



WEATHER UPDATE

Yuma - Sunny to partly cloudy next week. Highs in the 60s and lows in the 40s. **Oxnard** - Sunny this weekend but chances for rain Sunday and most of next week. Highs in the 50s and lows in the 40s. **Mexico (Culiacan)**- Partly cloudy with highs in the 80s and lows in the 50s for the upcoming week. **Florida, Southern**—Sunny to partly cloudy with consistent chances for rain. Highs in the 80s and lows in the 60s. **Idaho**—Snow, snow, and more snow. Highs in the 20s and lows in the teens.

TRANSPORTATION

The National Diesel Average has been recorded at \$2.966 down \$0.001 a gal from last week and down \$0.120 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 are in good supply across the country.**

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MARKET ALERT!

Honeydew
Chili Peppers
Green Onions
Celery
Cabbage
Cauliflower
Romaine/Leaf
Kale
Strawberries





MARKET OUTLOOK

Apples



As we enter Q1 - the only 2 apples with any concern are the gr smiths and golds. These 2 varieties are still very tight especially on small sizes - 100s and smaller. Good supplies of reds, galas and fujis. Demand is solid with prices steady. Internal pressures and flavor has been one of the best years.

Asparagus



Supply continues to increase and the market has continued to drop. Seeing good quality, supply and demand across the board.

Avocados



Markets are steadier than expected coming out of Superbowl. Demand has dropped off as expected, but with Mexico slowing down picking last week, not as much fruit crossed. There was also a holiday yesterday in MX that kept anything from being picked. Going forward markets should remain around the same price with a small uptick as it gets closer to March. #2 fruit is still plentiful and should remain a good percentage of the current crop.

Bananas



Supplies will be tight for the next 3-4 weeks. This lower volume should affect only market customers. Difficult growing conditions are affecting the stubbornness of the fruit. Fruit is taking longer than normal to ripen. To counter these issues, we are opening some of our ports for loading on Sunday.

Berries



BLACKBERRIES- Supplies have been tight. February could potentially stay lower in volumes due to poor weather conditions in Mexico. **BLUEBERRIES**- Chilean and Peruvian supplies looking good. Quality good. Mexico quality improving. Pricing steady to higher. **RASPBERRIES**- Supplies are steady. Pricing steady to higher. Volume increasing week to week.

MARKET OUTLOOK



Broccoli



Supplies are good this week, the demand for Broccoli has increased. Expect Broccoli prices to spike up this week with the higher demand and Valentines Day around the corner. Growers are reporting good quality across the board.

Brussels Sprouts



Supplies are stable for this week. There is a good demand for Brussel Sprouts. Growers are reporting fair quality at best and in some instances less than fair. Expect prices to stay strong for the next few weeks.

Cauliflower



Supplies are down from last week causing a change in the market, the demand for Cauliflower has increased. Expect Cauliflower prices to spike up this week with the higher demand and Valentines Day around the corner. Growers are reporting fair quality across the board.



Cantaloupes



The cantaloupe market has remained fairly steady this week even after all of the cold weather caused the majority of the country to a standstill. Guatemala has been very heavy on smaller sized melons but we should begin to see some relief back to a larger sizing profile with new arrivals starting late this week. Honduras production has had mostly very large fruit but should also begin to plane off with a nice mix of 9/12s rather than jumbo fruit. Quality has been strong with consistent netting and good internal characteristics. Brix levels have been steady in the 11-13% range.

Carrots



Currently harvesting in Bakersfield, demand is very strong with Canada wrapping up production and is driving prices up. Demand is starting to exceed supply. Will start our Imperial Valley harvest in March, depending on yields when we arrive down there the market could continue to adjust upward as this is the most expensive harvest location of the year. We are also seeing minimum wage increasing and have increased our precooling cost charge to growers so these factors will also put upward pressure on prices.

Celery



Supplies are still limited this week, Cold weather caused a stunt in growth for production to slow down. There is a high demand for Celery at the moment, quality is been reported as fair. Supplies will be short for the next few weeks.

Corn



The corn market is still up from the recent weather in the southeast.



