



## WEATHER UPDATE

**Yuma** - Sunny all next week with highs in the 90s and lows in the upper 50s. **Oxnard** - Sunny to partly cloudy next week. Highs in the 70s and lows in the 50s. **Mexico (Culiacan)**- Sunny to partly cloudy next week. Highs in the 90s and lows in the upper 50s. **Florida, Southern**—Sunny to partly cloudy next week with chances of rain next weekend. Highs in the 80s and lows in the 60s. **Idaho**—Mostly cloudy next week with a chances of rain on Sunday & next Friday. Highs in the lower 70s and lows in the upper 30s.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.118 up \$0.025 a gal from last week and down \$0.039 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 in most of the country, however there is a shortage in Central & South Florida.**

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## MARKET ALERT

Avocado  
Colored Bell Peppers  
Celery  
Green Grapes  
Limes  
Red Cabbage  
Sugar Snap Peas  
Yellow Squash

# MARKET OUTLOOK



## Apples



QUALITY



SUPPLY



With less volume in this crop & supplies starting to dwindle because of seasonality, expect to see strengthening prices in the coming months. The 2019-20 crop is trending two weeks later than last season's crop start & that will add pressure on supply & demand during the late summer transition. The top five apple varieties in March 2019 were Gala, Honeycrisp, Fuji, Red Delicious and Granny Smith. As spring fades into summer, it will be time for produce departments to focus on seasonal crops. Conventionally, Red Delicious, Pink Lady, Gala, Braeburn & bulk Granny Smith are all areas to look at for apple promotions.

## Asparagus



QUALITY



SUPPLY



The market is steady, along with pricing. Quality has been reported good. Growing region has changed to Peru, Mexico is done for the season.

**MARKET ALERT**

QUALITY



SUPPLY



## Avocados



The growers are attempting to hold the market & have done so for the most part as we approach Holy week, however there is no denying the amount of fruit down there to be harvested. Markets topped out a few weeks ago & have come off to hover around that mid-40 to low 50 mark. Once the holiday is over & they get back to normal production, should see markets continue to come off more quickly. The fruit can be delayed from harvest only for a period of time & will eventually have to come off which we will see that point.

QUALITY



SUPPLY



## Bananas



Markets and supplies are status quo with no real movement either way. Fruit quality is good and production is moving along at a steady pace.

QUALITY



SUPPLY



## Berries



**Blackberries**-The market is tight. The Mexican season is nearly over. California supplies are becoming more abundant. Quality is good to very good. **Blueberries**- The market is still tight but better than last week. Florida volumes are picking up & will continue to increase over the next few weeks. Expect supplies to be tight for the next 3 weeks. Prices are slightly declining. California season is past its peak. Quality is good to very good. **Raspberries**- Supplies are reportedly tightening up as Mexico's export season begins to wind down. California production is still light but starting to see more volume as its lengthy season gains momentum. Domestic production starting up around the Santa Maria area. The Mexican season in Michoacán is currently in the process of finishing up. With the transition taking place & generally lighter supplies, the market is firming up. Prices are a little higher than they were at the same time last year.

# MARKET OUTLOOK

## Broccoli



Good supplies reported with multiple growers this week. Cool weather & past winter rains may affect supplies in the near future. Some growers were not able to plant in time due to the rains in Central California. Good quality is reported with multiple growers

## Brussels Sprouts



Supplies continue to be short. Prices will continue to stay escalated; growers are reporting very limited supplies. Cooler weather and rain have affected the new crop to start out of the Salinas Valley. Quality is only reported as fair.

## Cauliflower



Supplies are reported lower with multiple growers this week. Cool weather & past winter rains may affect supplies in the near future. Some growers were not able to plant in time due to the rain in Central California. Good to fair quality is being reported.

## Cantaloupes



Larger sizes & very large retail promotions are driving the cantaloupe market right now. With reduced overall volume, directly related to whitefly in Guatemala, what is coming in is mostly 9s & larger leaving the smaller fruit (12/15s) in an almost demand exceeds supply scenario. Strong demand is currently on the larger fruit with increased pulls continuing through the holiday period. Fruit has been showing higher external color with solid brix levels in the 11-14% range.

## Carrots



Harvest just started in the Imperial Valley. Quality looks and yields looks good. Demand should fall off some with schools dropping out for summer. Expect no issues that should be a cause for concern.

## Celery



**MARKET ALERT**



We continue to deal with very limited supplies. We expect higher prices until June. The first reports from Santa Maria about the crop doesn't show a huge relief in the markets. Salinas is behind & they are not expecting to start celery until the end of May early June. Quality is been reported as only fair at this time.

## Corn



The market is steady on corn, with slightly lower supply than demand. Volume out of Florida has increase with good quality. Volume a bit tighter to the west, with higher FOBs than the east. We expect volume to pick up in May.

# MARKET OUTLOOK



## Cucumbers



Prices are low this week and volumes are increasing on both coasts. The market is near the bottom. Supplies are ample. **Mexican** cucumber quality is very good: skin is smooth, flesh is firm. Production out of **Florida** is increasing.

