



**WEEK 14: April 3 - April 9, 2023**

# MARKET OUTLOOK

## Transportation:

**National Diesel Average:** \$4.128

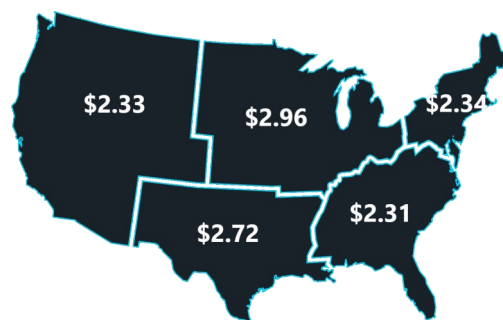
**Compared to Last Year:** \$3.071

**National Fuel Surcharge:** \$0.55

**Shortages:** Seeing high freight rates, with **extreme** shortages - None; **slight** shortages in AZ, CA & 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 and cloudy skies throughout the week with highs in the 50s to 70s and lows in the 40s to 50s.

**Salinas, CA:** Cloudy skies with highs in the 50s to 70s and lows in the 40s with sunny on Tuesday.

**Yuma, AZ:** Sunny and partly cloudy skies through the week with highs in the 70s & 80s and lows in the 40s to upper 50s.

**Immokalee, FL:** Sunny and cloudy skies through the week with highs in the 90s and lows in the 60s with PM thunderstorms on Monday.

**Idaho Falls, ID:** Cloudy with highs in the 30s to 40s and lows in the 20s & mid-teens with AM snow showers on Tuesday.

## MARKET ALERT

- Arugula Baby**
- Berries:**
- Blackberries,**
- Blueberries &**
- Strawberries**
- Broccoli**
- Broccolini (Extreme)**
- Carrots (Radar)**
- Cauliflowers**
- Iceberg**
- Limes**
- Mushrooms**

# 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  
GOOD  
QUALITY  
GOOD

Production out of Mexico is good except the large size are a bit lighter due to the Easter ads. Market is active. Peru remains unchanged.

## Avocados



SUPPLY  
GOOD  
QUALITY  
GOOD

Last week 71.2M lbs. crossed into the US, surpassing the Super Bowl pull. The pipeline for Cinco de Mayo is expected to fill up in the next two weeks, bringing in large volumes. Demands remains strong. Because of their higher oil content, Mexican avocados have a rich and excellent flavor profile. Fruit is ripening faster; thus it is critical to maintain a cold chain and store at 38°F. Pricing continues to adjust, with larger fruit pricing declining and smaller fruit pricing increasing. Average national retail price increased to \$1.18 each, up from \$1.41 at the same time last year. Due to Holy Week in Mexico, harvest will be light the week of April 2nd. California harvest to date is just over 4M lbs., compared to nearly 50M lbs. at this time last year. With stronger pricing and favorable weather, California harvest may ramp up going into April. Peru is expected to export 624,000 tons globally in 2023, a 12.5% increase over 2022. The US is expecting to get at least 125,000 tons, the same as last year. The price gap between 48s and 60s continues to shrink. The USDA had a \$7.50 margin 2 weeks ago, and it's now down to \$2.00. Expectations are for 60s to surpass 48s again, probably this week. The market will most likely remain inverted for several weeks. While price points on various sizes are shifting, the overall market has had stable average USDA pricing for the previous 3 weeks and is projected to continue through Cinco de Mayo.

## Bananas



SUPPLY  
GOOD  
QUALITY  
GOOD

Banana volume continues to be stable.

# MARKET OUTLOOK



## Beans



SUPPLY  
GOOD  
QUALITY  
GOOD

**Green Beans:** Supply is good, and market is steady. Quality is good. No supply issue expected unless Mother Nature says otherwise.

**Snow Peas:** Supplies have slowed down due to weather out East. Production out of Mexico is steady.

**MARKET ALERT**

## Berries



SUPPLY  
FAIR  
QUALITY  
FAIR

**Blackberries:** **ALERT** Prices for Blackberries are trending up this week. Growers are expecting supplies to be tight until the 2nd or 3rd in April. Expect some challenges with Red Cell too.

