



Market ALERT

WEEK 18: April 29 - May 5, 2024

apples



RADAR (Gala) Washington is assessing Gala crop inventory due to tight Q2 market conditions, suggesting moving Galas to Fujis until September due to limited availability.

berries



Raspberries: Prices are stable but remain elevated with tight supplies from Mexico and good quality.

Strawberries: Prices are stable, Oxnard has peak production and good quality, Santa Maria has steady volumes due to cooler weather and rains, and volume in Watsonville and Salinas is increasing with great quality.

broccoli



Broccoli: Supply continues to be light and demand is good, with supplies coming from Salinas, Santa Maria, and Mexico. Growers have finalized their Yuma season, and quality is reported as fair. Market pricing is expected to escalate further.

cauliflower



EXTREME The supply is light and in good demand, with supplies coming from Salinas, Santa Maria, and Mexico. All growers have transitioned back to Salinas. Market pricing has escalated, and contract pricing will be triggered.

celery



Supply is light, coming from Santa Maria and Oxnard, as growers finalize their Yuma season. Quality is fair, with market pricing increasing.

citrus



Lemons: D1 is peaking on 95/75's with a few 165's and smaller, and small fruit open market pricing is historically high. Lack of availability, particularly for 200's and 235's, makes pricing irrelevant. The pack-out percentages for 200/235s are 2% or less. D2 is harvesting and packing light volume, peaking on 115/95's. The small lemons from D2 will provide little relief. The first import from Argentina is scheduled for the end of May. Recommend opening spec until imports are available.

Oranges: The CA navel season is expected to end in June and move from mid-season to late-season navels. Late-season navels are large,

grapes



Chilean import volumes are expected to be lower than anticipated, with market prices increasing until June. Mexico is expected to arrive in the US in June, causing the red and green to be tight.

herbs



ALERT (Basil & Chervil) The weather in the growing region continues to affect supply and quality.

lettuces



Green & Red Leaf: The supply is light and of fair quality, with lighter weights and smaller heads. All growers have transitioned to Salinas, market pricing has increased, and contract pricing will be triggered.

Iceberg: **EXTREME** Supplies are light and fair, with lighter weights and smaller heads. Supply is



Market ALERT

lettuces cont...



light for the next two weeks. Growers are expected to start harvesting better numbers in Salinas. The markets are expected to remain higher, and contract pricing will continue to escalate next week.

Romaine: EXTREME Supplies are light and of fair quality. All growers have transitioned to Salinas. The market price has increased. The supply is expected to remain light with increased market pricing.

peppers chili



FORCE MAJEURE Prices are rising due to drought in Northwestern Mexico and supply constraints in Florida, with growers anticipating higher prices for the next six weeks.

tomatoes



ALERT (20-lb & 25-lb Round & Roma) Prices for all tomatoes, except cherry, are rising due to recent rains in Florida, with production shifting from South Florida to Ruskin/Palmetto in 1 to 2 weeks, and Mexico's production is down due to the spring crop transition.