## Eggplant



**Florida's** eggplant numbers are steady but lighter than expected, as yields seem to be down this season. Quality is pretty solid, but there have been some scarring concerns reported. **Mexico** farms are steady, with plenty of supply to meet holiday demand.

**MARKET ALERT**



## Grapes



**Red Seedless**—Crimson prices are starting to tick up as movement has been good & supplies coming keep getting cut. Movement should stay good as greens are very tight & very high priced. Timco, Allison, & Sweet Celebrations are trying to get a premium over crimsons, but they are struggling to do so as long as there are plenty of crimson to cover regular business. **Green Seedless Alerted**—Most everyone is into their long-term storage lots and this should slow down movement to match the light supplies.

## Green Beans



Several Florida areas harvesting beans for the past few weeks & supplies has been over the top. We should see volume drop a bit next week as the south finishes up. Although there seems to be plenty of product in the ground now, depressed market prices could throw a wrench in supply. The West also has multiple areas in both Mexico & California in production & expects good supply for the immediate future. Quality is best from newer fields & areas.

## Herbs



Fresh herbs remain steady. Basil continues to improve locally and should be in full swing by the first week of May. Quality is being reported good on most fresh herbs, but fair on bay leaves and marjoram.

## Honeydews



Good volume on honeydews will continue over the next 2-3 weeks with sizing leaning heavily to the larger fruit. This will leave the 6/8s in a very limited position. Mexican dewes have also shortened up as the southern region finishes production which is helping to create increased demand on offshore melons. Honeydew quality continues to be clean with brix levels mostly in the 10-13% range.

# MARKET OUTLOOK



## Iceberg



Supplies are light this week; The Huron region is finishing up this week. Lettuce should be back in Salinas next week. Quality is reported as improved with multiple growers. Expect markets to increase with this transition for the next week or two .



## Kale



Supplies are steady, but are being transferred from Yuma and San Juan Bautista. Quality ranges from good to fair.



## Leaf



**Romaine/ Green Leaf/ Red Leaf & Boston/Butter Lettuce** - Supplies are light this week. With the cooler weather & winter rains Salinas encountered, supplies are will be affected due to the product not being mature enough to harvest. Growers are reporting good to fair quality, expect markets to be increased for a week or two.



## Tender Leaf



The market remains steady this week. Stocks are sufficient. Quality is good, with an occasional report of discoloration and mildew issues.



## Lemons & Limes



**MARKET ALERT**

**Limes – Alerted** – Prices expected in the high 40s next week some suppliers already quoting \$50. Market today is \$40 across the board. Demand exceeds supply mainly due to the holiday, holy week along with border delays. We expect this market to stay up for some time and will keep a close eye.

**Lemons-** The market and pricing are steady this week on lemons. Seeing good quality and demand across the board. Volume is still better on larger size fruit, while the smaller remains tight until June.



# MARKET OUTLOOK



## Onions



QUALITY  SUPPLY 

Oregon season is winding down and California is not rolling yet. Old crop yellows are settled back down. Reds are around \$15 and whites are from \$40-50. New crop out of CA coming on in a week or two, then we should get into a steady rhythm.

## Onions, Green



QUALITY  SUPPLY 

Good supplies coming in with multiple growers. Green Onions supplies from Mexico are expected to be steady for the next few weeks. Quality is being reported as good.

## Oranges



QUALITY  SUPPLY 

Oranges are steady this week with good volume. Which makes for promotional opportunities since pricing is on the lower side. Seeing good quality and steady demand across the board.

## Pears



QUALITY  SUPPLY 

Spring is well under way and U.S.-grown pears continue to be merchandised & promoted at retailers across the country. Pear shippers have plenty of inventory of high-quality winter pears: Bosc, Green D 'Anjou & Red D 'Anjou. While the Bartlett crop from the Northwest took a bit longer to move than in a typical year, the Anjou crop will be lingering while off shore imports begin to arrive. Some shippers expect to have crop available for a few more months.

**MARKET ALERT**

QUALITY  SUPPLY 

## Peppers, Bell



**Alerted -Red and Yellow Peppers** - The market is stable at high levels; stocks are scarce. The California season will not begin until May. Quality is average: scarring is a slight issue.

**Green Peppers**— Prices are much lower but will fluctuate until May while production transitions north. Volume ranges from average to high; new crop California supplies are increasing. Quality is good: bruising and mechanical damage are occasional problems.

## Peppers, Chili



QUALITY  SUPPLY 

With an active national market and the holiday, **Mexico's** chili pepper crossings look to be lighter going into the weekend. Quality has been mostly good up to this point, but will likely begin to decline as heat takes a toll on the older plants in production. In the **East**, Plant City is starting to pick up steam with more volume and varieties available this week. Tomatillos are still 2-3 weeks away, but are coming. Quality is nice on this new-crop fruit.