MARKET OUTLOOK

Cucumbers



The import numbers are down a little on the Honduran cucumber deal, mostly due to lackluster demand. Quality is good overall, but there have been a few issues from shippers that got caught with extra inventory before imports slowed to better match demand. Mexico's production has slowed down a little this week but is expected to pick back up over the weekend. Quality and condition continue to be nice, particularly out of Sinaloa.

Eggplant



Warmer weather has bought on better supply and improved quality on Mexico's eggplant. Florida farms have light but steady supply and quality is improving.

Grapes



MARKET ALERT
The import shortfall continues as red and green volumes are very light. Peru is beginning to exit the market place and Chile has not begun to pick up the slack. As of right now volumes do not look to improve until the end of February. Overall fruit is going out to cover pre-committed contract and very little is left over to sell on the spot market. Anything that can be purchased is mostly new varieties in the low \$30's.



Green Beans



Both Florida and Mexico have good supply and quality available on beans this week.

Herbs



Quality and supply is looking fair to good across the board.

Honeydews



MARKET ALERT
Honeydews remain in a demand exceeds situation and there is no relief in site over the next 2-3 weeks. 5/6s are feeling the most pressure as production has been leaning very heavily to smaller fruit which has been 8/9s and even 10s. Contracted commitments have been the priority leaving very little availability for the open market which has kept the pipeline empty and market strong. **Due to the very low percentages of larger fruit coming in flexibility of sizing is a strong possibility to ensure coverage of requested volumes.**





MARKET OUTLOOK

Iceberg



Lettuce supplies continue to be steady. Quality is starting to improve, with frost damage decreasing and improving daily. The market has been very steady and we are expecting a slight increase by the weekend.



Kale



Supplies are limited this week, there is a high demand for Kale. Demand exceeds supplies at this time. Quality is reported as fair, expect to see higher markets and short supplies for the next few weeks.



Leaf



Romaine right now is very yellow, as the freezing conditions in the desert have created blisters/epidermal peel on most of the outer leaves. The heads have to be peeled down to the center to avoid the blisters which leaves only the light colored inner heart material which hasn't had much contact with the sun or chlorophyll production. There could also be chunks from dense heads in processed, but not cores. **LEAF** Supplies are 75% of normal range. The rain this weekend will continue to take a toll on the crop. We are having issues with slight yellowing and lighter weights. Yields continue to take a hit, which will create lighter supplies.



Tender Leaf



Arugula, Parsley, Kale Blends, Spring Mix, and Spinach - Supplies are good on most all items except kale blends. Quality however is only fair across the board due to cold weather and rain causing mildew, premature breakdown, etc.



Lemons & Limes



Lemons We had heavy rain over the weekend and the ground is very, very wet. This is going to make for a tough picking week this week. All D1 now with plenty of fruit. Seeing good demand and supply. **-Limes-** Volume at the border has decreased. Seasonally poor weather is causing a dip in production and there is simply less fruit available for crossings. As a result, prices are creeping upwards, a trend that is expected to continue over the next few weeks. FOBs \$14-18, up a buck or two from last week. Keep an eye on this market as it should continue to get tighter and higher.





MARKET OUTLOOK

Onions



The yellow and red market is holding steady around \$7. Whites on the other hand, if you can get your hands on them are hitting \$35. Good demand and quality across the board. We have another 2-3 months in this Oregon crop before the transition.



Onions, Green



Supplies are still lower than expected. Weather took a toll on this market. The demand is high for Green Onions with limited supplies available. Market is showing signs of relief, with the limited supplies coming from Mexico expect to see green Onions markets to maintain for another week.



Oranges



We had heavy rain over the weekend and the ground is very, very wet. This is going to make a for a tough picking week this week. There are crews standing by ready to get out in the fields when we can. Market holding on all sizes currently. Big fruit is starting to tighten up a bit, we expect to see large fruit prices go up a couple dollars over the next few weeks.



Pears



Pears are in good supply. Barts should go through February - Bosc should go through April. Red Anjous should go through June while Anjous through July - first part of August, just in time for new crop barts.



