



## WEATHER UPDATE

**Yuma** - Sunny to partly cloudy next week. Highs in the 80s and lows in the 50s. **Oxnard** - Sunny to partly cloudy next week with a slight chance of rain Wednesday. Highs in the 60s and lows in the upper 40s. **Mexico (Culiacan)**- Mostly sunny next week with highs in the 90s and lows in the 50s. **Florida, Southern**— Sunny to partly cloudy next week with highs in the 80s and lows in the 60s. **Idaho**—Mostly cloudy next week with a chances of snow and rain throughout the week. Highs will be in the 50s and lows in the 20s.

## TRANSPORTATION

The National Diesel Average has been recorded at \$3.070 down \$0.009 a gal from last week and up \$0.098 gal from last year. NPC continues to monitor and track diesel fuel averages by state as well as reported truckload freight rates on a weekly basis. **Transportation continues to work through its most significant structural changes in years in regards to new laws and regulations stressing available truck volume and controlling drivers. Trucks are in good supply across the country.**

## [Follow Us On Facebook!](#)



## MARKET ALERT

Broccolini  
Cauliflower  
Celery  
Iceberg Lettuce  
Limes  
Onions  
Romaine Lettuce

# MARKET OUTLOOK



## Apples



QUALITY  SUPPLY 

As we enter Q1 - the only 2 apples with any concern are the granny smiths and golds. These 2 varieties are still very tight especially on small sizes - 100s and smaller. Good supplies of reds, galas and fu-jis. Demand is solid with prices steady. Internal pressures and flavor has been one of the best years.

## Asparagus



QUALITY  SUPPLY 

Supply out of Mexico is good with good to fair quality. Expect better quality once growers transition from Baja to Central Mexico. Markets have weakened due to more supply in the East & West. Expecting to see the market lower as warmer weather will increase production out of Mexico.

## Avocados



QUALITY  SUPPLY 

Markets are stronger. All sizes are around the same price in the high 20's and will be in the low 30's at some point over the next couple of weeks. A Holiday on the 18th and the border cleaning up, has led to higher peso prices in Mexico. Demand continues to stay steady. Non-Certified growing area's are still in between seasons, adding to the demand for smaller fruit. The growing area's are now moving into the higher elevations, where the growers do not need to pick until the market gets better. #2 fruit continues to be available, but will increase in value as the #1 markets get stronger

## Bananas



QUALITY  SUPPLY 

We are expecting good grade, excellent quality, and back to normal supplies! This should continue through May.

## Berries



QUALITY  SUPPLY 

**BLACKBERRIES**- Supplies are light out of Mexico as transitioning around the growing areas. Quality is good with steady pricing. Expect same conditions through March.

**BLUEBERRIES**- Supplies are lighter. Pricing steady to higher. Imports ending. Florida blues coming on end of March and expect good volume by mid-April.

**RASPBERRIES**- Quality improving out of Mexico. Supplies are steady and improving. Pricing remains steady.

# MARKET OUTLOOK

## Broccoli



QUALITY  SUPPLY 

Supplies remain tight this week due to lighter field yields. The weather is expected to warm up in Yuma, but supplies will remain tight. Some product started to transition to Salinas, but with rain expected supplies will remain tight. Expecting the market to go back to normal once the full transition switches back to Salinas. Growers are reporting some quality concerns with mildew & some yellowing on the florets.

## Brussels Sprouts



QUALITY  SUPPLY 

Supplies are slightly improving. The demand for Brussel Sprouts is good. Growers are reporting fair quality at best and in some instances less than fair. Expect prices to be steady for the next few weeks. Cooler weather and rain have affected the new crop to start out of the Salinas Valley. Crowns are available.



QUALITY  SUPPLY 

## Cauliflower



Supplies remain very tight this week as normal winter varieties are not cooperating this year. Weather is expected to warm up in Yuma but supplies will remain tight. Expect short supplies over the next few weeks, we are hopeful the market gets back to normal once the full transition switches back to Salinas. Quality is fair with bruising & discoloration, & some mold present.

QUALITY  SUPPLY 

## Cantaloupes



Strong retail promotions are driving the cantaloupe market right now with good demand. Sizing is primarily 9s and larger with smaller percentages of 12/15s coming. A decrease in overall supply is expected to begin with next week's arrivals as the presence of whitefly in Guatemala continues to be felt. We anticipate steady pricing over the next 7-10 days. Quality is at optimum levels right now with consistent internal quality (11-14% brix levels) and good external color.

