

# Market **OUTLOOK**

Week 19: May 6 - 12, 2024



**Market ALERT**

- Apples
- Cauliflower
- Celery
- Citrus: Lemon, Limes & Oranges
- Grapes
- Herbs
- Lettuce
- Pepper Chili
- Raspberries
- Tomatoes

## transportation

Nat'l Diesel Avg: \$3.947↓

Last Year: \$3.876↓

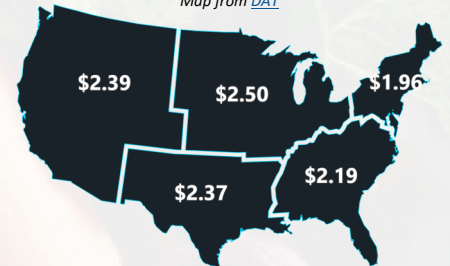
Nat'l Fuel Surcharge: \$0.49

Shortages: Freight rates is flat

- extreme - FL
- slight - FL

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather **OUTLOOK**

**Oxnard, CA:** Partly cloudy and sunny skies with highs in the 60s and lows in the 50s.

**Salinas, CA:** Partly cloudy and sunny skies with highs in the 60s to 80s and lows in the 40s and 50s.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 90s and lows in the low 60s.

**Immokalee, FL:** Partly cloudy and sunny skies with highs in the 90s and lows in the 60s.

**Idaho Falls, ID:** Partly cloudy, rain/snow shower, and sunny skies with highs in the 40s to 60s and lows in the 20s to 30s.





# Market UPDATE

## 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.

## asparagus



The Mexican season is nearly over, causing a gap in sizes XL and Jumbo. Peruvian production and volume are increasing, but larger sizes remain limited.

## avocados



Cinco de Mayo is a busy weekend for the industry, with big retail displays and increased consumer consumption. Inventory in the US remains substantial, and Cinco pulls are wrapping up. A holiday hangover is expected next week, unless shipments increase significantly. Market adjustments are expected due to a shift in harvest size and demand.

## bananas



Vessels are on schedule, fruit is of great quality, and strong inventories are expected to arrive in the coming weeks.

## beans



**Green Beans:** Prices have returned to normal with steady demand, and supplies have improved, making it an ideal time to promote.

**Snow Peas:** Guatemalan production is improving, while supplies are steady out of Mexico.

## berries



**Blackberries:** Prices are down with steady production and fair quality from Mexico.

**Blueberries:** Prices are decreasing in Central Valley, while volumes and quality are increasing, while production in Florida and Georgia is at its peak and of good quality.

**Raspberries:** **ALERT** Prices remain elevated with tight supplies from Mexico and good quality.

**Strawberries:** Prices are down, with Oxnard being in peak production for the next few weeks, Santa Maria experiencing increasing volume and fair quality, and Watsonville and Salinas experiencing increasing volumes and quality.

## broccoli



**Broccoli:** Supply is on budget and demand is good, with supplies coming from Salinas and Santa Maria. Mexico's supplies are limited, with fair quality reported. Supply improvement is expected in the coming weeks, and contracts will not be escalated this week.

**Broccolini:** The supply and demand are good, with better quality as production transitions back to Salinas. Growers are harvesting better yields, and contract pricing has not escalated.

## brussels sprouts



The supply has improved, with improved quality and good demand. Market pricing has also improved with the transition to Salinas, and it is expected to remain steady in the coming weeks.

## cabbages



The market and supplies are expected to remain steady in the next few weeks, with good quality from Oxnard and Yuma.

## carrots



New crops are on the horizon, with improved supply and quality going forward.





# Market UPDATE

## cauliflower



**EXTREME** Supply is limited, with a strong demand. Supply is coming from Salinas and Santa Maria, with Mexico being limited. Quality is fair, and supply is expected to decrease. Market pricing has escalated, and contract pricing will be triggered.

## celery



The supply is light and of fair quality, coming from Santa Maria and Oxnard. With Yuma done, market pricing is expected to escalate, and supplies will remain light.

