



WEEK 8: February 20 - February 26, 2023

MARKET OUTLOOK

Transportation:

National Diesel Average: \$4.444

Compared to Last Year: \$4.019

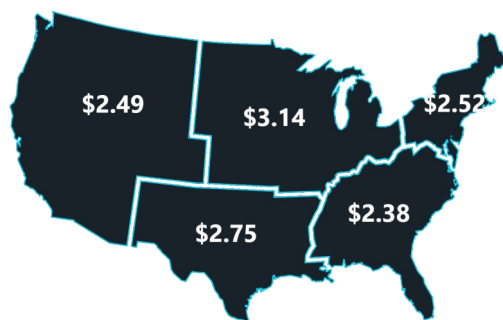
National Fuel Surcharge: \$0.60

Shortages: Seeing high freight rates, with extreme shortages - None; slight shortages in FL & NC

National Posted Rate per mile

previous week's average outbound reefer rate for each region

Map from [DAT](#)



Regional Weather Update:

Oxnard, CA: Sunny, showers and cloudy/windy skies throughout the week with highs in the 60s and 50s and lows in the 40s.

Salinas, CA: Partly cloudy, AM showers, and sunny skies throughout the week with highs in the mid-60s to high 40s and lows in the 40s and 30s.

Yuma, AZ: Partly cloudy, wind and sunny skies throughout the week with highs in the mid-70s and 60s and lows in the low 50s and 40s.

Immokalee, FL: Sunny skies with highs in the upper 80s and 90s and lows in the 60s.

Idaho Falls, ID: Snow shower and cloudy skies through the week with highs in the lows 30s and mid-teens and lows in the low 30s to -6s.

MARKET ALERT

- Arugula Baby
- Asparagus (Extreme)
- Berries: Blueberries & Raspberries
- Broccolini
- Cauliflower
- Celery
- Chili Peppers
- Corn
- Cucumbers: English & Persian
- Garlic
- Green Beans (Radar)
- Herbs: Cilantro, Chervil, Dill & Oregano
- Limes (Radar)
- Melons: Cantaloupe (Radar) & Honeydew
- Mushrooms (Extreme)
- Pepper Bell: Red & Yellow
- Tomatillos

MARKET OUTLOOK



Apples



SUPPLY

FAIR

QUALITY

GOOD

With less than 100 million cases, WA state's crop is the smallest since 2005. The average WA apple crop is more than 120 million. Their low volume is a significant issue for growers in Washington State. There is a lack of supplies, a high demand, and obviously regional supplies exist. Michigan and New York both have good crops, so it's about how WA can stay in for as long as possible and take advantage of the various varieties that have been grown. The cost of production labor has skyrocketed. Expecting to remain tight through the season until offshore new crops arrives in April.

MARKET ALERT

Arugula



SUPPLY

LIMITED

QUALITY

FAIR

ALERT (Baby) Supplies are limited for this week. Some growers are doing better than others. Expect quality to be fair. Some growers are keeping everyone to strict loading averages. I did hear of another grower pro-rating orders. Expect for this market to be unstable for a few weeks. (F.O.B Pricing for this week - Contract pricing)

MARKET ALERT

Asparagus



SUPPLY

LIMITED

QUALITY

GOOD

EXTREME Cold, wet, and overcast weather continues to have a significant impact on total yields. Mexico is experiencing another freeze in the growing regions, with temperatures in the 30s and 40s forecast through the weekend. Due to the weather, productivity has dropped by up to 70%. Overall supplies will be extremely scarce for at least 2-3 weeks. Suppliers are prorating orders. Suggest being flexible with subbing with French beans or any other green vegetables until supplies are stable.

Avocados



SUPPLY

GOOD

QUALITY

GOOD

The Superbowl pull was strong this year with many retailers reporting this as one of the better years they've had since the pandemic started. Strong demand coupled with lower harvest the past 2 weeks is causing the market to gain strength. Harvest for last week came in at 43.5 million lbs. about 5 million less than projected. 48s and larger have seen the largest jump in cost and could continue to get stronger until supply catches up. Markets could potentially adjust upwards over the next week or so, until MX can catch up and demand wavers. This surge in price could last about another week until the border is supplied again, at that point markets could adjust back down slightly. March could see slightly higher markets as Jalisco will come to an end of their season.

