



**WEEK 13: March 29 - April 4, 2021**

# MARKET OUTLOOK

## Regional Weather Update :

**Oxnard, CA:** Sunny skies, highs around 70 and lows in the 50s.

**Salinas, CA:** Sunny skies with highs in the 70s and lows around 50.

**Yuma, AZ:** Sunny with highs reaching 90, lows around 60.

**Immokalee, FL:** Partly cloudy for the week with highs around 90 and lows in the mid 60s.

**Idaho Falls, ID:** Sunny to partly cloudy with highs in the 40s and 50s and lows in the 20s and 30s.

## Transportation :

**National Diesel Average :** \$3.194 **Compared to Last Year:** \$2.659

**Shortages :** Seeing high freight rates, extreme shortages remain in CO, FL, ID, OR, MI, MN, ND, NC, & WA.

Growers are reporting increased delays getting product across the border from Mexico into the USA. We're hearing that Border Agent staffing has been reduced.





# MARKET OUTLOOK

SUPPLY = GOOD | QUALITY = GOOD

## Apples



This year's Washington State Apple Crop is now estimated at 121 million boxes vs shipping 133.5 million last year. This is a significant drop from last season but WA will have Apples to sell throughout the Year. Eastern Washington had 2 major wind storms late September/Early October where in some areas devastated orchards. Plus - some varieties did not bounce back from the year before, we call it a light set. Also, late October - we had a few days between 12 and 18 degrees - some apples did not make it through. Reds, Golds, Galas and Gr Smiths are the varieties mostly impacted by the loss. The Farm to Family Box Program has been a huge part of the Price Increases seen in the past 2 Months.

## Asparagus



Peru: Low Volume, Low Demand, Good Quality. (Mexican Volume is affecting Peruvian demand.) (est. next arrival is within 2 weeks.) Mexico: Steady Demand, Good Quality, Good Volume.

SUPPLY = GOOD QUALITY = GOOD

**MARKET ALERT**

## Avocados



Despite the Monday holiday last week, Mexico continues to chug along sending 58.2 MM lbs. into the US market. This amounts to about 4MM more than the projected volume. Growers are seeing some resistance from shippers to even higher levels with field prices actually falling back slightly to end last week and begin this one. Depending on demand during the mid to end of the week, we could see a shift upward as we move towards Easter and Holy Week. Easter should create an uptick in demand while Holy Week (3/28 – 4/3) will limit harvest as the industry partially shuts down to celebrate this holiday. Prices have stabilized or softened slightly to begin the week but this may only be a temporary situation considering the effect that Easter/Holy Week will have on supply and demand. Dry matter continue to stair step up slightly, hovering just below the 30% level, with fruit breaking quickly once triggered. 100% Normal crop is now being harvested in Mexico.

SUPPLY = FAIR | QUALITY = GOOD

## Bananas



Weather is getting better and better in the topics. This will cause an increase in quality. Supply is still lower due to the hurricanes in 2020.

SUPPLY = FAIR | QUALITY = FAIR

## Berries



**Blackberries**– : Prices for Blueberries is trending slightly up this week. Supplies are tight due to the poor weather conditions that Mexico experience last month. Growers are expecting supplies to pick up in the weeks to come. **Blueberries**: Prices for Blueberries is trending slightly up this week. Production out of Chile is winding down. Production out of Florida is just starting and product out of Mexico's isn't strong enough to meet the needs in the marketplace. **Raspberries**: Prices for Raspberries is trending slightly up this week. Supplies are tight due to the poor weather conditions that Mexico experience last month. Growers are expecting a tighter than normal supply situation for the next few weeks.

SUPPLY = GOOD | QUALITY = GOOD

## Beans, Green



Seeing good demand, supply and quality.



# MARKET OUTLOOK

## Broccoli



SUPPLY = FAIR | QUALITY = FAIR

Broccoli Supplies continue to light this week. Supplies are winding down fast in the desert, Salinas has started with Broccoli. Fair quality is been reported at this time. Demand is good with Broccoli Crowns this week.