# MARKET OUTLOOK

## Pineapples



Volumes & production have slowed somewhat out of the tropics based on the time of year. We are coming off strong supply periods in Q1 & while we're not expecting a shortage of any significance, we do not expect to have heavy promotable volumes. Fruit quality is good & sizing profile will be transitioning to larger size fruit.



## Potatoes



Steady to lower from last week. Getting stronger into Burbank potatoes of course & into the summer months. Rail is done and seeing some higher freight rates out there if you weren't already locked. Not hearing of any quality issues yet but watch as we get deeper into summer months. Bigger spuds remain the most limited.



**MARKET ALERT**

## Squash



Yellow squash and zucchini prices are working up and supplies are tight, especially on the yellow squash. This will cause the green squash market to tighten up a bit too. **Florida's** yellow squash supply is tight, as most southern crops are finished. Quality ranges from good to fair: scarring & scuffing are some reported issues. Expect better volumes from the East in the next week or so, when Georgia gets up & running. Product out of **Mexico** is tighter this week, as many Mexican growers are done for the season. Better quality on zucchini, than yellow squash. **Yellow Squash-Alerted**— Please expect pro-rates.



## Strawberries



The **California** market is dropping, and the volume is rising due to recent warm weather. The **Mexican** season has ended. Production is ramping up with more product available out of Oxnard and Santa Maria, CA. Quality is being reported as good. Salinas and Watsonville will be seeing volumes rise daily, if the good weather pattern continues.



## Tomatoes



**Florida's** round tomato supply is a little stronger this week as more growers get started in the Ruskin/ Palmetto area. Sizing is on the larger side as growing conditions have been favorable and most are in crown picks. Roma availability is steady, but light as new growers gradually come online. Grape tomato farms have worked their way through a flush and are back down to normal levels. There's still plenty of nice-quality fruit to meet demand, mostly from the Palmetto/Ruskin growing zone. With mainland **Mexico's** round tomato crops nearing the end of the season, volume and sizing will decline over the next few weeks until they finish sometime in early May. **Baja** is expected to begin new crops in the next 7-10 days and the **CA** desert will crank up in mid-May, keeping a mostly steady stream of round supply in the West. Romas are in good shape as well, with West Mexico's new crops rolling and Baja scheduled to start next week. Grape tomatoes are the wild card this week, as quality and volumes are declining on current crops.





# MARKET OUTLOOK



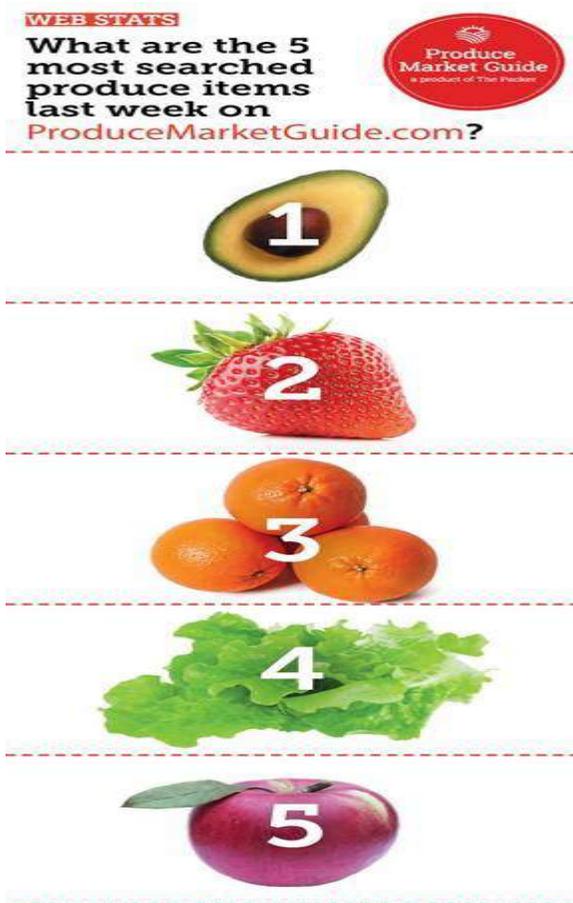
**Red Cabbage Alerted** – Supplies continue to be tight, once better supplies start coming in from Oxnard & Salinas, the market should improve. Quality is being reported as good. **Green Cabbage-** Good supplies are been reported with multiple growers, quality has also improved. With supplies moving up to Oxnard and the Salinas valley we are expecting for markets to be steady for a few weeks.

**Sugar Snap Peas Alerted**- Supplies are extremely tight, quality is good, & demand should be increasing. Expect pro-rates for another week or two.

## Avocado tops strawberry demand on Produce Market Guide

Last week avocado and strawberry content dominated Produce Market Guide searches. Oranges, lettuce and apples rounded out the top five searches on the platform that connects produce buyers and sellers.

<https://www.thepacker.com/article/avocado-tops-strawberry-demand-produce-market-guide>



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](mailto: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,