Bananas



SUPPLY

GOOD

QUALITY

GOOD

Bananas continues to remain tight due to chilly and damp weather conditions in the tropics, which can cause delays in the fruit's maturing process. To address the issue of delays and low volumes, suppliers order an additional vessel to the shipping cycle. As suppliers catch up with the ripening cycles, the situation has been and continues to improve every day.

MARKET ALERT

Beans



SUPPLY

FAIR

QUALITY

GOOD

Green Beans: RADAR Current volume has improved in Florida. Market is steady and active. Beans from Mexico continue to struggle on quality and light volume.

Snow Peas: Supplies are back to normal.

MARKET OUTLOOK

MARKET ALERT

Berries



SUPPLY
FAIR
QUALITY
GOOD

Blackberries: Prices for Blackberries are trending up this week. Prices are expected to remain elevated through the middle of March.

Blueberries: **ALERT** Prices for Blueberries are trending down this week, but the market is expected to tighten up in the weeks to come.

Raspberries: **ALERT** Prices for Raspberries is trending down this week. Prices are currently still extremely elevated. Production is expected to pick up a bit in the weeks to come.

MARKET ALERT

Broccoli



SUPPLY
GOOD
QUALITY
GOOD

Broccoli: Supplies are steady. Demand for broccoli is good. Market pricing remains steady. Supplies are coming from Yuma, Santa Maria, and Mexico. Supplies are expected to remain steady for the next few weeks. (F.O.B pricing for this week \$14.00 - \$15.00)

Broccolini: **ALERT** Supplies are very short for this week. Cold temperatures have really caused havoc with availability. Very strong demand with limited supplies. Quality is fair. Growers are pro-rating orders to try and supply everyone with something. Unusual cold temperatures have greatly affected supplies. Market is expected to remain unstable for a few weeks. (F.O.B pricing for this week \$26.45 - \$35.55)

Brussels Sprouts



SUPPLY
GOOD
QUALITY
GOOD

Supplies continue to be very good this week. Quality has been reported as good. Demand continues to remain steady. Improved volume coming out of Mexico. Steady demand for Brussel Sprouts is expected the next few weeks. (F.O.B pricing for this week \$17.65 - \$18.75)

MARKET ALERT

Cabbages



SUPPLY
GOOD
QUALITY
GOOD

Supplies will be limited for next week. Growers are reporting lower yields due to recent cold temperatures. Experiencing some delays with harvest due to early morning frost. Product is coming from Yuma and Imperial Valley. (F.O.B pricing for this week \$22.45 - \$24.65)

Cantaloupes



SUPPLY
FAIR
QUALITY
GOOD

RADAR Cantaloupe availability is extremely limited overall, with demand surpassing supply on 9s and larger. Inconsistent weather conditions in late December and early January contributed to the current reduced quantities. The mix of heat, cold, rain, and wind had a significant impact on pollination patterns. Current field fruit sets were poor, resulting in a considerable decline in yields. By the end of February, volume should begin to rise in the east, steadily increasing each week. Strong promotions are expected to begin in early March, as retailers are anxious to sell melons for the spring season, which has lagged this year due to higher FOBs. Size flexibility may be required.

MARKET OUTLOOK



Carrots



SUPPLY

GOOD

QUALITY

GOOD

Weather and supply have improved, but some shippers are still struggling with a few line items out of California.