**Blueberries:** **ALERT** Prices for Blueberries are trending up. Production out of California has been hampered by rain. Production out of Florida is in the early stages and will pick up going forward. Growers are expecting tight supplies for the next 3 to 4 weeks.

**Raspberries:** Prices for Raspberries are trending down. Growers out of Mexico are expecting production to ramp up a bit in the weeks to come. They're working through quality challenges due to high temperatures.

**MARKET ALERT**

## Broccoli



SUPPLY  
SHORT  
QUALITY  
FAIR

**Broccoli:** **ALERT** Supplies will be very limited. Demand continues to be very good. Market pricing has escalated. Current supplies are coming from Yuma, Santa Maria, and Mexico. Supplies are expected to be limited due to transition from Yuma to Salinas. (F.O.B pricing for this week \$24.50 - \$25.50)

**Broccolini:** **EXTREME** Supplies continue to be very short due to the unusual cold weather. Demand exceeds supplies. Growers are pro-rating orders to try and supply everyone with something. Market is expected to remain unstable for a few weeks due to the transition from Salinas to Yuma. (F.O.B. pricing for this week \$32.45 - \$34.75)

## Brussels Sprouts



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies continue to be very good. Quality is good. Demand continues to be steady. Good volume is coming from Mexico. Supplies will be on budget. Expect market to increase next week. (F.O.B pricing for this week \$16.75 - \$18.65)

## Cabbages



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies are much better this week. Growers are reporting better availability. Market pricing has also improved. Prices will not be escalated for next week. Product is coming from Yuma and Imperial Valley. (F.O.B pricing for this week \$16.45 - \$20.45)

# MARKET OUTLOOK

## Cantaloupes



SUPPLY  
FAIR  
QUALITY  
GOOD

Offshore cantaloupe continues to be light with low demand. On the West, Guatemalan production has switched from 9/12s to mostly 9s while the East coast and Texas are heavy on 12s. Retail are starting to promote for the Easter holiday, which will help with movement and restabilize the market. Quality has been excellent. Brix level is 13%-15%.

## Carrots



SUPPLY  
GOOD  
QUALITY  
GOOD

**RADAR** Rains in California could make things more difficult in the carrot region. Although there has been no immediate damage, plants due to be harvested in the next 2-4 months may be affected, but it is yet too early to tell. A late summer/early fall crop is causing concern. The rain has delayed harvesting, and if it continues, the supply may be jeopardized. Some crops are transitioning to the desert this weekend, which will be a crucial deciding factor in how the season goes.

## **MARKET ALERT**

## Cauliflower



SUPPLY  
FAIR  
QUALITY  
GOOD

Supplies are limited. Market pricing will be active. Current supplies are coming from Yuma, Santa Maria, and Mexico. Cold weather slowed down the growth causing supply shortages. Expect for supplies to be limited the next few weeks, due to the Salinas floods. Market pricing is expected to be escalated for next week. Transition has started from Yuma to Salinas. (F.O.B pricing for this week \$15.65 - \$16.65)

## Celery



SUPPLY  
GOOD  
QUALITY  
GOOD

Supplies and quality have improved. Supplies are coming from Oxnard and Yuma. Demand is very good. Market pricing has improved. (F.O.B pricing for this week \$13.65 - \$14.65)

## **MARKET ALERT**

## Citrus



SUPPLY  
GOOD  
QUALITY  
GOOD

**Limes: ALERT** Prices are steadily rising as Mexico's supply situation gets more problematic. Crossings have dropped significantly, and yields are mostly small fruit. Large sizes will continue to be limited. Availability is likely to decrease until mid-April, adding further upward pressure on market pricing. Supply will be short. This week's rain will help with overall fruit health and sizing in the growing region. 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.

**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 transitions 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

GOOD

### QUALITY

FAIR

Prices for Yellow, Green and Bi Color Corn are trending down this week. Production out of Florida and California continues to pick up. Growers are expecting good supplies for the Easter Holiday.

## Cucumbers



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for Slicing, English and Persian Cucumbers are trending down. Growers are reporting good volumes out of Florida and Mexico. Markets are expected to remain steady for the next couple weeks.

## 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

Reds and greens imports have been slightly lighter than originally forecasted, but volume continues to increase week by week hitting their peak in Easter.

