



# Market ALERT

WEEK 36: September 2-8, 2024

## berries



**Blueberries:** The Pacific Northwest and British Columbia season is ending earlier than expected, leading to a rapid decline in volume, particularly in September and October, due to a gap before the import season from Peru and Mexico.

## broccoli



Supply is limited, with increased demand coming from Salinas, Santa Maria, and Mexico. Quality is reported as fair, and market pricing remains active. Growers report lower available supplies.

## brussels sprouts



The supply is on budget, with improved quality. Demand is good, but market pricing continues to increase. Supply is improving, and available from Salinas. Markets will remain escalated for a few weeks.

## cauliflower



Supplies are very limited. Demand has increased, with supplies coming from Salinas, Santa Maria, and Mexico. Quality is reported as fair, but market pricing has escalated, causing supply limitations in the coming weeks.

## citrus



**Limes:** Pricing is high. Lime supply is critically low, with only 25-30% of fruit meeting quality

standards and a lower percentage of usual arrivals expected this week. Rain is currently affecting harvesting, and quality is deteriorating due to high temperatures and humidity. Although the product is being repacked to mitigate quality issues, breakdown is occurring during transit. These challenges are expected to last into September, with improvement anticipated towards the end of the month.

## herbs



**Cilantro:** Limited supplies with fair quality. Market pricing and demand have increased, and supplies are shipping out of Oxnard and Salinas. Supply is expected to be limited, and the market will increase for the next few weeks.

## onions green



**EXTREME** Mexico's current supplies are limited, with an increased demand. The market pricing is expected to increase with most contracts hitting price caps, and growers anticipate limited supplies in the coming weeks due to a strong heat wave in the last few weeks.

## pineapples



Supplies are limited, and larger sizes are experiencing slow volume increases. Week-over-week, strong volumes are expected in September, and peak volumes for larger sizes will occur in October.