

Weekly Market Review

March 1, 2024

Overview

We continue to experience shortfalls on several winter veg items out of Mexico and Florida due to the impacts of El Nino. Shortest items are yellow squash, slicer cucumber, color pepper and corn. Round and snacking tomatoes out of Florida and Mexico continue to be a struggle due to lower yields, less acreage planted and weather. Current supply remains at record lows and until we see some consistency in weather this only continue to hamper a recovery. With rounds so short this week, we are seeing a push for escalations, potential pro-rates and perhaps the need to sub to romas for the next two weeks. The table grape market is extremely short, late vessels and delays continue to push pricing to record highs with very little supply available and we expect this to continue for several weeks. Mexico has experienced strong avocado harvest volumes over the last few weeks resulting in lower markets, but a rebound is expected next week. Harvest for this week is lighter, allowing for the movement of excess inventories and a better balance between supply and demand. In the short term, weekly market adjustments will continue, but baseline levels are projected to increase through Q2. With Holy Week in late March, prices are expected to rise in weeks 11 and 12 due to high demand before growers take a break to celebrate. Looking ahead, there is enough fruit for a successful Cinco de Mayo promotion, and confidence is high for the year's second-largest avocado consumption event. Nonetheless, markets may see an increase in May and June as the season comes to a close. Temperatures continue to be cold, slowing production on French beans, blackberries, snow peas and sugar snaps. Another series of storms are hitting California with several more inches of rain expected in the central California growing regions. These extended series of rains will not affect veg in the short term, but we will see the impact when everything transitions from Yuma to Salinas.

Alert









- Avocados – **ESCALATED**
- Asparagus – **ESCALATED**
- Basil – **ESCALATED**
- Cabbage, Red - **ESCALATED**
- Carrots – **ESCALATED**
- Cauliflower - **ESCALATED**
- Corn- **ESCALATED**
- Cucumber- **ESCALATED**
- Green Onions – **ESCALATED**
- Table Grapes- **EXTREME**
- Limes – **ESCALATED**
- Lettuce, Iceberg – **ESCALATED**
- Onions – **ESCALATED**
- Oranges – **EXTREME ON SMALL SIZES**
- Pepper (Red, Orange & Yellow Bell)- **ESCALATED**
- Potatoes – **ESCALATED**
- Strawberries - **ESCALATED**
- Snow & Sugar Snap Peas – **ESCALATED**
- Yellow Squash- **ESCALATED**
- Tomatoes (Florida & Mexico) – **ESCALATED/EXTREME**

Watch List









- Artichokes
- Broccolini
- Fennel
- French Beans
- Ginger
- Lemons
- Lettuce, Romaine & Romaine Hearts, Green/Red Leaf, Butter
- Watermelon
- Raspberries

Weather









YUMA, AZ

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
80° 53°F	79° 58°F	77° 54°F	73° 53°F	71° 48°F	76° 51°F	77° 52°F	77° 53°F
							
Sunny	Sunny	Mostly Sunny	Mostly Sunny	Sunny	Mostly Sunny	Partly Cloudy	Sunny









OXNARD, CA

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
60° 53°F	60° 54°F	59° 50°F	59° 44°F	62° 45°F	62° 47°F	62° 49°F	63° 48°F
							
AM Clouds/PM Sun	Showers	Showers	Partly Cloudy/Wind	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy
1 AM 0.04 in	0.25 in	0.22 in	0 in	0 in	0 in	0.01 in	0 in









CULIACAN, SINALOA

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
92° 53°F	90° 55°F	89° 58°F	91° 57°F	90° 55°F	91° 55°F	91° 54°F	89° 55°F
							
Sunny	Mostly Sunny	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Mostly Cloudy	Partly Cloudy









JALISCO, NAYARIT

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
82° 53°F	81° 55°F	82° 53°F	82° 54°F	80° 53°F	82° 52°F	82° 53°F	81° 52°F
							
Mostly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Mostly Sunny

VIZCAINO, BAJA SUR

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
79° 46°F	82° 47°F	80° 49°F	80° 49°F	76° 48°F	75° 49°F	76° 51°F	76° 51°F
							
Sunny	Sunny	Partly Cloudy	Mostly Sunny	Sunny	Partly Cloudy	Mostly Cloudy	Partly Cloudy

IMMOKALEE, FL

Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Wed 3/6	Thu 3/7
84° 64°F	84° 65°F	83° 64°F	84° 65°F	83° 65°F	84° 66°F	85° 65°F	86° 66°F
							
Mostly Cloudy	Mostly Cloudy	Isolated	PM	PM	PM	PM	Partly Cloudy
0 in	0 in	Thunderstorms 0.03 in	Thunderstorms 0.08 in	Thunderstorms 0.14 in	Thunderstorms 0.05 in	Thunderstorms 0.14 in	0 in

Fruits & Vegetables

Avocados: ESCALATED Last week's harvest closed at 60M pounds the largest harvest volume of the last 5 weeks. Projections for Mexico call for steady weekly volume leading up to Holy Week, which is the last week in March when harvest days are limited. Markets saw a decline as harvest volumes remained higher. The normal crop dry matter is averaging 32%, and the size curve coming off the trees continues to be fairly equal on 48s and 60s. Heavy rain halted harvests out of California, and overall volume dropped last week. This week the skies are a bit clearer, but scattered showers will keep harvest well under projections.

