



## WEATHER UPDATE

**Yuma** - Mostly sunny next week with highs in the upper 90s and lows in the 60s. **Oxnard** - Sunny to partly cloudy next week, with chance of rain Monday. Highs in the 60s and lows in the 50s. **Mexico (Culiacan)**- Sunny to partly cloudy next week. Highs in the 100s and lows in the upper 50s. **Florida, Southern**— Sunny to partly cloudy next week. Highs in the 80s and lows in the 70s. **Idaho**—Sunny to partly cloudy next week. Highs in the 60s and lows in the upper 20s.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.147 up \$0.029 a gal from last week and down \$0.024 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 slight shortage in Central and South Florida.**

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## MARKET ALERT

Brussel Sprouts  
Cauliflower &  
Cauliflower Florets  
Celery  
Grapes  
Limes  
Red Cabbage  
Yellow Bell Pepper  
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 asparagus market is steady this week. Pricing is lower. Quality has been reported good to very good; stalks are firm, tips are tight, and flavor is pleasantly grassy.

## Avocados



QUALITY  SUPPLY 

Lots of fruit in the pipeline & at the border. Demand is off so it's got a lot of folks getting nervous & dropping pricing to move what they have. This has markets coming off quickly. We will see dips in market right until the 5th of May. Growers go back to the fields to harvest where they are expecting pricing to be back on the rise & will see it firming up into May and forward. Quality is good at this point, however as we see lower pricing, it's means older fruit & needs to turn.

## Bananas



QUALITY  SUPPLY 

Markets continue to strengthen as we are now through the Easter holiday where demand was very strong. Growers have volume & supplies to work through, however not at the promotable level. We're in the time of year where fruit yields are low & heavier to the larger size profile. Expecting more of the same over the short term. Quality is good.

## Berries



QUALITY  SUPPLY 

**Blackberries**- Pricing has declined a bit this week. **Mexico** season is ending, but **California** stocks are increasing. Quality is very good, berries are deeply colored, juicy, & sweet.

**Blueberries**- **Florida** blues are past their peak production. Expectations are that production will continue for the next 10 day & then volumes will start to slow down. **Georgia** is in full production. They are expecting a big season with heavily promotional numbers. **North Carolina** is due to start production around May 6th - 8th. **California** is expecting a big season as well, starting mid-May and running through June!

**Raspberries** - The market is stable; stocks are adequate. Quality is very good. Berries are plump and juicy with sweet flavor. Sugar levels range from 13 to 14 Brix.

# MARKET OUTLOOK

## Broccoli



Supplies are down this week; growers are reporting low yields at the time of harvest. Some growers were not able to plant in time due to the rain in Central California. Expect supplies to be short for the next few weeks. Good quality is reported with multiple growers.

**MARKET ALERT**



## Brussels Sprouts



Supplies are extremely short this week. Mexico supplies have ended earlier than normal. Santa Maria is not ready with very little supplies available. Some growers are subbing orders with small fancy size Brussel sprouts. Most Growers are reporting 50% less volume available. Growers will be pro-rating for the next few weeks.

**MARKET ALERT**



## Cauliflower



Supplies are down this week; growers are reporting low yields at the time of harvest. Some growers were not able to plant in time due to the rain in Central California. Expect supplies to be short for the next few weeks, growers are pro-rating orders & holding distributors to 10-week averages. Good quality is reported with multiple growers. **Cauliflower florets** supplies are also tight this week.



## Cantaloupes



Market getting very active as lighter supplies from offshore keeping market strong, tight, & demand exceeding. We will be in a tight situation for the next 2-3 weeks as the California desert will hopefully start around May 10, with very light supplies & it does not look like we will have any major volume on Cantaloupes out of the Desert regions until the third week of May. The overall quality has been good on the Offshore fruit, and we are expecting excellent quality out of the desert once we get started.



## 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.

**MARKET ALERT**



## Celery



Celery supplies continue to be extremely short. We expect higher prices until June. Salinas is behind and 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



We have a 2-tier market right now. Prices and quality is excellent in the East but cost is still higher out of the West.

# MARKET OUTLOOK



## Cucumbers



QUALITY  SUPPLY 

With farms harvesting on the East Coast, at Plant City, and in South Florida, Eastern cucumber supply is strong this week. Quality is best in Plant City, but good from shippers in all areas. Georgia is expected to add to the mix in a light way over the next 7-14 days as first harvests begin. The West also has a plentiful supply available. Growers are going in Sonora and Baja, with both areas reporting nice quality.

## Eggplant



QUALITY  SUPPLY 

Florida's eggplant supply has been steady but light. Most growers in South Florida are in older fields and are seeing numbers and quality decline just a bit. Plant City is scheduled to start sometime in the next 7 days and expects nice quality. In the West, post-holiday supplies are limited. We expect minimal numbers out of Mainland Mexico as the seasonal decline sets in. The California desert will be the next district to get underway which is right around the corner.