MARKET ALERT

Cauliflower



SUPPLY

LIMITED

QUALITY

GOOD

Supplies continue to be very limited and market pricing remain escalated. Current supplies are coming from Yuma, Santa Maria, and Mexico. Supplies are expected to be short next week. Cold weather has slowed down the growth causing short supplies. Better availability on small size Cauliflower. (F.O.B pricing for this week \$35.00 - \$38.00)

MARKET ALERT

Celery



SUPPLY

GOOD

QUALITY

GOOD

Supplies and quality have improved. Supplies are currently coming from Oxnard and Yuma. Market and supplies are expected to continue improving in the next few weeks. (F.O.B pricing for this week \$18.10 - \$18.35)

Citrus



SUPPLY

GOOD

QUALITY

GOOD

Limes: RADAR Prices in Mexico continue to rise, putting pressure on US pricing. While the new harvest has already begun, the old crop is likely to be finished in the coming weeks. Overall quality and shelf life have improved as pack-out yields on U.S. #1-grade fruit continued to increased. Expect the market to stay somewhat flat until the new crop is fully transitioned towards the end of February, after which, supply is anticipating being extremely tight through the month of April. Large fruit will be scarce, with a shortage of 110's and 150's. Consider changing your spec to reflect crop trends and assure supply. These trends align with our seasonal timeline.

Lemons: California lemons are being picked in D1. February and March will be an excellent promotional time for volume and quality on lemons. There is a lot of new plantings that are coming into production for this season. Lemons do size up quickly when it rains, and we are seeing this as well. Peaking sizes currently are 140/115/95s.

Oranges: The rain has helped the fruit size up a little more, which has been extremely good. Navels are mostly in Washington and Fisher varieties. Peaking sizes are 88/113/72; however, we are still a little challenged on larger navels, which is an industry issue, so those sizes are keeping firmer in pricing.

MARKET OUTLOOK



MARKET ALERT

Corn



SUPPLY
POOR
QUALITY
FAIR

Prices for Corn are trending up this week. Supplies are extremely tight out of Florida and Mexico due to cold weather in all growing areas. Growers are suggesting that orders be booked with extra loading lead times. The extra order lead times is needed to line up product.

MARKET ALERT

Cucumbers



SUPPLY
FAIR
QUALITY
FAIR

ALERT (English & Persian) Prices for Slicing, English and Persian Cucumbers are trending up this week. Florida will be transitioning from their Winter to Spring crop in early March. Look for supplies for Slicing Cucumbers to be unstable during that timeframe. English and Persian Cucumber prices are elevated. Growers are reporting that production out of Canada is on the upswing. Growers expect supplies in March to normalize.

MARKET ALERT

Garlic



SUPPLY
FAIR
QUALITY
GOOD

Domestic garlic continues to remain tight. Harvest started late this season and growers are holding averages to try and minimized company buying heavy early in the season. Quality is good and the price is high.

Ginger



SUPPLY
FAIR
QUALITY
GOOD

The market for imported ginger is active, and supplies are light.

Grapes



SUPPLY
GOOD
QUALITY
GOOD

Arrival of grapes have been steadily increasing throughout February and will most likely be plentiful by early March. Although there are still a lot of Peruvian Grapes around, Chilean Grapes will be dominant by the end of the month.

MARKET OUTLOOK



MARKET ALERT

Herbs



SUPPLY
LIMITED

QUALITY
FAIR

The cooler weather continues to be a challenge on all herbs in all growing regions, especially **Chervil, Dill & Oregano**. Labor has improved in Mexico.

Cilantro: ALERT Supplies are limited. Quality will only be fair. Markets are also more active. Cold temperatures have slowed down supplies. Most growers will be shipping out of Oxnard and Imperial Valley. Expect supplies to be limited going into next week. (F.O.B price this week \$20.45 - \$22.25)

MARKET ALERT

Honeydews



SUPPLY
LIMITED

QUALITY
GOOD

Increased contract usage leads to higher demand for honeydews, contributing to weekly supply constraints. Current size range for what is arriving is largely 5/6s with some 8s and a few jumbos. Size flexibility may be required.