## citrus



**Limes: RADAR** Cinco de Mayo is impacting the limes, with rain and sun patterns favoring small sizes. If this trend persists, 110s and 150s will be tight, potentially pushing the overall size spectrum and necessitating opening size specifications.

**Lemons: ALERT** 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: ALERT** Valencia is starting in California, but they also come in large sizes, so it's important to keep your size specification flexible for shippers to fulfill orders.

## corn



The prices remain stable, with supplies and quality from Florida and California improving.

## cucumbers



Prices are decreasing, with products from South Florida, Central Florida, Sinaloa Mexico, Sonora Mexico, and Baja Mexico. The supply is expected to be good for the next few weeks, and production from Georgia is anticipated to start soon.

## 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 tightness in the red and green markets.

## herbs



**ALERT (Dill)** The weather in the growing region continues to affect quality.

**Cilantro:** Supplies and quality are good, with improved market pricing from Oxnard and Salinas. Supplies are expected to remain steady.

## kale



Supply is steady with good demand and quality. Supplies and market prices are expected to be steady for the next few weeks.

## lettuce



**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 escalated, and contract pricing will be triggered.





# Market UPDATE

## lettuce cont...



**Iceberg: EXTREME** Supplies are light and fair, with lighter weights and smaller heads. Supply is 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, with good demand. All growers have transitioned to Salinas. The market price has increased. The supply is expected to remain light with increased market pricing.

**Tender Leaf:** The supply is expected to remain steady, with good to fair quality and good demand. Most have transitioned to Salinas, and improvements are expected in the next few weeks.

## melons



**Cantaloupe:** Market are holding mid-double digits, with a slight change in sizing from mostly jumbo fruit to peaking on 9s, 12s, and 15s. Expect a slight market increase in the next week as inventories finish. The fruit's external color resembles domestic fruit, and brix levels are in the 13-16% range, with a good flavor profile. Yuma will start in a couple of weeks.

**Honeydew:** Guatemalan production has mostly 5s and larger melons entering the market, with 6/8s being limited. Externally, the melons are clean, with occasional slight scarring. Market pressure is due to increased crossings in Nogales, resulting in smaller fruit from Mexico. Yuma will start in a couple of weeks.

**Watermelons:** Production is increasing in Florida and Mexico with good demand.

## mushrooms



The weather has improved the quality and supply of brown and white, indicating a steady supply for the next few months. It's a good time to promote.

## onions



The quality is good in all growing regions, with steady demand. Market prices are steady on yellow, with red prices slightly up and white prices slightly down but remaining escalated. California has started with reds and whites, expecting to increase. New Mexico is expected to start in early June. The reds will be tight through the summer. Vidalia has started.

## onions green



Supply is expected to be light from Mexico due to a supply gap, with increased demand expected in the coming weeks and current quality reported as fair.

## pears



Bartletts and Bosc are done for the season, with some available but at a very high market price. Avoid them and switch to D'Anjous if possible, which will be available until next season starts.

## peppers bell



Green, red, and yellow bell prices are decreasing. Florida production is shifting to Plant City, Mexico production is declining, and California Desert production is starting small.





# Market UPDATE

## peppers chili



**FORCE MAJEURE** Even though the prices are slightly down, supplies remain extremely tight due to drought in Northwestern Mexico and supply constraints in Florida. Anticipate higher prices for the next six weeks.

## pineapples



Demand is strong and surpasses supply, with exports increasing in volume. The situation is expected to improve week by week. Port delays this week are not expected to cause major issues. The 5ct size curve is currently at the low end, with 5ct fruit being tighter compared to other sizes. The size curve will trend towards 5cts in July, while 6ct volumes remain steady.

## potatoes



The market is flat, with good quality. Idaho has plenty of availability due to better yields, making it a good time to promote potatoes.

## squash



Zucchini and yellow squash prices are decreasing with good quality from Florida, Georgia, and Mexico.

