



WEEK 11: March 13 - March 20, 2023

MARKET OUTLOOK

Transportation:

National Diesel Average: \$4.282

Compared to Last Year: \$3.715

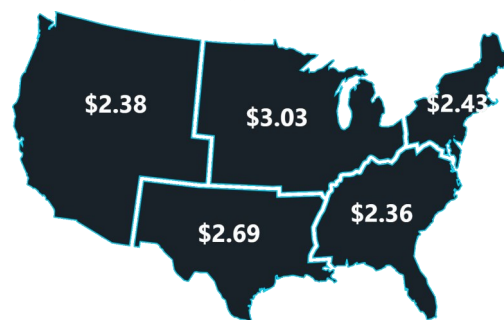
National Fuel Surcharge: \$0.56

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

National Posted Rate per mile

previous week's average outbound reefer rate for each region

Map from [DAT](#)



Regional Weather Update:

Oxnard, CA: Cloudy skies and rain throughout the week with highs in the 60s and lows in the 50s to 40s with AM showers on Wednesday.

Salinas, CA: Rain, showers and cloudy skies throughout the week with highs in the upper 50s & 60s and lows in the 50s to 40s.

Yuma, AZ: Partly cloudy and sunny skies throughout the week with highs in the 70s & 80s and lows in the 50s & 60s.

Immokalee, FL: Cloudy and sunny skies throughout the week with highs in the 80s and lows in the 60s to 40s with isolated thunderstorms on Monday.

Idaho Falls, ID: Cloudy with rain/snow showers throughout the week with highs in the mid-30s to low 40s and lows in the 30s to teens.

MARKET ALERT

Arugula Baby

Berries: Blackberries, Blueberries, Raspberries & Strawberries

Broccolini (Extreme)

Cabbage

Cauliflower

Celery

Chili Peppers

Garlic

Green Onions

Herbs: Cilantro, Chervil, Tarragon & Thyme

Limes

Mushrooms (Extreme)

Pepper Bell: Green, Red & Yellow

Squash

Tomatillos

MARKET OUTLOOK



Apples



SUPPLY
FAIR
QUALITY
GOOD

With less than 100 million cases, WA crop is the smallest since 2005 with the average usually 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 arrives in April.

MARKET ALERT

Arugula



SUPPLY
LIMITED
QUALITY
FAIR

ALERT (Baby) Supplies are limited. Some growers fare better than others. Expect quality to be only fair. Some growers are keeping everyone to strict loading averages and are prorating orders. This market will be volatile for a few weeks. (F.O.B Pricing for this week - Contract pricing)

Asparagus



SUPPLY
FAIR
QUALITY
GOOD

The asparagus market is leveling off in anticipation for the Easter holiday. Except for large, supplies are improving across the board. Mexico volume has increased due to warmer temperatures, with availability until mid-April.

Avocados



SUPPLY
GOOD
QUALITY
GOOD

Strong avocado demand has kept the supply-demand ratio close. Despite the fact that there is still a good supply of the current Mexican crop on the trees, some growers have shown some restraint with harvest quantities and improving markets and have decided to hang in for a potential further upward pricing trend, thereby increasing field pricing in recent weeks. Past 8 weeks or so, the volume coming in from Mexico has been on average 10% lower than initial forecasts. With a healthy demand, Mexico's next holiday is Benito Juarez Day on Monday, March 20th, therefore production will be halted. The Mexican fruit has a high oil content with a robust flavor profile. Fruit is ripening faster; thus it is critical to maintain a cold chain and store at 38°F. In the same box, the fruit's skin may show several colors. This is a reminder that the color of the skin does not indicate fruit maturity. California season is off to a slow start, with harvest falling short of 1 million lbs per week. With the stronger Mexican market and favorable weather conditions in California, harvest volumes may improve slightly in the coming weeks.

Bananas



SUPPLY
GOOD
QUALITY
GOOD

Banana volume has stabilized due to improved weather in the tropics. Banana are more in line with the desired ripening stages.

Beans



SUPPLY
GOOD
QUALITY
GOOD

Green Beans: Volume out of Florida is good. Market is steady and active. Beans from Mexico continue to struggle on quality and light volume.

Snow Peas: Supplies are normal with good quality.