SUPPLY = FAIR | QUALITY = FAIR

## Brussels Sprouts



Brussel Sprouts supplies continue to be short this week. Growers continue reporting lower yields at this time. Quality is showing signs of improvement for this week. Demand continues to be steady this week.

SUPPLY = FAIR | QUALITY = GOOD

## Carrots



Due to extreme cold temperatures jumbo carrots will be very tight almost none for 3 to 4 weeks. Table carrots are suggested as sub. We are Harvesting in AZ, CA and GA right now. GA has been getting really poor yields. Arizona and CA have good yields but are being impacted by cool weather. The fluctuation between warm and cool is causing cracking in the cello carrots. It is also stunting the grow of the carrots so we are getting very little jumbo material.

SUPPLY = FAIR | QUALITY = FAIR

## Cauliflower



Cauliflower supplies have improved this week. Supplies are winding down fast in the desert, Salinas has started with Cauliflower. Fair quality is been reported at this time. Supplies are expected to continue improving next week.

SUPPLY = FAIR | QUALITY = GOOD

## Cantaloupes



Cantaloupe volumes are currently peaking from Guatemala with the market adjusting downward. Larger melons continue to see very good demand from the retail sector with the approaching Easter holiday but increased numbers on smaller melons (12/15s) is causing the market to settle to its lowest point of the season. We expect very good supply to continue for the next couple weeks.

SUPPLY = GOOD | QUALITY = GOOD

## Celery



Celery supplies continue to be steady for this week. Growers are reporting good supplies and steady markets. Good quality is been reported at this time. Demand for Celery continues to be very good this week.

## Market Alert

SUPPLY = FAIR | QUALITY = FAIR

## Corn



Prices for Corn is trending up this week. Production out of Sound Florida is still depressed from freezes and wet weather over the last few months. This is putting pressure on production out of Mexico too. Production out of Brawley California is projected to start in 3 to 4 weeks.

# MARKET OUTLOOK

## Cucumbers



SUPPLY = GOOD | QUALITY = GOOD

Prices for Cucumbers is trending up this week. Production is transiting in Mexico and Florida to new growing regions. Growers are expecting the markets to remain snug for another week or 2 as new fields come online.

SUPPLY = FAIR | QUALITY = GOOD

## Eggplant



**MARKET ALERT**

## Grapes



SUPPLY = FAIR | QUALITY = FAIR

Slight improvements on this overall market, greens remain tight. Red Grape market hold steady from last week with good supply and quality. We are seeing a two tier market on the West Coast where slow market has caused older inventory to be priced lower but quality is poor on those. New, Good Quality grapes, have a higher price attached.

SUPPLY = GOOD | QUALITY = GOOD

## Honeydews



Honeydew supply has been consistent with good demand as well on all sizes. Sizing has been peaking on larger melons. Overall quality continues to be mostly clean fruit except for the occasional scar and the brix levels on the dews have been holding their own in the 12-14% range.

SUPPLY = GOOD | QUALITY = FAIR

## Iceberg



Iceberg supplies continue to be light for this week. Growers are reporting lower yields with the end of the Yuma season. Lettuce will be coming from Huron next week. Expect fair quality for this week, lighter weights are also expected for next week. Good demand for Iceberg Lettuce this week.

SUPPLY = FAIR | QUALITY = FAIR

## Leaf



**Romaine:** Romaine supplies will continue to be light this week. Growers are reporting lower yields as we come to the end of the Yuma season. Fair quality is been reported at this time expect some occasional epidermal peel and some blistering. Growers are doing everything they can to pack the best looking product.

**Green Leaf/ Red Leaf/ Butter (Boston) Lettuce:** Leaf supplies are expected to be steady going into next week. Fair quality is been reported at this time.

**Tender Leaf:** Steady supply

SUPPLY = FAIR | QUALITY = FAIR

**MARKET ALERT**

## Lemons & Limes



**LIMES:** Lime markets are a bit lower this week due to the slow demand. Prices at the border between \$42.00-\$47.00. Availability in Mexico is remains tight, availability is pretty tight specially on the 175, 150 & 110ct. Look for this market to remain tight about 2 more weeks.

