

# Market **OUTLOOK**

Week 17: April 22 - 28, 2024



**Market ALERT**

- Broccoli
- Cauliflower
- Celery
- Citrus: Lemon & Oranges
- Grapes
- Green Onions
- Herbs
- Lettuce
- Pepper Chili (Force Majeure)
- Raspberries
- Tomatoes

## transportation

Nat'l Diesel Avg: \$4.015↑

Last Year: \$3.914↓

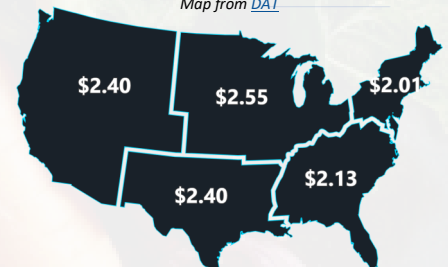
Nat'l Fuel Surcharge: \$0.50

Shortages: Freight rates is flat

- extreme - none
- slight - AZ & CO

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather **OUTLOOK**

**Oxnard, CA:** Partly cloudy and PM sunny skies with highs in the 60s and lows in the 50s.

**Salinas, CA:** Partly cloudy and shower with highs in the 60s and lows in the high 40s.

**Yuma, AZ:** Sunny skies with highs in the 80s and 90s and lows in the low 60s.

**Immokalee, FL:** Partly cloudy, shower, and sunny skies with highs in the 80s and lows in the 60s.

**Idaho Falls, ID:** Partly cloudy, shower, and sunny skies with highs in the 60s and lows in the 40s.



# Market UPDATE

## apples



**RADAR (Gala)** Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

## asparagus



Mexican production is down and nearly done, while Peru has started slowly and is expected to increase volume in the coming weeks.

## avocados



The best deals have transitioned to smaller, smaller fruits, with US inventories being large fruit. The future of Cinco de Mayo pulls remains uncertain. Harvest in MEX has slowed due to reduced demand, and if Cinco is strong, there could be another market increase in early May. Market price points are expected to remain elevated through spring due to smaller crops in California, Mexico, and Peru.

## bananas



Vessels are on schedule, fruit is of great quality, and strong inventories are expected to arrive in the coming weeks.

## beans



**Green Beans:** Prices have returned to normal with steady demand, and supplies have improved, making it an ideal time to promote.

**Snow Peas:** Guatemalan production is improving, while supplies are steady out of Mexico.

## berries



**Blackberries:** Prices are down with steady production and fair quality from Mexico.

**Blueberries:** Prices are up with volume from Florida and Georgia, are impacted by the rain and of great quality, while Mexico's quality is good with steady volume.

**Raspberries:** **ALERT** Prices are stable but remain elevated with tight supplies from Mexico and good quality.

**Strawberries:** Prices are stable, with steady volumes and good quality in Oxnard and Santa Maria. Volumes are increasing in Watsonville and Salinas, but quality is only fair due to weather.

## broccoli



**Broccoli:** **ALERT** Supply is expected to be light and demand is good, with supplies coming from Salinas, Santa Maria, and Mexico. Growers have finalized their Yuma season, and quality is reported as fair. Market pricing is expected to escalate further.

**Broccolini:** Supply has improved, with good demand and quality from Salinas. Growers are harvesting better yields, and market pricing has improved, indicating no further escalated contract pricing next week.

## brussels sprouts



The supply has improved, with improved quality and good demand. Market pricing has also improved with the transition to Salinas; expecting steady market pricing and supplies.

## cabbages



The market and supplies are expected to remain steady in the next few weeks, with good quality from Oxnard and Yuma.

## carrots



New crops are on the horizon, with improved supply and quality going forward.



# Market UPDATE

## cauliflower



The supply is light and in good demand, with supplies coming from Salinas, Santa Maria, and Mexico. Most growers have finalized their season in Yuma, and market pricing has escalated. Contract pricing will be triggered.

## celery



Supply is light, coming from Santa Maria and Oxnard, as growers finalize their Yuma season. Quality is reported as fair, and market pricing is expected to increase next week.

## citrus



**Limes:** The market is experiencing a decline due to a flatline in demand following the Easter holiday, with increased availability of small sizes from new production harvests and limited supply of large sizes throughout Q2.

**Lemons:** **ALERT** D1 is peaking on 95/75's with a few 165's and smaller, and small fruit open market pricing is historically high. Lack of availability, particularly for 200's and 235's, makes pricing irrelevant. The pack-out percentages for 200/235s are 2% or less. D2 is harvesting and packing light volume, peaking on 115/95's. The small lemons from D2 will provide little relief. The first import from Argentina is scheduled for the end of May. Recommend opening spec until imports are available.

**Oranges:** **ALERT** The CA navel season is expected to end in June and move from mid-season to late-season navels. Late-season navels are large, peaking at 56/48's. Mid-season navels will finish at the end of April, peaking at 6/48's. The CA Valencia will start at the end of April, with sizing peaking at 88/72/113's. Good small fruit supplies are expected for May through July.

## corn



The prices remain stable, with supplies and quality from Florida and California improving.

## cucumbers



Expect stable prices and good supplies from Florida and Mexico for the next couple of weeks.

## grapes



Chilean import volumes are expected to be lower than anticipated, with market prices increasing until June. Mexico is expected to arrive in the US in June, causing the red and green to be tight.

## herbs



**ALERT (Basil & Chervil)** The weather in the growing region continues to affect supply and quality.

**Cilantro:** Supplies and quality are good, with improved market pricing from Oxnard and Salinas. Supplies are expected to remain steady.

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**Green & Red Leaf:** Supplies are on budget, with fair quality reports. Frequent fringe burns are present. Most growers are transitioning to Salinas, expecting improved quality. Market pricing has improved, and contract pricing won't be triggered this week.