QUALITY  SUPPLY 

## Carrots



Currently harvesting in Bakersfield, demand is very strong with Canada wrapping up production and is driving prices up. Demand is starting to exceed supply. Will start our Imperial Valley harvest in March, depending on yields when we arrive down there the market could continue to adjust upward as this is the most expensive harvest location of the year. We are also seeing minimum wage increasing and have



QUALITY  SUPPLY 

## Celery



Supplies continue to be a struggle, with weather & crop damage being the main factor for the escalated markets. Quality is been reported as only fair at this time. Supplies will be tight for the next few weeks with the market reaching an all-time high! We are hoping for improvement once the transition back to Salinas Valley.

QUALITY  SUPPLY 

## Corn



Supply is steady out of Florida and Mexico. Quality is being reported as good. Pricing on white corn is higher out West.

# MARKET OUTLOOK



## Cucumbers



QUALITY  SUPPLY 

As Sonora comes back into the mix with Sinaloa, Mainland Mexico's cucumber production is ramping up. With Baja also up and running and good quality from all areas, the immediate future looks bright for cucumbers. In the East, Florida farms got started last week and have been shipping nice quality. This week's rain could provide some quality concerns as we move into the weekend, but major issues aren't expected. Honduras imports are wrapping up this week, leaving the Eastern deal to the Sunshine State.

## Eggplant



QUALITY  SUPPLY 

With new crops slow to start and not a lot of older acreage in production, eggplants are short in the East. Weather cooperating, new crops should start in the next few weeks out of Plant City. Mexico's eggplant supply will remain steady for at least the next 10-14 days. Although volume is plentiful, demand is strengthening as we move further into Lent season.

## Grapes



QUALITY  SUPPLY 

Red Seedless market is steady in the \$20-24 range. Newer red varieties which are XL and Jumbo size are \$25-26. Market should remain at these levels for the next couple of weeks. There won't be the huge crimson volumes that arrives this year. Green Seedless market will start to rise rather quickly as we head towards April. Chile finished picking 10 days ago & the volume are very light compared to recent years. Prices will be in the \$30's before the end of March. Do not extend out on green prices. Red Globes market stable & will remain in the \$16-20 range. Mixture of Peru & Chilean available.

## Green Beans



QUALITY  SUPPLY 

Last week's cold front caused bean production to slow down a bit in Mexico, but volume should rebound as the weather gets warmer. Quality is good but some farms are into older fields & have received some rain, so we could see the occasional quality blip. Florida's beans have been plentiful for the past several weeks & quality has been good. This week's rain event affected harvests & could cause a slight disruption over the weekend.

## Herbs



QUALITY  SUPPLY 

March is the month for transition from Mexico to California on most of the fresh herbs. Plantings were delayed slightly with all the rain this winter, but this should not affect supply. Our growers are looking at our local basil to start in a few weeks, with good supply by the end of April. The warmer weather has helped with supplies should be stronger by the end of the month on mint, oregano, and parsley.

## Honeydews



QUALITY  SUPPLY 

Honeydew supply remains consistent with larger fruit being the predominant sizing we are seeing. Good volumes will remain over the next 14-21 days which will keep the market in a steady price range. The honeydew quality remains very clean with good brix levels in the 10-13% range.

# MARKET OUTLOOK



## Iceberg



**MARKET ALERT**

QUALITY



SUPPLY



Supplies are lower this week, weather is causing the same quality issues as last week, reporting epidermal peel & blistering as the main quality concerns. Markets remain unsettled on all iceberg packs. Expect to see lighter weights on the Whole Case liner lettuce & Cello Lettuce. Markets should improve in a few weeks once the transition back to Salinas.

## Kale



QUALITY



SUPPLY



The market continues to come off this week as more supplies have come on with the recent nice weather in Yuma. Quality is good with full bunches, and only an occasional yellow leaf being reported.

## Leaf



**MARKET ALERT**

QUALITY



SUPPLY



**Green Leaf/Red Leaf and Boston/Butter Lettuce-** Supplies have improved this week. Weather is causing some quality issues with tip burn & epidermal peel. Expect markets to be steady the next few weeks. **Romaine-** Supplies have improved this week. Weather is causing some quality issues with epidermal peel & blistering as the main quality concerns. With Yuma is starting to warm up expect to see much of the same as this week. Due to volume increases, the markets react and adjust down gradually. Demand has been moderate. We are hoping markets improve in a few weeks once the transition back to Salinas.