Iceberg



SUPPLY
GOOD

QUALITY
GOOD

Supplies are lighter this week. Quality will only be fair at this time. Weights are expected to be also on the lighter side. Expect to see some epidermal peel and some blistering on the Lettuce. Early morning frost is causing delays ay harvest. Growers will be doing everything they can to pack the cleanest product possible. Growers are now harvesting in Yuma AZ and Imperial Valley CA. (F.O.B pricing for this week \$16.00 - \$17.00)

Kale



SUPPLY
GOOD

QUALITY
GOOD

Supplies are down compared to last week. Demand continues to be steady. Good quality has been reported at this time. Supplies should remain steady for a few weeks. Market pricing is higher this week compared to previous week. (F.O.B pricing for this week (\$15.75 - \$16.65)

Leaf



SUPPLY
GOOD

QUALITY
GOOD

Green & Red Leaf: Supplies continue to be very good. Quality is fair. Expect to see Fringe burn, and some frost damage. The desert region has endured some cold temp along with early morning frost the last few days. Markets are stable for now, there has been some morning harvest delays. Harvest is coming from Imperial Valley and Yuma. (Green Leaf F.O.B. pricing for this week \$9.00 - \$11.00)(Red Leaf F.O.B. pricing for this week \$10.00 - \$11.00)

Romaine: Supplies are stable. Quality is fair. Weights are expected to be on the lighter side. Expect to see some epidermal peel and some blistering on the Romaine and Hearts. Early morning frost is causing harvest delays. Growers will be doing everything they can to pack the cleanest product possible. Growers are now harvesting in Yuma and Imperial Valley. (Romaine F.O.B pricing for this week \$11.00- \$12.00)(Hearts F.O.B pricing for this week \$15.00 - \$17.00)

Tender Leaf: Supplies are steady for this week. Demand continues to be good. Supplies are steady. Fair quality has been reported by growers. Market pricing has returned to normal. Growers are now harvesting in Yuma. (F.O.B pricing for this week \$4.75 - \$5.15)

A photograph of fresh produce including green beans, potatoes, and cherry tomatoes in blue crates, set against a rustic wooden background.

MARKET OUTLOOK

MARKET ALERT

Mushrooms



SUPPLY
SHORT
QUALITY
FAIR

Shitake Mushrooms: EXTREME ALERT Due to uncontrollable rise in cost of imported Shitake logs from China. Shitake mushrooms supplies will be short, prices will be changing almost weekly. Long delays to unload shipments at the ports have caused some interruptions with supplies. This is caused by labor shortage and limited freight availability.

EXTREME ALERT The mushroom industry continues with a shortage of labor, as well as cost inflation increases in raw materials. Specifically corrugated cardboard and packaging materials. Additionally, the price increases in freights nationally have greatly impacted cost to mushroom growers. Pricing on mushrooms must increase at this time due to Labor, Transportation, and packaging.

Onions



SUPPLY
GOOD
QUALITY
GOOD

Onions are shipping out of Idaho, Oregon, and Washington. Quality is good. Demand is trending down along with the market. Some sheds are wrapping up in Idaho and Oregon. Super Colossal and Colossal Yellow onions continue to fetch a premium pricing due to the limited availability. All colors available. Trucks are plentiful. This will also have an impact on precut.

Onions Green



SUPPLY
GOOD
QUALITY
GOOD

Supplies are lighter this week. Market pricing is stable this week. Green onions are coming from Mexico. Abnormal cold temperatures has slowed down the supplies. Market pricing is expected to escalate some for next week. (F.O.B pricing for this week \$13.00 - \$14.00)

MARKET ALERT

Peppers Bell



SUPPLY
FAIR
QUALITY
GOOD

ALERT (Red & Yellow) Prices for Green, Red and Yellow Bell Peppers are trending up this week. Growers planted less acreage in Florida this year. That's keeping the markets a bit tighter than usual. Parts of Mexico are working through recent rain events.

MARKET ALERT

Peppers Chili



SUPPLY
FAIR
QUALITY
FAIR

ALERT (Chili Peppers & Tomatillos) Prices for Chili Pepper are trending up this week. Production tighter up this week due to cool weather and some rain. The winter crop is winding down and the spring crop is still a few weeks away. Look for tight supplies for at least the next couple weeks.