**Iceberg:** **ALERT** Supplies are light and fair, with lighter weights and smaller heads. Supply is



# Market UPDATE

## lettuce cont...



limited for the next two weeks. Growers are expected to start harvesting better numbers in Salinas. The markets are expected to improve. Contract pricing will remain escalated next week.

**Romaine:** **EXTREME** Supplies are light and of fair quality. Growers in Yuma are finalizing the season, with harvests in Salinas starting. Expect light supplies and increased market pricing in the next weeks.

**Tender Leaf:** The supply is expected to remain steady, with good to fair quality reported by growers. Most have transitioned to Salinas, and improvements are expected in the next weeks.

## melons



**Cantaloupe:** Guatemala's hot temperatures are causing larger sizing and excellent quality, with production peaking on 9/9Js and 12/15s being limited. Quality remains optimal, with excellent color and brix levels in the 13-16% range.

**Honeydew:** Production has increased, allowing for open quotes beyond contract business. Sizing ranges from 5/6s to 5Js, and new fields show clean external quality with solid brix levels in the 12-15% range.

**Watermelons:** Due to virus-related issues in Honduras and reduced Mexico supply, seedless will end next week with limited supply.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



The quality is good in all growing regions, with steady demand. Market prices are steady on yellow, with red prices slightly up and white prices slightly down but remaining escalated. California is slowly starting earlier than normal. There are some whites available. The reds will be tight through the summer. Vidalia has started.

## onions green



Supply is expected to be light from Mexico due to a supply gap among growers, with increased demand expected in the coming weeks and current quality reported as fair.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjous if possible, which will be available until next season starts.

## peppers bell



Green, red, and yellow bell prices remain stable. Florida production will transition to Plant City in the coming weeks, while Mexico production is declining, and California Desert production is about a week away.

## peppers chili



**FORCE MAJEURE** Prices are rising due to drought in Northwestern Mexico and crop transitions and rain in Florida, with growers anticipating higher prices for the next six weeks.



# Market UPDATE

## pineapples



The volume are improving compared to the previous week and will continue to improve. The 5ct jumbo size will tighten, while the smaller 7ct and 8ct sizes will show strong volumes. The new crop expected for June typically ranges from 7ct to 8ct. Overall, volumes will be increasing week after week.

## potatoes



The market is flat, with good quality. Idaho has plenty of availability due to better yields, making it a good time to promote potatoes.

## squash



Zucchini and yellow squash prices are increasing in Florida and Mexico, with Georgia expecting to start in a few weeks.

## tomatoes



**ALERT (25 lb Round, 20 lb Round & Roma)** Prices for 20-lb. rounds are increasing, while prices for cherry, grape, roma, and 25-lb. rounds are decreasing. Florida's recent rains have impacted the volumes, and production will be shifting from South Florida to Ruskin/Palmetto in 2 to 3 weeks. Mexico's production is lower as it transitions to spring crops.

## commodities alert overview

The annual transition from Arizona's growing season to California is wrapping up. **Raspberries** prices are escalated due to the cooler weather and low supplies. **Lemons** are peaking on large fruit with small fruit being limited with no relief until end of May when Argentina arrives. **Oranges** Valencia is expected to start at the end of April, with late-season CA navel ending in June. **Tomato 25 lb round, 20 lb round and roma** production are impacted by heavy rain in Florida with Mexico transitioning to spring crops. It's a good time to promote **Green Beans, Mushrooms and Potatoes**.



# Market UPDATE

## in the news...

### What lies ahead for U.S.-Mexico tomato agreement?

By **CHRISTINA HERRICK** | April 19, 2024 | THE PACKER

HOUSTON — It’s no surprise that the education session on the tomato suspension agreement at this year's Viva Fresh Expo was a packed house, given the extensive discussion recently over its future.

Dante Galeazzi, president and CEO of the Texas International Produce Association, and Devin Sikes, the legal counsel at Strauss Hauer & Feld, took the stage to dispel myths and share what the future could hold for Mexican tomatoes.

Sikes has had a firsthand seat for this suspension agreement as he represents the Mexican tomato associations in the suspension agreement.

#### WHERE WE ARE NOW

In June 2023, the tomato suspension agreement entered a comment period ending in November. The industry awaits a statement from the

Department of Commerce on this agreement. Also adding a layer of confusion is the tomato suspension agreement will enter a sunset review period — occurring every five years — to determine whether the agreement should stay in place.

Sikes says there are about 600 or 700 antidumping and countervailing duty orders in the U.S., however, there are only eight antidumping and countervailing duty orders managed similarly to the tomato suspension agreement by the Department of Commerce.

“Arguably, the tomatoes agreement is the most heavily enforced and monitored agreement,” Sikes said.

Mexican tomato growers submit quarterly certifications and growers and selling agents also submit quarterly audits to the Commerce Department, he said. The department also sends random questionnaires and audits to

companies on both sides of the border, and it conducts sales reviews by U.S.- and Mexico-based companies to ensure compliance.

“Since the latest version of the agreement took place in 2019, Commerce has not found a single violation of the agreement which is pretty impressive,” Sikes said.

Some of the agreement’s critics have argued that it has led to an unfair competitive environment for the U.S. tomato industry.

Following the comment period where more than 415 companies throughout the tomato supply chain weighed in on the tomato suspension agreement, the Commerce Department signaled its intention to decide on the tomato suspension agreement without a formal hearing.

“We are sort of in a wait-and-see ...

[Read full article HERE](#)

*produce in* **PEAK** *for April*

Artichokes	Broccoli	Kiwi
Asparagus	Cabbage	Potatoes
Blueberries	Carrots	Turnips