**LEMONS:** Currently picking our D1 (Central Valley) crop and it is very nice but we are seeing some challenges with softer fruit this season due to the weather patterns we have been experiencing. The rain helped with growth on lemons and changed our peak size from a 165 to a 95 size. We are anticipating the market to start to come off on 95's and larger as shipper need to start picking heavy to get thru the D1 crop. We would normally end D1 in May but most shippers are talking about having D1 well into June this season.



# MARKET OUTLOOK

**SUPPLY = FAIR | QUALITY = GOOD**

## Mushrooms



Mushroom demand will continue to trend upwards, especially with dining in limits being lifted nationally. The Retail business has kept the suppliers a float during the Covid 19 pandemic; however with Foodservice on the rise, suppliers will have to shift volumes around. Consumers continue to look for plant based meat alternatives and mushrooms fit into this eating trend. Consumers are also looking for healthier nutrient dense food options and mushrooms also fit this trend. Some mushroom companies are doing some farm retooling to insure they can anticipate and meet expected demand increase. Suppliers are seeing increases in film, labels and carton, as well as labor costs continue to be on the rise. Suppliers are having a tough time finding the help needed, as un-employment is in many cases the better options short term in hourly pay; currently the suppliers are staffed to cover their needs as they increase wages. As far as new varieties, many new restaurants are focusing on clean and organic produce offerings. Exotic mushroom consumer interest continues to grow with Enoki. Royal Trumpets, Maitake, Piopino, and of course Chantrelle and Morel which are foraged mushrooms and not truly commercially grown.

**SUPPLY = GOOD | QUALITY = GOOD**

## Onions



Market is up a bit on supers and cols this week. Everything else is steady. Jbos around \$7, mediums higher and tighter between \$8-9, reds around \$7-8, etc. Good quality and demand as we finish up in ID/OR over the next 6 weeks or so.

**SUPPLY = GOOD | QUALITY = GOOD**

## Onions, Green



Green onion supplies continue to be very good. Growers are reporting improved quality and steady supplies for next week.

**SUPPLY = GOOD | QUALITY = GOOD**

## Oranges



Fruit is great this season, due to the weather patterns we are experiencing in California we are seeing challenges in the fruit getting softer with puff we are working thru these challenges but we are seeing less of a pack out due to this. Fruit is also getting larger in size which is typical for this time of year. Fruit is currently peaking on 56/ 72 /88 – we are seeing a small percentage of 113/138 size fruit. We anticipate this to be the case the rest of navel season, which will mean if we find a strong demand for 113/138's we will start Valencia oranges earlier than normal, possibly the middle of April.

**SUPPLY = GOOD | QUALITY = GOOD**

## Pears



2020 is a clean crop of pears and quality is very good. Barts will be available through the last week of Feb or first week of March. New crop starts mid-August. Anjou's – through August, just in time for new crop. Red Pears – through June – new crop starts mid-August. Bosc – through April – new crop starts early September.

**SUPPLY = BAD | QUALITY = FAIR**

## **MARKET ALERT**

## Peppers, Bell



Prices for Green, Red and Yellow Peppers is trending down slightly this week. Production out of South Florida and Mexico is down right now. Central Florida will contribute to volumes in a few weeks. Production will start up out of California's desert in 3 to 4 weeks. Growers are reporting challenges with quality. It would be a good idea to check arrives carefully right now.





# MARKET OUTLOOK

SUPPLY = FAIR | QUALITY = FAIR

## Peppers, Chili



Prices for Chili Peppers is trending slightly down this week. Production is coming out of Florida & Mexico. Look for Plant City to come online in 3 to 4 weeks. Growers are reporting some quality issues. Please keep an extra eye on arrivals and stock stored in the coolers.

SUPPLY = GOOD | QUALITY = GOOD

## Pineapples



Volumes are picking back up but still lower and remain so right up to the Easter pull.