## tomatoes



**ALERT (25 lb Round, 20 lb Round & Roma)** Prices for 20-lb rounds, 25-lb rounds, cherry, and roma are decreasing. Production is shifting from South Florida to Ruskin/Palmetto, with improved weather and slightly increased production. Mexico's production is down as they transition to spring crops.

## commodities alert overview

The annual transition from Arizona's growing season to California is wrapping up. **Raspberries** prices are increasing due to the cooler weather and low supplies. **Iceberg and romaine** are on extreme alert with light availability. **Lemons** are peaking on large fruit, with small fruit being limited, with no relief until the end of May, when Argentina arrives. **Oranges** Valencia is starting with larger sizes in California. **Tomato 25 lb round, 20 lb round, and roma** production are impacted by heavy rain in Florida, with Mexico transitioning to spring crops. It's a good time to promote. It's a good time to promote **Green Beans, Mushrooms and Potatoes**.





# Market UPDATE

*in the news...*

## 12 Fun Cinco de Mayo Facts You Probably Don't Know

By [Emma Singer](#), additional reporting by [Stephanie Sengwe](#) & [Dana Dickey](#) | Published Feb 25, 2024 | [PureWow.com](#)

There's a good chance you've heard of (and perhaps even raised a salted glass in honor of) the holiday known as Cinco de Mayo, or the fifth of May, so it's high time you learned a little bit more about the event. Read on for some fascinating Cinco de Mayo facts so you can enjoy the fiesta with a some knowledge under your belt.

### 1. Cinco de Mayo is NOT Mexico's independence day

This commonly held belief is, indeed, a big misconception: Although Mexico did achieve a major victory against the French at the Battle of Puebla on May 5, 1862, this success was more of a much-needed morale booster rather than a strategic win. That said, by the time the Battle of Puebla came to pass, Mexico had already enjoyed more than 50 years of independence from Spain—freedom won after an 11-year war that ended on September 16, 1810. As for Cinco de Mayo, that celebration is simply to honor a single battle in which

the underdog achieved an unlikely defeat against French troops, who saw Mexico's unpaid debt as an opportunity to invade and expand Napoleon's colonial empire. But how did a single battle earn such lasting symbolic significance? Well, the Mexican army was seriously outnumbered with poor supplies, yet still managed to emerge victorious. In fact, the win was so impressive that it is credited with invigorating the resistance movement. (How's that for an abbreviated history lesson?)

### 2. Cinco de Mayo is Not a Big Holiday in Mexico

Although the day is celebrated in the city of Puebla (where the epic victory occurred) with military parades and a smattering of other festivities in the street, Cinco de Mayo is not considered to be a major holiday in the rest of Mexico—save the occasional battle re-enactment. In fact, Cinco de Mayo is a much bigger deal in the United States,





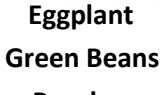


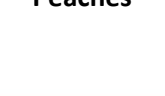

particularly in places with large Mexican communities. In Mexico, the holiday is not recognized at the federal level. In other words, it's pretty much business as usual on Cinco de Mayo in Mexico since banks, stores, and just about everything else remains open.

### 3. F.D.R. Started the U.S. Craze for Cinco de Mayo

So how did this commemoration from another country's history become a holiday in the United States? Glad you asked. It turns out we have good old-fashioned diplomacy to thank for stateside Cinco de Mayo celebrations. President Franklin D. Roosevelt's Good Neighbor Policy, passed in 1933 to improve relations with Latin American countries, paved the way for Cinco de Mayo to become a more mainstream American holiday. That said, Californians had jumped on the Cinco de Mayo...

[Read full article HERE](#)

*produce in* **PEAK** *for May*

		
<b>Avocado</b>	<b>Eggplant</b>	<b>Potatoes</b>
		
<b>Broccoli</b>	<b>Green Beans</b>	<b>Strawberries</b>
		
<b>Carrots</b>	<b>Peaches</b>	<b>Summer Squash</b>