MARKET OUTLOOK

Pineapples



SUPPLY

FAIR

QUALITY

GOOD

Larger sized Pineapples have slightly increase in volume. Availability on larger size Pineapples will continue to improve gradually week after week.

Potatoes



SUPPLY

FAIR

QUALITY

GOOD

Supply is steady and demand is slightly down. Market is steady. Even though the potato supply is still short, the decline in demand will allow for better for the next few weeks. Precut potatoes will be impacted as well.

Squash



SUPPLY

GOOD

QUALITY

FAIR

Prices for Yellow & Zucchini Squash are trending up this week. The Soft Squash market is unstable due to rains and cool weather in the Mexico and Florida. Production is expected to pick up in March as growers move from the Winter to Spring crops.

Strawberries



SUPPLY

GOOD

QUALITY

GOOD

Prices for Strawberries is trending down this week. Now that the Valentine's Day holiday has past, supplies are normalizing for this time of year. Production is coming California, Florida, and Mexico.

Tomatoes



SUPPLY

GOOD

QUALITY

GOOD

Prices for 20 lb Rounds, Roma & Grape Tomatoes are trending up this week. Prices for 20 lb Round Tomatoes are trending down. Cherry Tomato prices are stable. The Roma market is tightening up a bit due to rains in Mexico. Growers are forecasting steady supplies for all Tomatoes over the next couple weeks.

Watermelons



SUPPLY

FAIR

QUALITY

GOOD

Watermelons are a little tight. Seedless are shipping from Mexico while mini are out of Edinburg and Nogales. Quality has been good.



MARKET OUTLOOK

PERSIAN LIME: FROM A DECORATIVE ELEMENT TO AN INDISPENSABLE FOOD

By Paola Ochoa, [AGTools](#) | February 12, 2023 by [Abasto](#)

It is said to be unknown, but whenever we look for something related to the Persian lime and its history, it takes us on a journey of more than 2,500 years to the Asian continent to be precisely in Assam, one of the states of India, passing to the Middle East and Africa, to finally enter Italy in 200 AD. The lime is a hybrid, a mixture of fruits created by humans. All citrus fruits come from the three original citrus fruits: citron, mandarin, and grapefruit. From the mix of citron and bitter orange, lime is created.

Although most Hispanic dishes now have either a few drops or a large amount of this citrus fruit, it is believed that it was not initially intended for consumption. Surprising as it may seem, this fruit was an ornamental plant in its beginnings, so the ancients used it for decoration.



Lime combines with any dish of Hispanic cuisine and even becomes a vital part of some European dishes or drinks. It goes well with oil, parsley, and mayonnaise. It revives the flavor of fish, meats, and seafood. It enhances the taste of salads, dressings, and vinaigrettes; its zest is indispensable in desserts. One cannot imagine enjoying a cold beer on a hot afternoon without the accompaniment of a slice of lime.

This is why countries such as Colombia and Honduras have significantly increased their production to supply the demand of the North American and European markets.

The active ingredient of Persian lime is citric acid. It also contains vitamin C, iron, calcium, potassium, magnesium, riboflavin, and vitamin B6. It has a low sugar content, and its calorie content is only 29 kcal per 100 g of lime.

Its best-known medicinal property is its vitamin C content, which helps strengthen the immune system. This food is also rich in minerals such as potassium, magnesium, iron, and calcium. Its consumption provides flavonoids, phytonutrients designed to combat external agents that damage the body, such as pollution and ultraviolet rays. The potassium in lime has healing properties related to brain and nervous system health.

In the Hispanic market, the per capita consumption of lime is 7.2 kg per year, unlike the world average, which according to FAO, is 2 kilograms per capita per year. Adding lime to food symbolizes Hispanic identity because its consumption is deeply embedded in the culture.

In 2019 in the United States, 1.1 billion pounds of Persian limes were marketed in the United States, while in the year 2021, there was marketing of 1.5 billion pounds, which represents an increase of 36%, which we can appreciate in the following....

[Read full article HERE](#)

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. Have a great week!

Your Dedicated NPC FB, LLC Staff