MARKET OUTLOOK

MARKET ALERT

Berries



SUPPLY

FAIR

QUALITY

FAIR

Blackberries: Prices for Blackberries are trending up. Supplies are expected slightly increase. Growers expect the market to tighten back up again in April and May.

Blueberries: Prices for Blueberries are trending slightly up with good quality. Mexico is moving production to their spring crop. Volumes will slowly ramp up. California is working through rains and cool temperatures.

Raspberries: Prices for Raspberries are trending down. Supply is increasing. Growers expect the market to tighten back up again in April and May.

MARKET ALERT

Broccoli



SUPPLY

GOOD

QUALITY

GOOD

Broccoli: Supplies has slowed down, and demand are very good. Market pricing has escalated. Current supplies are coming from Yuma, Santa Maria, and Mexico. Supplies are expected to be limited due to the colder weather in Yuma. (F.O.B pricing for this week \$17.00 - \$18.00)

Broccolini: **EXTREME ALERT** Supplies continue to be very limited due to the unusual cold weather in Yuma and Salinas. Very strong demand with limited supplies. Quality is Fair. Growers are pro-rating orders to try and supply everyone with something. Market is expected to remain unstable for a few weeks. (F.O.B. pricing for this week \$32.75 - \$42.50)

Brussels Sprouts



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be very good. Quality is good. Demand continues to remain steady. Good volume is coming from Mexico. Steady demand is expected the next few weeks. (F.O.B pricing for this week \$16.45 - \$17.85)

MARKET ALERT

Cabbages



SUPPLY

LIMITED

QUALITY

FAIR

Supplies continue to be limited. 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 \$25.00 - \$29.00)

Cantaloupes



SUPPLY

FAIR

QUALITY

GOOD

The market has begun to see increased cantaloupe production. The size has shifted from 9/12s to primarily 9s and larger. Increased production of jumbo fruit is expected to limit the smaller fruit by next Monday. Flavor profiles are also nearing their peak as growers move into the second cycle of Guatemalan production. Quality is shifting towards Springtime characteristics with better external color appearance due to the additional daylight hours. Brix level is good.

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 will continue to be limited and market pricing continues to remain escalated. Current supplies are coming from Yuma, Santa Maria, and Mexico. Cold weather slowed down the growth causing short supplies. Better availability on small size Cauliflower. (F.O.B pricing for this week \$41.00 - \$43.00)

MARKET ALERT

Celery



SUPPLY

LIMITED

QUALITY

GOOD

Supplies continue to be light, and quality is good. Supplies are currently coming from Oxnard and Yuma. Supplies from Oxnard are very limited. Demand is very strong. Market is expecting to escalate for next week. (F.O.B pricing for this week \$25.30 - \$26.28)

Citrus



SUPPLY

GOOD

QUALITY

GOOD

Limes: **ALERT** Prices in Mexico continue to stay elevated but low demand in the US have slowed down and even reverted price escalation. Majority of the harvest have fully transition to the new production cycle. Because of the lack of rain, quality flaws such as skin breakdown/oil spots are becoming more prevalent; fruit is extremely stressed, reducing overall shelf life. Blanching will become more visible when the fruit's general coloration darkens; please note the distinction between blanching and yellowing, as blanching is a quality defect and yellowing is a conditioned defect. Supplies is expected to be limited through March and the first few weeks of April. These trends align with the seasonal cycle.

Lemons: California lemons are still being harvest in D1 and the fruit are still looking fine. Growers are packing mostly Fancy 115s and larger. D1 season will go until the first of June before it transition to D2 and import lemons.

Oranges: Navels have hit their stride. Quality is great with nice brix and color. Until the end of the navels, size will remain an issue; it is now peaking on 113s, limited 56s, and larger. Most shippers will be done with the Navels at the end of May.

MARKET OUTLOOK



Corn



SUPPLY

FAIR

QUALITY

FAIR

Prices for Corn are trending down. Production out of Florida will continue to ramp up in the coming weeks. Supplies from Mexico are also increasing slightly.

Cucumbers



SUPPLY

GOOD

QUALITY

GOOD

Prices for Slicing and Persian Cucumbers are trending down. Prices for English Cucumbers are mostly stable. Production is increasing in Florida and Mexico. Imports out of Honduras is winding down and will likely finish towards the end of March.