**MARKET ALERT**

QUALITY  SUPPLY 

## Grapes



Receiving Chilean grapes on both coasts, & the marketing order goes into effect on April 15th which volumes have slowed down, after that date as the fruit must make US #1 upon arrival in order to stay here in the states. The overall quality has been good. Red seedless will probably start to ease up in price & greens are definitely rising now as this is the storage fruit & typically after the marketing order very few greens come into the states. We are expecting Mexico and Coachella Valley to start about 7-10 days later than normal so around May 10 for the start date in those regions. We will have to depend on the Chilean fruit to bridge that slight gap. The overall Mexico crop is a big one so once we start, we will have plenty of volume going forward.

## Green Beans



QUALITY  SUPPLY 

Expect to see volume drop a bit next week as Southern Florida 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 and California in production and expects good supply for the immediate future. Quality is best from newer fields & areas.

## Herbs



QUALITY  SUPPLY 

The fresh herbs market remains steady this week. 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.

## Honeydews



QUALITY  SUPPLY 

Honeydew market also very active & strong as the Offshore arrivals have been extremely limited demand exceeds supply. The fruit from Mexico is crossing but in a light way, we will also see the honeydews stay tight until we start the California and Arizona desert regions around May 10-15 depending on weather. The overall quality has been good and we expect the Desert regions to follow with excellent quality.

# MARKET OUTLOOK

## Iceberg



Supplies are better this week; lettuce is back in Salinas Valley and volume looks good with multiple growers. Better quality is been reported. Expect to see steady supplies the next few weeks and good quality.



## Kale



The kale market remains steady this week. Supplies are good coming out of the west.

Growers are not reporting any quality issues.



## Leaf



**Romaine** - Supplies on romaine are better this week. Expect markets to be steady for the next few weeks. Good quality is been reported with multiple growers.

**Green Leaf/Red Leaf and Boston/Butter Lettuce**- Supplies are better this week. Growers are reporting good quality, expect markets to be steady for the next few weeks.



## Tender Leaf



Prices are stable & supplies are adequate. Quality is very good. Discoloration and mildew are minor problems



## Lemons & Limes



**MARKET ALERT**

**Limes Alerted** – The market remains volatile & shaky but slightly improved with harvests back up & running but the market remains strong. We'll see what the market does here with Cinco de mayo upon us. Market remains about \$40 across the board except for the really small fruit, they're in the high \$20s.

**Lemons**- As with every May, 140ct and smaller are getting very tight – but so far, we are working through it. The rain made us delay picks through the season, so we have about 5 weeks left of D1 to go. Mexico has started and Chilean will be coming in June.



# MARKET OUTLOOK

## Onions



QUALITY SUPPLY

Getting closer to California transition, prices remain stable. Reds are high & whites are **extreme** in the \$40s fob if you can find them. We will be completely out of CA in 2 weeks. Oregon is finishing up storage season with good quality, small reports of translucency. Texas is rolling. Expect this market to be shaky until early May when things settle out in CA.

## Onions, Green



QUALITY SUPPLY

Good volume coming in with multiple growers. Growers are reporting good quality, expect markets to be steady for the next few weeks.

## Oranges



QUALITY SUPPLY

The orange market still remains steady this week. Pricing is on the lower side with ample supplies. Seeing good quality and steady demand across the board. Sugar levels range from 11 to 12 Brix. Smaller fruit may get tight as we head into May.

## 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



**Green Pepper** - The market has cooled off some & there seems to be more availability as California is also starting to harvest. Some quality issues in South Florida peppers are starting to crop up in terms of mis-shaped, suntan, & sizing. Plant City crops are a little younger and quality should be better. Georgia is scheduled to start around mid-May.

**Colored Peppers (Yellow Peppers Alerted)** - Although volume remains low, the market has dipped a bit on red peppers. Yellow peppers are still tight, and cost remain high. Mexico's season is winding down early, while the California season won't start until mid-May. Quality reported as good to fair.

## Peppers, Chili



QUALITY SUPPLY

With labor being out of the fields for a few extra days around Easter & demand picking up, chili supplies have become a little snug this week. The labor situation is back to normal & more product should be available in time for Cinco de Mayo demand. Quality is best from **Sonora's** growers, but **Sinaloa's** product may have some quality challenges. In the **East**, Plant City's production hit a soft spot, but there is more product on the way & quality is nice. **Georgia** will also join in on the fun in 3-4 weeks.

# 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



The potato market remains steady this week. Good availability on all cartons. Getting stronger into Burbank potatoes of course & into the summer months. No quality issues to report at this time but watch as we get deeper into summer months. Bigger spuds remain the most limited.



