



Market ALERT

WEEK 14: April 1 - 7, 2024

avocados



RADAR The industry is working to be fully stocked, with only 38 millions lbs. projected for week 13. Holy Week has left growers with a short week, putting pressure on producers to increase days-of-supply across all sizes to avoid service interruptions since many growers take off to celebrate. With Easter falling early this year, there's a gap between Holy Week and Cinco de Mayo, allowing the market to adjust. The size curve remains unknown, and while Mexico has enough fruit for a strong Cinco promotion, promotions should include all sizes or be stronger on bigger fruit.

cauliflower



Supply is light and demand is good, with supplies coming from Salinas, Santa Maria, and Mexico. Growers in Yuma season has ended. Supplies are expected to be light in the next few weeks with increased marketing pricing.

celery



Supplies are light with fair quality from Santa Maria and Oxnard, with Yuma wrapping up its season, and are expected to be light with increase marketing pricing.

berries



Raspberries: Prices are stable and of good quality, but the tight volume from Mexico has led to an escalated price.

citrus



Oranges: ALERT In 2023, the California citrus region faced intense weather conditions, including excessive rain and sun, which led to a decline in small orange sizes. As the crop continues to develop, small sizes will become limited, and the remaining season and the upcoming Valencia season will be challenging. It is recommended to open specs or switch to apples.

broccoli



Broccoli: Light supplies and good demand from Salinas, Santa Maria, and Mexico. Quality is fair. Growers in Yuma season has ended. Expect supplies to be light in the next few weeks with increased marketing pricing.

cucumbers



Broccolini: Supplies are limited with good demands, and quality is only fair. Supplies are expected to improve when they transition to Salinas, and market pricing is expected to remain elevated due to limited supplies.

Prices are increasing as Florida production slowly start. Supplies from Mexico are tight, with production transiting from Sinaloa to Sonora.



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grapes



Red grapes are extremely tight on both the east and west coasts, with limited availability on the west coast. Market grapes are of good quality, and import volumes are expected to improve next week. If applicable, consider using black grapes instead.

herbs



ALERT (Basil, Chervil, Dill, & Oregano) Rain in the growing region continues to affect supply and quality in Columbia, Ecuador, and Mexico.

lettuces



Green & Red Leaf: Supplies are light, with signs of fringe burn still present. Quality is expected to improve after transitioning to Salinas in the next week, and markets are expected to increase for the next few weeks.

Iceberg: EXTREME Light supplies and fair quality, with lighter weights and smaller heads. Supply is expected to be limited in the next few weeks, and market prices have increased due to lower yields. Huron has started and is expecting a better yield, while Yuma is done.

Romaine: EXTREME Supplies are light and of fair quality. Salinas has started, while Yuma is wrapping up. Expect light supplies and increased market pricing in the coming weeks.

onions



ALERT (White) The quality is good in all growing regions, with good demand. Market prices are steady, with white onions being the most volatile. The white onions are limited, followed by medium red and jumbo yellow. Utah is finishing up, and imported white onions are limited. Vidalias will start on April 17th. Imperial Valley is expected to start in the last week of April. This will impact the precut.

onions green



Supplies are gapping and will be light from Mexico, with increased demand. Supplies are expected to be light for the next few weeks and of fair quality.

peppers bell



ALERT (Red & Yellow) Green bell prices are decreasing, while red and yellow bell prices are stable but elevated. Florida production is affected by recent rains, while Mexico production is expected to decline, while California production will start in the second and third weeks of April.

tomatoes



ALERT (Round, Cherry, & Roma) Prices are mixed, with Florida production down due to recent rain, and Mexico production moving to new fields next week or two. Volume is expected to increase going forward.



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Transition Schedules - Spring - Salinas Season - 2024

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates	Transition Dates	Shipping From	Region
Bengard Ranches	Yuma, AZ	Salinas, CA	Broccoli Crowns	04/01/24		Salinas, CA	
Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24		Salinas, CA	
Bengard Ranches	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24		Huron, CA	04/15/24 Salinas
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		Salinas, CA	
Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24		Salinas, CA	
Bengard Ranches	Yuma, AZ	Oxnard, CA	Celery	06/15/24	03/30/24		Oxnard
Church Brothers	Yuma, AZ	Salinas, CA	Broccoli Crowns	03/15/24			
Church Brothers	Yuma, AZ	Salinas, CA	Cauliflower	03/15/24			
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Iceberg	04/15/24			
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24			
Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/22/24			
Church Brothers	Yuma, AZ	Salinas, CA	Celery	03/18/24	06/03/24		Salinas
Church Brothers	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24			
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	04/01/24		Watsonville, CA	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Cauliflower	04/01/24		Watsonville, CA	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	04/01/24		Watsonville, CA	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green Leaf / Red Leaf	04/01/24		Watsonville, CA	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	04/01/24		Watsonville, CA	
Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added / Processing Plant	04/01/24		Watsonville, CA	
Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/22/24			
River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	04/01/24		Salinas, CA	
River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	04/01/24		Salinas, CA	
River Fresh Farms	Yuma, AZ	Huron, CA	Lettuce Iceberg	04/01/24		Salinas, CA	Salinas
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green Leaf / Red Leaf	04/01/24		Salinas, CA	
River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	04/01/24		Salinas, CA	
River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	06/15/24			
Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added / Processing Plant	04/15/24	Updated		
The Salad Farm	Yuma, AZ	Hollister, CA	Value Added / Processing Plant	04/01/24		Hollister, CA	

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to jhoppe@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!

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