Peppers, Bell



Although there are no major volume increases expected until Spring, Florida's warmer weather forecast for the next week or so should bring a little more fruit and better quality to market. The majority of the country's peppers are coming out of Mexico where production and quality have improved with more favorable growing weather.



Peppers, Chili



Mexico's chili pepper supply is improving on all varieties, but jalapeno and serrano harvests still have a way to go to reach normal levels. Quality is also improving but there's still some misshape, mixed sizing and weak fruit. There's not much to report out of Florida...just minimal volumes until Spring crops begin in late March/April. **FL product is on ALERT.**



MARKET OUTLOOK



Pineapples



Supplies are good and are expected to remain healthy thru the month of February. Trending towards smaller sizes but still with good availability of large fruit.



Potatoes



Potatoes remain steady around \$11-13, with burbanks a dollar or so above the norkotahs as usual. Most shippers will be into full burbanks by next month. Seeing good quality and demand across the board.



Squash



As new fields start and weather improves, Mexico's squash numbers are becoming consistent and stronger. Quality has improved but there's still the ever-present issue of scarring on yellow squash. Florida's squash production has also improved somewhat as new blocks have gotten started. Eastern volume continues to be supplemented by some import product, but most of that is zucchini.



Strawberries



Oxnard, CA--Rain, Rain, and more Rain in Oxnard has definitely put a damper on Valentine Day pulls. 3.5-5" of rain in 3 days. More rain forecasted for this weekend. Seeing steady to higher pricing, unfavorable quality, discolored from the rain damage. Size looking good, 14-16ct though. Distributors- Please stay in touch with your contracted growers to be flexible with loading days and times. Expect to see increase in production by the end of February. **Florida**--Looking more optimistic. Some more rains in forecast this weekend, but the sandy soil helps to quicken the recovery time to get back in the fields. The plants are loaded with red and green fruit pushing for blooms; increasing in volumes by middle of next week. Counts running larger 12-18ct. Good sizing for stems. **Mexico**-- Still a disaster when it comes to getting the trucks in and out. Production way down due to colder than normal temperatures. Quality is fair to poor. Fruit is looking fair to good. Counts are small; 22-24ct mostly.



Tomatoes



Florida's overall tomato volume is down slightly from previous weeks, mostly due to the prior weather. However, the full range of sizing is available on rounds as growers are picking enough crown, 2nd and 3rd picks to provide all sizing options. Some of the later picks are still showing scarring issues, but there's plenty of nice quality available after grade out. Roma volumes continue to be light but mostly steady this week. There are some mixed reports on roma quality, but most fruit is nice. Grape tomato yields have picked up this week as Florida has finally started seeing more consistent warm temperatures. Quality and packouts have been good on grapes. Mainland Mexico's winter production is in full swing with good volumes of all varieties available. Rounds are still heavier to larger sizes with smaller fruit coming in a little short. Grape tomato supply is abundant this week with promotional volumes available. Overall quality is good despite a few mixed reviews on lots of romas and grapes.

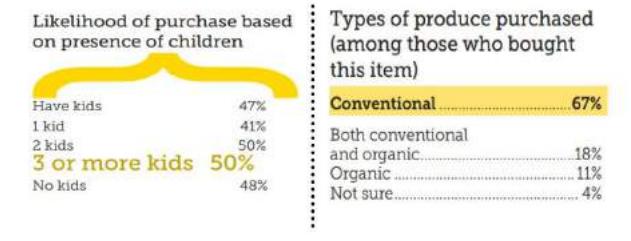


MARKET OUTLOOK

MARKET ALERT

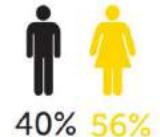
Green Cabbage—Due to the cold weather, there will be lighter supplies for the next two weeks. Prices are up, especially on processed. Will keep you in the know!

When life gives you lemons... we give you lemon statistics!



*Figures in thousands; Annual household income

Likelihood of purchase based on gender



Likelihood of purchase based on ethnicity

Hispanic	56%
Black/African American	47%
White/Caucasian	47%
Asian	40%
Other	39%



The Packer

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 and our Midweek Update released every Wednesday. Have a great week!
Keeping You Informed,