into next week.



Pineapples



Limited sizing on larger fruit and suppliers are asking to potentially be flexible where possible on sizing to help with filling orders and avoid supply issues. Sizing has been heavier on 7/8s and limited on 5/6s.



MARKET OUTLOOK

MARKET ALERT

QUALITY



SUPPLY



Potatoes



EXTREME ALERT: FOB averages for the past week on size 40-70s in the \$20-22 range. The potato market remains in an extreme state with quality and supply continuing to struggle. Still seeing quality concerns in certain areas based on conditions during harvest. Open market availability is scarce. We have a long road to go this season and are still battling supply issues due to lack of overall supply in the marketplace. We recommend flexibility on sizing to get through this extreme situation and we will keep you updated on this unprecedented market.

MARKET ALERT

QUALITY



SUPPLY



Squash



Freezing temperatures and rain have impacted the squash market out of Mexico. Production for squash out of Florida has been impacted by rains and winds. Production out of Mexico has come to a halt and many growers have called Act of God. Growers are reporting quality issues from the rain and wind too.

QUALITY



SUPPLY



Strawberries



ON THE RADAR—Supply remains tight but is on the move in a positive direction. Historically FL opens up after Valentines Day and it looks like that should happen again this year. CA and MX product remain limited due to colder weather and rain last weekend. MX has warmer weather on the forecast all next week with highs in the upper 80s and even reaching low 90s. The warm weather should help to increase harvest numbers and quality. Like MX, CA is forecasted to having improved conditions, with limited rain, but temperatures will max out in the mid 60s. This will keep harvest at a slower rate. Florida will be the lead supplier next week and moving into March.

MARKET ALERT

QUALITY



SUPPLY



Tomatoes



The Tomato market turned up a lot this week with Mexico experiencing multiple days of rain. Growers are also noting that they're feeling the effects of freezing weather last week. With that said, weather has brought production to a halt.

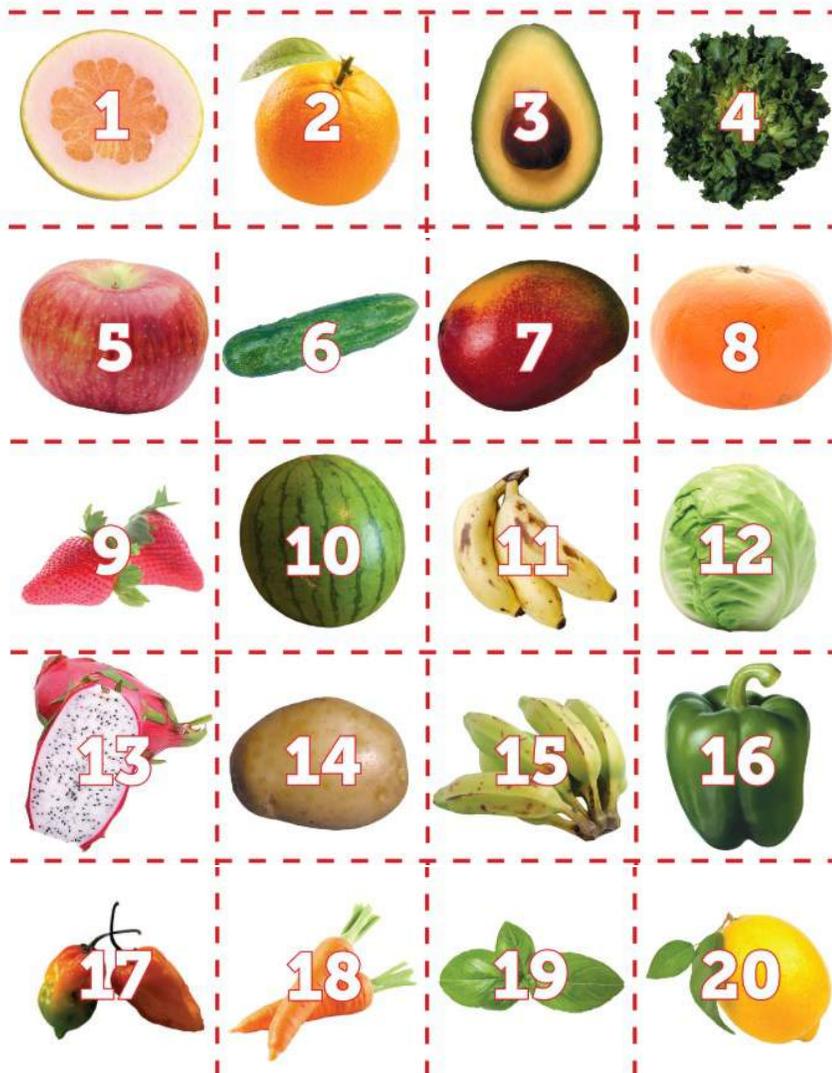
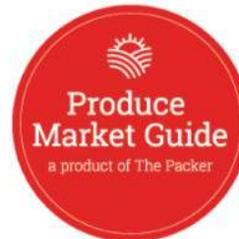
Domestic tomato supplies out of Florida remains tight and didn't ever fully recover from the colder than normal temperatures along with rain last month. Growers out in Florida estimate that supplies will be tight on domestic product until the end of February. Mexican growers are expecting supplies for the next 2 to 3 weeks.

MARKET OUTLOOK

Spring and summer favorites stand out on Produce Market Guide

WEB STATS

What were the 20 most searched produce items last week on ProduceMarketGuide.com?



1. Pummelo
2. Orange
3. Avocado
4. Lettuce
5. Apples
6. Cucumbers
7. Mango
8. Grapefruit
9. Strawberries
10. Watermelon
11. Burro Banana
12. Cabbage
13. DragonFruit
14. Potatoes
15. Manzano Banana
16. Bell Peppers
17. Chili Peppers
18. Carrots
19. Herbs
20. Lemons

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to dforsythe@nproduce.com and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!



MARKET OUTLOOK

Spring and summer favorites stand out on Produce Market Guide

The Packer: February 12, 2020

“Pummelos and oranges remained 1-2 on Produce Market Guide the week of Feb. 3, but avocados edged out cucumbers to become No. 3, while lettuce moved up a couple of slots to No. 4, and apples surged from No. 14 the previous week to No. 5.

The Produce Market Guide platform connects produce buyers and sellers. Below, find the top 20 searched commodities on Produce Market Guide during the week of Feb. 3.

Springtime and summery flavors seemed to see an uptick in interest, as mangoes rejoined the top 20 at No. 7, strawberries maintained a following at No. 9, watermelon climbed to No. 10 from the No. 18 spot the previous week, and specialty banana varieties manzano and burro landed at No. 11 and No. 15.

Peppers were also popular, with bells at No. 16 and chili or specialty varieties at No. 17. Carrots rejoined the list at No. 18, herbs made an appearance at No. 19, and lemons rounded out the top 20.”

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