Garlic



SUPPLY

GOOD

QUALITY

GOOD

Domestic garlic has improved with steady supplies. Quality is good and the price remains elevated.

Ginger



SUPPLY

FAIR

QUALITY

GOOD

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

Grapes



SUPPLY

GOOD

QUALITY

GOOD

Arrivals continuing to increase and will likely be plentiful by mid-March. There are still a lot of Peruvian Grapes available. With the continuous growth in volume, Chilean grapes are starting to take the lead as the market's primary country of origin.

MARKET ALERT

Herbs



SUPPLY

LIMITED

QUALITY

FAIR

The weather continues to have an impact on all Colombian herbs. The weather has continued to hinder both imported and domestic chervil, tarragon, and thyme production.

Cilantro: ALERT Supplies are limited. Quality is fair. Market is more active. The cold weather has hindered supply. Product shipping out of Oxnard and Imperial Valley. Expect supplies to be limited going into next week. (F.O.B pricing for this week \$22.65 - \$24.25)

MARKET OUTLOOK

Honeydews



SUPPLY
LIMITED
QUALITY
GOOD

Honeydew supply has started to improve, bringing some relief from the extremely limited availability. Sizing are primarily 5s, with some 6s/8s available. External appearance has been clean with solid internal quality. Bix levels are 12-14% with good flavor profile.

Iceberg



SUPPLY
GOOD
QUALITY
FAIR

Supplies are steady and quality is fair. Abnormal weather is delaying harvest. Weights are expected to be on the lighter side. Growers will be doing everything they can to pack the cleanest product possible. Growers are now harvesting in Yuma and Imperial Valley. (F.O.B pricing for this week \$14.00 - \$15.00)

Kale



SUPPLY
FAIR
QUALITY
GOOD

Supplies are down compared to previous week. Demand are steady. Quality is good. Supplies should stay steady for a few weeks. Market is steady. (F.O.B pricing for this week \$16.45 - \$17.65)

Leaf



SUPPLY
GOOD
QUALITY
GOOD

Green & Red Leaf: Supplies continue to be very good. Quality is fair. Expect to see Fringe burn, and some wind damage. Expect smaller heads and lighter weights. The desert region has endured some unusual cold temperatures. Markets and supplies are stable. Harvest is coming from Imperial Valley and Yuma. (Green Leaf F.O.B. pricing for this week \$9.00 - \$10.00)(Red Leaf F.O.B. pricing for this week \$10.00 - \$11.00)

Romaine: Supplies are steady. Quality is fair. Weights are expected to be on the lighter side. Expect to see some epidermal peel and blistering. Growers are doing everything they can to pack the cleanest product possible. Harvest is coming from Yuma and Imperial Valley. (Romaine F.O.B pricing for this week \$11.00 - \$11.50) (Hearts F.O.B pricing for this week \$14.00 - \$16.00)

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

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, Utah, and Washington. Quality is good. Michigan is wrapping up. Idaho, Oregon, and Washington will start wrapping up end of the month to mid-April, then transition to Texas. Texas is getting an early start this season while Imperial Valley is delay due to cooler weather. Demand is steady. There's plenty of imported onions crossing which is causing a downward pressure on the market. There's an increase volume crossing compared to last year. Domestic volumes are plentiful in the Northwest. 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.

MARKET ALERT

Onions Green



SUPPLY
LIMITED
QUALITY
GOOD

Supplies are very limited. Market is escalated. Green onions are coming from Mexico. Abnormal cold temperatures have slowed down the supplies. Market pricing is expected to escalate due to limited supplies and high demand. (F.O.B pricing for this week \$25.00-\$26.00)

MARKET ALERT

Peppers Bell



SUPPLY
FAIR
QUALITY
FAIR

ALERT (Green, Red & Yellow) Prices for Green, Red and Yellow Bell Peppers are trending up. Mexico is transitioning to their Spring crop. Currently, supplies have tightened up out of Mexico. Due to tighter supply and quality issues coming from Mexico, customers are shifting to Florida. This is putting pressure on the market.

MARKET ALERT

Peppers Chili



SUPPLY
FAIR
QUALITY
FAIR

ALERT (Chili Peppers & Tomatillos) Prices for Chili Peppers are trending slightly down. The market is currently unstable as growers in Florida and Mexico transition from winter to their spring crops. Growers are expecting market conditions to improve as we move forward.