SUPPLY = GOOD | QUALITY = GOOD

## Potatoes



Potatoes up \$0.50-2 this week. Norks \$7-11, burbanks about a buck down, as usual, \$6-10. Seeing good quality and demand, no current concerns. NAPMN expects US growers to plant 31,000 more acres to potatoes in 2021 than they planted in 2020. At 952,000 acres, this year's planted area would be up 3.4% from the 2020 crop. However, it would remain 1.2% below 2019 acre-age. Processing potatoes in Washington, Idaho, and Maine account for most of the expected increase.

SUPPLY = GOOD | QUALITY = FAIR

## Squash



Prices for Yellow and Green Squash is trending slightly down this week. Growers are reporting improved quality. Warmer weather during the next few weeks will help increase the amount of product available. Growers expect to see production out of California start in 3 to 4 weeks.

SUPPLY = FAIR | QUALITY = FAIR

## **MARKET ALERT**

## Strawberries



Prices for Strawberries is trending up this week. Supplies are tight in California due to recent rain, hail and winds. Production is winding down out of Mexico and Florida. The Easter Holiday will also put pressure on supplies and prices. Growers are expecting the market to settle down after the Easter Holiday demands pass.

SUPPLY = FAIR | QUALITY = GOOD

## Tomatoes



Prices for 20 lb Rounds, 25 lb Rounds, Grape Tomatoes & Cherry Tomatoes are trending down this week. Prices for and Roma's are holding steady. Production is currently coming out of South Florida and Mexico. Baja's production is picking up. Prices are a good value for all Rounds and Roma's at this time. Look for Central Florida to start shipping product in the next few weeks.



# MARKET OUTLOOK

## March's freight trends throw seasonality out the window

[Dean Croke](#) on March 17, 2021, 2:26 pm

"The spot market rollercoaster ride is unprecedented in many ways, with 2021 already beating records set in 2020. March is typically a slower time of the year on the freight calendar, but the exact opposite is happening. Spot market rates and volumes are at record levels, and even contract rates are the highest they've been in 5 years. One thing is for sure: Seasonality is out the window as we pass the one-year anniversary of the World Health Organization declaring a global pandemic.

Even the traditional July 4 peak in spot rates has already been surpassed four months earlier this year. Of course, the Polar Vortex two weeks ago was the catalyst, resulting in an acute capacity crunch normally seen between Christmas and New Year's, when drivers take time off.

By our estimate, capacity dropped by around 7% during the winter freeze in the eastern half of the country. In the temperature-controlled equipment sector, spot rates are already \$0.20/mile higher than the prior high of \$2.42/mile (excluding fuel surcharges) set in July 2018. From 2016 to 2020, reefer spot rates in mid-March averaged \$1.82/mile, excluding fuel. Last week, the national average reefer rate was \$2.62/mile — a difference of \$0.80/mile.

The [USDA](#) reported a shortage of trucks last week in most California, Washington and Florida freight markets. With rates already climbing and capacity tightening, there's only one direction reefer spot rates are most likely to head this produce season. "

<https://www.dat.com/blog/post/marchs-freight-trends-throw-seasonality-out-the-window>

## US truck driver shortfall steeper than expected

December 4th, 2020

"US shippers and trucking companies are facing a severe shortage of truck drivers as the COVID-19 pandemic continues to sideline thousands of workers. Not only is there a year-over-year shortfall in trucking employment numbers — the first in more than a decade — but the number of truck drivers at smaller fleets dropped precipitously just as freight demand rose, US data shows.

The number of truck drivers at carriers with up to 100 trucks **fell by more than 150,000 from July to October**, tightening already scarce capacity, according to an analysis of Federal Motor Carrier Safety Administration (FMCSA) data by third-party logistics (3PL) provider Tucker Company Worldwide and shipper risk management firm QualifiedCarriers.com.

### **Unusual Dynamics**

Typically, an economic recession leads to a glut of available truck drivers looking for work. The 2020 recession is different. That's largely because this recession was caused by a public health crisis, not a global financial crisis as in 2008. US gross domestic product plummeted 31.4 percent in the second quarter but rebounded 33.1 percent in the third quarter. "

<https://www.ifsmsl.com/2020/12/04/us-truck-driver-shortfall-steeper-than-expected/>

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, LLC Staff