QUALITY



SUPPLY



The Arizona/California desert growing region has experienced a wide range of weather, including freezing temps, hot temps, high humidity, & most recently, rain showers. As a result, many tender leaf crops have been exhibiting stress & quality/shelf-life issues. Inspectors are instructing harvesting crews to trim more leaves than they normally would in order to minimize some of the serious defects such as epidermal peel. Lighter case weights & lower yields can be expected as a result of the extra trimming. Most growers are scheduled to transition over to CA in the first week of April. Just as most years, quality and supplies will be less than optimal during the transition.

## Lemons & Limes



**MARKET ALERT**

QUALITY



SUPPLY



**Lemons-** Market is steady with good quality. Smaller fruit availability is still tight & not expecting relief for a couple of weeks or longer. Better volumes on 115-count & larger fruit. Expect the market on small sized to remain active for as spring brings warmer weather. **Limes-** Market continues to be very active with FOBs in the mid \$40s & quality fair at best. Crossings from MX are very light mixed with an increased demand has created a perfect storm, consistent for this time of year historically. Seeing smaller sizes & not expecting relief for a couple of weeks.



# MARKET OUTLOOK

**MARKET ALERT**

## Onions



Reds have followed suit with yellows doubling overnight. Yellow and red market Fobs at \$15, if there was a market on whites it would be \$30 or 40. Contract participation is covered, but hearing that some suppliers are already calling it otherwise. We will be transitioning in about 5 weeks or so. Hold on tight until we get there. Supply is nowhere near enough to cover demand. Texas & MX are crossing a bit, but won't be steady for a couple of weeks.

QUALITY  SUPPLY 

## Onions, Green



Supplies are back to normal coming from Mexico. They seem to have recuperated from winter, with better supplies coming in, expect markets to remain stable for the next few weeks. Quality is being reported as fair with increase insect pressure & occasional discoloration.

QUALITY  SUPPLY 

## Oranges



Market is steady with a good volume on 72 & smaller fancy & choice fruit. Limited supply on 56 & larger. Quality is good. Sugar levels range from 11 to 12 Brix. Plenty of specialty citrus available. (Sun Delite Mandarins, Pummelos, Cara Caras, Blood oranges, & Gold Nugget Mandarins)

QUALITY  SUPPLY 

## Pears



Pears are in good supply. Barts should go through February - Bosc should go through April. Red Anjou should go through June while Anjou through July -first part of August, just in time for new crop Barts.

QUALITY  SUPPLY 

## Peppers, Bell



Pricing has come down a bit this week on bell peppers. Mexico is finally seeing better weather which is helping to bring on the maturity and size that's been lacking for the past few weeks. Although supply is not yet "normal," size, shape and other quality factors are showing signs of improvement. Barring any erratic weather patterns, pepper availability should continue to improve this week & next, with adequate volumes coming in April. Florida's bell pepper supply is still very tight, particularly on XL sizing. Current harvests have spread out with jumbo & 2XL fruit from new fields, with smaller & choice product from older ones. New acreage is coming in the next 10-14 days which should help ease the current situation.

QUALITY  SUPPLY 

## Peppers, Chili



Escuinapa is in with good supply, Sonora's new sets have started, and a corridor of Sinaloa (Culiacan, Guasave, Los Mochis) is in full swing on chili peppers. Quality has been fantastic with good size, and good shaped peppers. Look for April to be a good month for hot pepper supply out of Mexico. South Florida farms have light volumes of most varieties available with no serious quality concerns. Look for volume to pick up out East in 3-4 weeks as Plant City starts new crops.

QUALITY  SUPPLY 

# MARKET OUTLOOK

## Pineapples



Conditions in Costa Rica are very dry which has resulted on slightly lower volumes than expected for this time of the year. We do expect situation to improve for within the next couple of weeks. We are preparing for Easter and will have good volumes if customers are interested in promoting.



## Potatoes



Potatoes are steady from last week. Burbank transition continues and is remaining on the smaller size range in regards to profile curve. Expect markets to remain firm and quality issues could arise as we are getting into later storage potatoes.



## Squash



Steady market with good volumes out of Florida, with good quality on Zucchini & fair on the yellow. There has been reports of wind-related damage causing scarring & discoloration. Expect good supplies with new crops & acreage starting in the next week out of central Florida. Mexico's volume is steady, with good quality on Zucchini & fair on yellow.