**MARKET ALERT**

## Squash



Zucchini squash remains plentiful in **Nogales, Florida and Georgia**. The demand exceeds supply on Yellow Squash as good quality product remains scarce. Georgia has started their 2019 spring crop but yields on yellow squash are not keeping up with the zucchini. We do expect volume from Georgia to gradually start increasing as more growers start to get into the game. Florida will continue to produce their normal volume. Short term expect yellow squash to remain scarce. Long term, we do expect squash to be plentiful for the month of May. **Yellow Squash-Alerted**— Please expect pro-rates.



## Strawberries



As the warm weather continuing in the California growing areas should see a marked increase in supplies. **Oxnard** is reporting a decline in production. Fruit this week is plentiful & gorgeous. Most shippers will have promotable volume for the Mother's Day holiday. **Santa Maria** fruit is firm with occasional bruising, misshapen, green tip & wind burn, & average counts of 15 to 17, occasionally higher & lower. Oxnard fruit is firm with occasional bruising, overripe, misshapen, & seedy with wind burn and average counts of 20 to 24, occasionally higher & lower. **Salinas/Watsonville** fruit has occasional bruising, white shoulder, fan & green tip, & average counts of 10 to 12, occasionally higher & lower.



## Tomatoes



Prices are weak; supplies are plentiful. Domestic stocks are shipping out of Florida, but Mexico is the prime growing region at this time. Quality is very good. Fruit is plump, texture is firm, and skin is smooth.



With excellent weather during much of the growing cycle, **Ruskin/Palmetto** tomato growers are seeing strong yields & great quality on the front end of the season. Since farms are working mostly crown picks this week, sizing is to the bigger side. Although light in comparison to round volumes, roma numbers are steady & quality is very nice also. Grape tomato availability & quality are also solid in the Sunshine State. Despite the seasonal decline in Mainland **Mexico's** round tomato crops, they are still churning out enough product to meet market needs. Much of the volume is in 5x5 and 5x6's this week & quality is good. Look for the transition to **Baja's** Spring crops & then, to California, over the next few weeks. West Mexico's Spring roma crops are rolling along with no major hiccups. Farms expect to have consistent volumes through May, which should provide a smooth transition to Baja & California's seasons. Grape tomato supply is still on the light side as current growers work through the seasonal decline & Baja is a few weeks from volume. Quality is hit or miss on grapes, depending on the grower & area.



# MARKET OUTLOOK

## MARKET ALERT

### Cabbage

**Red Cabbage Alerted** – Pricing has escalated on red cabbage & processed red cabbage. Supplies continue to be tight this week. Quality is being reported as good. **Green Cabbage**- Good supplies this week. Growers are reporting good quality, expect markets to be steady for the next few weeks.

## Sweet potato's Wayne Bailey closes, Jackson Farming picks up sales

Sweet potato grower-shipper Wayne Bailey Produce, Chadbourne, N.C., is closing after 85 years, and its customers will now be served by Jackson Farming Co. All Bailey sales personnel will work for Jackson Farming, Autryville, N.C., and the Bailey brand names will still be available to customers, according to a news release. "This will help Jackson Farming Co. expand its presence in the sweet potato industry, with the 2019 crop, while ensuring that Wayne Bailey's loyal customers continue to receive the highest level of service that they are accustomed to," according to a news release. Jackson Farming grows melons and other fruits, as well as mixed vegetables and sweet potatoes.

The Wayne Bailey deal will greatly expand its offering of sweet potatoes, however. Jackson Farming is expanding production capabilities to cover retail, foodservice and export customer needs, according to the release.

The company will now offer sweet potato count cartons, microwaveable products (including steam bags) and tray packs, according to the release.

Wayne Bailey brands that will be offered by Jackson Farming include:

- Playboy;
- GoodBuy;
- Nutritional Allstar;
- We be Yammin';
- Sampson King; and
- George's Foods.

Matt Solana, vice president of operations and supply chain at Jackson Farming, said the company does not plan to continue to offer the fresh-cut line under the George's Food label. Wayne Bailey expanded into fresh-cut with the label in 2006, and has offered shreds, sticks, cubes, slabs, purees and other options.

That brand is named after Wayne Bailey's George Wooten, who joined the company in 1977 and became its president in 1991. He will remain with the company "throughout the process to ensure a smooth transition," according to the release, but Solana said he will not be employed by Jackson Farming after that.

The Wayne Bailey sales staff will retain their phone numbers and e-mail addresses.

Wayne Bailey Produce, which filed for Chapter 11 bankruptcy in January 2018, received approval of its restructuring plan in September. Unfortunately for sweet potato and other commodity growers in North Carolina and nearby states, hurricanes Florence and then Michael damaged their crops last fall.

<https://www.thepacker.com/article/sweet-potatos-wayne-bailey-closes-jackson-farming-picks-sales>

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,