## Herbs



### SUPPLY

GOOD

### QUALITY

GOOD

Due to the weather, Columbia continues to struggle with all herbs. Supplies have improved for most herbs on West coast. Quality is fair. Imported and domestic **Chervil** have improved.

**Cilantro:** Supplies and quality have improved. Market pricing is lower. Most growers are now shipping out of Oxnard, Imperial Valley, and Yuma. Expect supplies to be light the next few weeks due to the transition to Santa Maria and Salinas. (F.O.B price for this week \$13.65 - \$14.45)

# MARKET OUTLOOK

## Honeydews



SUPPLY  
LIGHT  
QUALITY  
GOOD

Imported honeydew production continues to be light with market pricing still escalated. Sizing are primarily 5/6s with some 8s and jumbo. Light supplies are expected to through the rest of the season. External appearance has been clean with solid internal quality with good brix. Offshore honeydew has improved with appearance and sugar level.

**MARKET ALERT**

## Iceberg



SUPPLY  
FAIR  
QUALITY  
FAIR

Supplies will be light, and quality is fair. Weights are down due to smaller heads. Supplies is expecting to be limited for the next few weeks due to the transition back to Salinas. Harvest is coming from Yuma, Imperial Valley, and some have started to harvest in Huron. (F.O.B pricing for this week \$19.45 - \$20.45)

## Kale



SUPPLY  
FAIR  
QUALITY  
GOOD

Supplies are steady. Demand continues to be very goody. Good quality has been reported. Supplies should remain steady for a few weeks. Market pricing is steady. (F.O.B pricing for this week \$14.65 - \$16.45)

## 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. Markets and supplies are stable. Expect for market price increases as we get closer to transition back to Salinas. Harvest is coming from Imperial Valley and Yuma. (Green Leaf F.O.B. pricing for this week 12.65 - \$14.45)(Red Leaf F.O.B. pricing for this week \$13.65 - \$15.45)

**Romaine:** Supplies is steady. Weights continue to be good. Expect to see some epidermal peel and blistering. Growers are doing everything they can to pack the cleanest product possible. Expect market pricing to be more active the next few weeks. Harvest is coming from Yuma and Imperial Valley. (Romaine F.O.B pricing for this week \$10.65 - \$14.45) (Hearts F.O.B pricing for this week \$15.65 - \$18.45)

**Tender Leaf:** Supplies will be light for the next few weeks. Demand continues to be good. Quality is fair. Market pricing is steady. Growers continue harvesting in Yuma, they are preparing to start transitioning back to Salinas. (F.O.B pricing for this week \$4.75 - \$5.15)

# MARKET OUTLOOK

**MARKET ALERT**

**Mushrooms**



SUPPLY

FAIR

QUALITY

GOOD

The mushroom industry continues with a shortage of labor, as well as cost inflation increases in raw materials. Specifically corrugated cardboard and packaging materials. Expect for Mushroom pricing to remain strong.

**Shitake:** Shitake mushroom supplies will be short due to an uncontrollable rise in the cost of imported Shitake logs from China. Shitake mushrooms supplies will be short, prices will be changing almost weekly. Increase pricing in raw materials is also causing price increases.

**Onions**



SUPPLY

GOOD

QUALITY

GOOD

Onions are shipping out of Idaho, Oregon, Texas, Utah, and Washington. Demand is down. Quality is good. Market is down but expected to be volatile in late April. Northwest is finishing up their season. Imperial Valley is expected to start the last week of April. Import onions are wrapping up and will have a smooth transition to Rio Grande Valley. Super Colossal and Colossal Yellow onions continue to fetch a premium pricing due to the limited availability. All colors available. Vidalia are expecting to start mid-April. Planting for next season crops in the west has been delayed due to cold and rainy weather. Growers are waiting for the field to dry before beginning to plant. This will also have an impact on precut.

**Onions Green**



SUPPLY

GOOD

QUALITY

GOOD

Supplies continue to be steady. Market pricing is back to normal. Green onions are coming from Mexico. Past cold temperatures slowed down the supplies. Current supplies are expected to continue improving the next few weeks. (F.O.B pricing for this week \$10.50-\$11.75)

**Peppers Bell**



SUPPLY

GOOD

QUALITY

FAIR

Prices for Green, Red and Yellow Bell Peppers are trending down this week. Florida is currently reporting good volumes. The Mexican and Western Bell Pepper market is a bit snuggier.