## Strawberries



**California-** In a better situation the upcoming week of loading out of Oxnard and Santa Maria. Pricing steady to lower. **Oxnard;** Quality is fair to good. Had some mid-week rains, and in a cooling pattern end of this week. Volume is picking up. Seeing some white shoulders, and occasional bruising. Size out of Oxnard large and perfect for stems next week. 14-16ct. **Santa Maria** received some rain mid-week. Temps are remaining in the 60's and nighttime lows in the 40s. Still some water damage in the fields, but a new flower set coming in for April volumes! Sizing out of Santa Maria larger also 10-14cts.

**Florida**—Pricing steady. Harvesting winding down for this season. Expect another week, maybe two.

**Mexico**—Most growers finished up in Mexico. Any decent fruit left is staying south of the border.



## Tomatoes



Tomato pricing remains steady this week. Mexico's yields are lower than normal due to cool weather & transitioning crops. Vine ripe tomato volume (into Arizona & South Texas) are below normal.

Mexico's rounds & roma volumes are adequate & should gradually strengthen as we move toward April & new crops come into play. Tomato volumes remain light in Florida as rains delayed harvests for a few days early in the week and farms continue to work through the transition into Spring crops. Volume should pick up over the next few weeks as more new crops come to maturity. Quality has been good, but there has been reports of some softer fruit. It's still early to say if this week's rain event will impact quality in a significant way. Grape market out of Florida increased a bit as supplies are light, & heavy demand while markets in Nogales remain steady. But there has been reports of a few defects (soft, splits, shrivel) in lots from older fields that are winding down. Fortunately, there is good quality available from newer plantings. Cherry markets remain steady with good supply & demand.





# MARKET OUTLOOK

## Broccoli

Broccoli supplies remain limited this week. Strong demand continues and will remain for the next 3-4 weeks. Quality is being reported as fair.



## Avocado supplies, quality looking good for May

Suppliers expect to have lots of avocados leading up to Cinco de Mayo.

Peter Shore, director of business development and marketing for Santa Paula, Calif.-based Calavo Growers, said the company will have plenty of volume for holiday promotions. “Quality is very good,” Shore said. “Sizing is trending to larger sizes. Plenty of all sizes, but trending larger.”

Joe Dugo, national sales manager for Estero, Fla.-based Naturipe Avocado Farms, also noted that quality is looking good. “A lot of big sizing,” Dugo said. “Mature fruit, great-eating fruit, high oil content, really good fruit. Heavy volumes, good quality. It’s a good time.”

Stephen Fink, senior director of sales for Oxnard, Calif.-based Mission Produce, also expected good supply leading up to Cinco de Mayo. The only potential wrinkle could be the timing of Holy Week, which leads up to Easter on April 21. “Just due to the holiday Mexico does take that time off, they take those three or four days, so we’re going to have to get ahead of it but make sure that we’re also maintaining quality,” Fink said. “Overall volume should be good, should have another successful Cinco, but again we’re going to have to keep a close eye on the holiday and how it kind of falls with supply. “It’s going to be tight just because it’s one of the biggest movers of the year, Cinco de Mayo, and when you throw a four- to five-day holiday in there it makes things a little tricky,” Fink said.

Dennis Christou, vice president of marketing for Coral Gables, Fla.-based Del Monte Fresh Produce, also said volume should be sufficient to meet the high holiday demand.

Irving, Texas-based marketing group Avocados From Mexico expects 282 million pounds of fruit for April, said vice president of trade and promotion Maggie Bezar-Hall.

“After the Super Bowl, Cinco de Mayo is currently the second largest holiday where avocados are consumed and the second largest volume time period for avocados,” said Dianne Le, associate director of national shopper marketing and partnerships for AFM.

California avocados should be in peak supply from April through July, with volumes of roughly 30 million pounds per month, said Jan DeLyser, vice president of marketing for the California Avocado Commission. “California avocado distribution will be focused this year mainly to California and the west,” DeLyser said. “For those targeted customers there will be plenty of California avocados to support their Cinco de Mayo displays. Quality is excellent, and the fruit is sizing up well.”

<https://www.thepacker.com/article/avocado-supplies-quality-looking-good-may>

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 and our Midweek Update released every Wednesday. Have a great week!  
Keeping You Informed,



Your Dedicated NPC, LLC Staff