Bananas: Steady volume expected through Q1 and Quality to be good.

Pineapples: Steady volume out of Costa Rica and Quality remains good.

Table Grapes: EXTREME Vessel delays are impacting the ports, and we are seeing extremely light supply for market and contract business. We expect this to continue through the month with elevated pricing on market business. We are seeking subs for green, red and black grapes in some circumstances to cover program business. Overall quality is good, and we expect volatile markets until the logistics issues are resolved.

Berries

Strawberries: ESCALATED Strawberry supplies remain limited out of California due to the rainfall and crews continue to clean up crops following the rain. Quality is good with nice shape, sheen, and flavor, but occurrences of green shoulders and some pin rot. Florida saw rainfall, and crews are throwing down a fair amount of damaged fruit to ensure a clean pack. Volumes are slated to increase with improved weather conditions. Out of Mexico volumes have remained steady with good quality but some heat-related defects in the overripe and soft-skinned fruit. Temperatures are expected to normalize this week and improve quality.

Blackberries: Good availability and quality have been good. Very little red cell being reported at field or facility.

Raspberries: WATCHLIST Quality is good with even color, firmness and, continue to see occasional crumble. Supplies are somewhat steady.

Blueberries: Quality is good out of Chile and Mexico; cool morning temps are preventing soft fruit. The fruit is a good size with good bloom and only occasional ripped calyx.

California Citrus

Continued rain events in California will be affecting the citrus growing areas in Central California as well, which could disrupt harvests, causing delays in orders getting filled.

Oranges: EXTREME (MEDIUM & SMALL SIZES) Small size ranges continue to be in extremely short supply and will remain in short supply for the remainder of the navel season and into the valencia season. In addition, forecasted rain in the orange growing regions in central California will lead to delays in harvesting and trucks getting out timely. **FLEXIBILITY ON SIZING AND LOADING AREAS WILL BE MANDATORY IN ORDER TO GET ORDERS FILLED!**

Lemons: WATCHLIST We continue to see a significant decrease in small size lemons and an increase in large sizes. Plan accordingly and be sure all orders are placed in advance.

Limes: ESCALATED Lighter demand has increased availability of limes from Mexico and the market is steady with all sizes still escalated.

Grapefruit: California Grapefruit is being packed in Riverside and the central valley.

Imports/Specialties: Domestic mandarins Pummelo's and Blood Oranges are available in the central valley of California.

West Coast Lettuce

NOTE: Due to episodes of freezing temperatures and rain, all iceberg lettuce, romaine, romaine hearts, green leaf, red leaf, and butter lettuce will exhibit various degrees of blister, peel, and weather-related issues. Rain is in the forecast for tomorrow (Fri 3/1) and through the weekend in the Yuma growing regions!!

Iceberg: ESCALATED Current supplies continue light with below normal volume estimates for the next few weeks. Quality is medium due to the recent rain and frost, and the forecast is expected to be very active with elevated prices.

Romaine, & Romaine Hearts: WATCHLIST Romaine supplies are steady, and demand is showing strength. Due to the recent weather, we are experiencing lower yields and seeing a slight increase in defects such as blister and peel. Current markets are showing strength. Romaine hearts are experiencing a decrease in yields with lighter weights.

Green Leaf, Red Leaf & Butter: WATCHLIST We have seen a decrease in available supplies with the reduced yields from the previous weather. The market is still trending much higher than normal and will continue into next week. The leaf items will be a challenge for the next few weeks.

Eastern and Western Vegetables

Green Bell Pepper: Improving supply out of Florida and Mexico available on all sizes. Quality is good.

Color Bell Pepper: ESCALATED Very light supply crossing through Nogales and McAllen this week. We are seeing maturity issues and lack of color mostly due to cooler weather over the past ten days and yellow seems to be the shortest and will see the need to sub. We hope to see this improve over the next two weeks.

Mini Sweet Pepper: Supply will be hit and miss this week loading in Nogales.

Mixed Chili Pepper: Steady supply expected from Sinaloa as well as Florida. Overall quality is good.

Eggplant: Overall supply will be lighter but steady. Overall quality is good.

Slicer Cucumbers: ESCALATED Limited volume continues from Mexico crossing through McAllen and Nogales. Honduran import volume was short as well loading in Miami. Overall quality is fair and we recommend subbing to english cucumbers if necessary.

English Cucumbers: Steady volume crossing from Mexico; markets were firmer this week due to lighter supply of slicer cucumber. Quality is good.

Pickles: WATCHLIST Lighter supply available out of Nogales and quality is good.

Green Beans: Steady supply and good quality available out of Florida and Mexico this week.

French Beans: WATCHLIST Production remains low due to weather in Guatemala, and markets are higher out of the east. Markets are steady out of the west with steady supply and improved quality of french beans out of Mexico.