**Peppers Chili**



SUPPLY

FAIR

QUALITY

FAIR

Prices for Chili Peppers are trending down this week. The market is stabilizing, and prices have been coming off this week. Growers expect volumes to pick up in the weeks to come.

# MARKET OUTLOOK

## Pineapples



### SUPPLY

GOOD

### QUALITY

GOOD

Pineapples are tight and will remain so until April. 7/8ct Pineapples are slightly more available.

## Potatoes



### SUPPLY

FAIR

### QUALITY

GOOD

Packers are slightly reducing their output to start stretching their supplies to cover any potential delays in reaching the new crop. This has moved the market up slightly as demand is still good.

## Squash



### SUPPLY

GOOD

### QUALITY

FAIR

Prices for Yellow & Zucchini Squash are trending down this week. Just like with Cucumbers, growers are reporting good volumes out of Florida and Mexico. Markets are expected to remain steady for the next couple weeks.

## **MARKET ALERT**

## Strawberries



### SUPPLY

FAIR

### QUALITY

FAIR

Prices for Strawberries are trending up. Most growing areas are facing challenges with flooding and rain. Cool weather is impacting production too. Production out of Florida and Mexico are winding down. Markets will be tight for the next couple weeks. Growers are forecasting good supplies after they recover from all the rain and flooding. Please give growers extra order lead times. That will improve your chances of better order fill rates.

## Tomatoes



### SUPPLY

GOOD

### QUALITY

GOOD

Prices for 20 & 25 lb Round, Grape, Cherries and Roma Tomatoes are all trending down. Tomatoes are currently a great value. Growers out of Florida and Mexico are reporting good volumes. The market could experience some pressure associated with the upcoming Easter Holiday.

## Watermelons



### SUPPLY

FAIR

### QUALITY

GOOD

Production our East is improving. Watermelons continue to be tight out West. Seedless are shipping from Mexico while mini are out of Edinburg and Nogales. Quality has been good. Some growers have started harvesting in Florida. 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** and **Celery** growers are looking to transition the second 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, lower quality, and short supplies are expected. **Grapes** and **melons** are expecting to transition in May from imports to domestic. **Baby arugula** are being prorated by some growers with fair quality. Extreme alert for **Broccolini** due to weather and will be unstable for a few weeks.

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## Food inflation still hot, USDA reports

By **TOM KARST** March 27, 2023

Grocery food inflation isn't easy to tame, and the USDA's [latest inflation forecast](#) for 2023 predicts prices for the year could rise as much as 10% over 2022.

"Food prices are expected to grow more slowly in 2023 than in 2022 but still at above-historical average rates," the USDA's Food Price Outlook said in late March.

In 2023, the USDA said all food prices are predicted to increase 7.5%, with a prediction interval of 5.5% to 9.6%.

Grocery food prices are predicted to increase 7.8%, with a prediction interval of 5.3% to 10.5%, the forecast said.

Food-away-from-home prices are predicted to increase 8.3%, with a prediction interval of 7.2% to 9.3%, according to the report.

### INFLATION BY FOOD CATEGORY

The USDA said fruit and vegetable retail inflation in 2023 will be tame compared with other categories.

"Prices for fresh fruits and vegetables are predicted to continue their relatively slow growth from 2022," the report said. "Fresh fruits prices are predicted to increase 0.6% in 2023, with a prediction interval of -3.9% to 5.6%."

Fresh vegetables retail prices are predicted to increase 1.3% in 2023, with a prediction interval of -5.1% to 8%, the USDA said.

Farm-level vegetable prices are predicted to decrease 4.5% in 2023, with a prediction interval of -22.2% to 18.8%.

The USDA projects higher inflation for 2023 for various foods:

Fats and oils: 15.4%

Processed fruits and vegetables: 11.4%

Sugar and sweets: 11.1%

Cereals and bakery products: 11.7%

Nonalcoholic beverages: 10.7%

Some food categories are expected to show lower prices for the year:

Beef and veal prices: -1%

Pork: -0.8%

[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](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. Have a great week!

Your Dedicated NPC FB, LLC Staff