MARKET OUTLOOK

Pineapples



SUPPLY

GOOD

QUALITY

GOOD

Larger sized Pineapples volume is solid. Quality is good. In the tropics, the size curve is shifting toward smaller size pines.

Potatoes



SUPPLY

FAIR

QUALITY

GOOD

Supply is steady and demand continues to be light. Market is steady due to the overall short crop this season. There is availability to meet demand. Precut potatoes will be impacted as well.

MARKET ALERT

Squash



SUPPLY

GOOD

QUALITY

FAIR

Prices for Yellow and Zucchini Squash are trending. New Crop production out of Florida is starting to ramp up slowly but the market remains tight. Supplies are tight out of Mexico due to recent rains and cold weather.

MARKET ALERT

Strawberries



SUPPLY

GOOD

QUALITY

FAIR

Prices for Strawberries are trending up. Production out of Florida and Mexico is past peak. California continues to experience a lot of rain as well as cool temperatures. Growers are expecting prices to increase until the weather in California improves, allowing for more ideal growing conditions.

Tomatoes



SUPPLY

GOOD

QUALITY

GOOD

Prices for 25 lb Round, Grape Tomatoes, Cherry Tomatoes and Roma are trending down. Prices for 20 lb Round Tomatoes are stable. Prices are currently a value. Growers are looking for the market to tighten up out of Florida. Mexico is expected to maintain good volumes. This week, there have been reports of green fruit coming from Mexico. Expect pricing to firm up little in the coming 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. Florida is expecting to start harvesting in March. California started with lower volumes due to the seasonal transition gap. Market is elevated.

MARKET OUTLOOK

Produce Category Overview

The produce industry continues to experience unprecedented quality and yield issues due to weather that caused crop failures, poor product quality, and impacted availability. The annual transition from Arizona's growing season to California is expected to happen soon, which will have an impact on all lettuces, greens, broccoli, cauliflowers, and cabbages. Due to the recent floods in the Salinas Valley, the transition dates from Arizona to California, are only tentative and are subject to change. **Tender leaf** growers are looking to transition the first week of April, **commodity carton** growers are looking into transition mid-April, and **processors** growers/shippers are looking to transition late April and early May. It could be delayed a week or two. **Limes** are transitioning now through April, elevated prices and lower quality are expected. Grapes and melons are expecting to transition in May from imports to domestic. **Cucumbers** in Florida is expecting to transition from their Winter crop to Spring in early March. Availability on slicing cucumbers will be unstable during that time. **Baby arugula** are being prorated by some growers. Extreme alert for **Broccolini** due to weather and will be unstable for a few weeks.

'22 3rd-costliest disaster year on record; AFBF outlines challenges, opportunities to House Committee

Daniel Munch, Economist | March 9, 2023

Weather-associated production risk is an inherent factor in farmers' and ranchers' everyday business environment. Through heavy rain, hail, snow, winds and drought, farming families prepare land, plant and harvest knowing their livelihoods are reliant on local weather conditions. In 2022, 18 weather and climate disasters, each with damages exceeding \$1 billion struck the U.S. coast-to-coast. The National Oceanic and Atmospheric Administration reported that 2022 surpassed 2021 as the third-costliest disaster year event in history, with an estimated \$165 billion in total economic losses behind only 2017's \$346 billion and 2005's \$244 billion. With over 470 lives lost, these disasters will haunt impacted communities for years to come.

Updated crop and rangeland damage estimations for 2022 provide a window into the recent impacts of natural disasters on domestic food production. The assessment puts total crop and rangeland losses from major 2022 disasters at over \$21.4 billion, or 7.7% of NOAA's total economic impact figure. Of that figure, over \$11 billion in losses were covered by existing Risk Management Agency programs as of February 2022. Over \$10 billion in losses were not insured through RMA, existed outside policies' coverage levels, or did not qualify under an existing risk management program. Drought and wildfires alone accounted for over \$20.4 billion in total crop losses, with the remaining \$1.08 billion linked to hurricanes, hail, flooding and severe weather events as displayed in the data table below.

AFBF crop loss estimates do not include infrastructure damage, livestock losses, horticulture crop losses or timber losses associated with the selected weather events. Estimates should be viewed as a minimum...

[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