Zucchini/Yellow Squash: ESCALATED Shipping out of Florida, McAllen and Nogales and quality is improving and so is availability in general. We have turned a corner and getting into some newer blocks where the best availability will be on zucchini while yellow squash, with its tender skin and far more vulnerable to imperfections seems to remain very light in supply.

Herbs

Fresh herbs remain steady this week, but we are looking at potentially having some quality issues in the upcoming weeks. The quality took a little hit from the cold and rain. Dill, Thyme, and Oregano will turn purple due to the cold, and some locations have this issue. Although the herbs are fine to cook with, their appearance will throw you off.

HERB	SUPPLY	QUALITY	COUNTRY OF ORIGIN
Arugula	Steady	Marginal	USA
Basil	Steady	Steady	USA/MEX
Opal Basil	Steady	Steady	USA
Thai Basil	Steady	Steady	USA/MEX
Bay Leaves	Steady	Steady	USA/COL
Chervil	Limited	Limited	USA
Chives	Steady	Steady	MEX
Cilantro	Steady	Steady	USA/MEX
Dill	Steady	Steady	USA/MEX
Epazote	Steady	Steady	MEX
Lemongrass	Steady	Steady	USA
Marjoram	Steady	Steady	USA
Mint	Steady	Steady	USA
Oregano	Steady	Steady	USA
Italian Parsley	Steady	Steady	USA
Rosemary	Steady	Steady	USA
Sage	Steady	Steady	USA
Savory	Steady	Limited	USA
Sorrel	Steady	Steady	USA
Tarragon	Steady	Steady	MEX
Thyme	Steady	Steady	USA
Lavender	Steady	Steady	USA
Lemon Thyme	Steady	Steady	USA
Lime Leaves	Steady	Steady	USA

Melons

Cantaloupe: Markets remain steady this week. First cycle production from Honduras and secondary regions in Guatemala have concluded and those areas will gap for 3-4 weeks. Second cycle production from the Zacapa region (primary growing area) in Guatemala is in full swing and providing some excellent quality cantaloupe. Sizing is heavy to (9Js and larger), the quality of the pack is solid (46+ lbs. on a 9J) and internal quality has been consistently good with brix levels in the 12-16% range but more importantly they have an excellent flavor profile.

Honeydew: Honeydew production from Guatemala remains steady but we are seeing some stronger arrivals from Honduras. Primary sizing continues to be in the 5/5J range but good percentages of 6ct are being realized along with a few 8s. Honeydew quality continues to improve from new growing regions showing mostly clean external characteristics with brix levels holding a range of 12-14%.

Watermelon: WATCHLIST Overall Quality is good out of Mexico as well as offshore. Markets remain strong this week.

Mixed Vegetables

Due to recent cold weather and significant rain in the desert growing regions of Southern California and Western Arizona (Yuma), Arugula and other tender leaf vegetables have been affected by tip burn, yellowing and occasional discoloration. Shippers continue to report lighter supplies and are prorating orders.

Artichokes: Supplies and production are in full swing. Sizing is still running heavy to larger sizes; quality is good although we continue to see frost damage due to recent cold weather.

Arugula: Lighter supplies continue with some harvesting being delayed due to weather related issues.

Asparagus: Asparagus production continues to improve in all regions in Mexico. Peruvian production is finished due to seasonality. Markets remain lower due to the increased production from Mexico.

Bok Choy: Good supplies with good Quality.

Broccoli/Broccoli Crowns: Good supply on broccoli, market is steady. Yuma and Northern Mexico will begin to wind down some over the next few weeks. We will start to see some supplies starting in Salinas towards the middle of March, so Salinas is right around the corner.

Brocolini and Sweet Baby Broccoli: **WATCHLIST** Mexico volumes have increased, but not to normal levels. Salinas is starting next week with very light supplies.

Brussels Sprouts: Supplies and quality remain good as Mexico and the Oxnard growing regions are in full production, market is steady.

Carrots: (JUMBOS, MEDIUMS and CELLOS): ESCALATED We have seen a slight increase in supplies with very good quality now that the desert season has gotten started although sizing has gotten smaller and jumbos supplies are light. Market is steady.

Cauliflower: ESCALATED Quality very nice and market FOBs are coming down some from last week but may start firming up again next week as volumes begin to wind down in the desert. We should continue to see steady volumes this week and next.

Celery: Some harvesting has been delayed in the Oxnard growing region although steady supplies continue with good quality.

Cilantro: Cilantro supplies, and Quality continue to improve.

Corn: ESCALATED We are seeing some signs of downward pressure on corn prices, however there is a split in the market this week. Florida has lighter volume and significantly higher pricing than Mexico. We hope to see this imbalance improve over the next 2-3 weeks.

Fennel: WATCHLIST Supplies continue light but are improving.

Garlic: The 2023-2024 California Garlic is in full swing. Quality is good.

Ginger: Supplies and market are steady

Green Cabbage: Supplies are steady with very good Quality. Demand is good.

Green Onions: ESCALATED Green onion supplies are finally increasing and getting back to normal levels. Demand is steady and the market is trending lower as we move into next week.

Mushrooms: Stable supply and good quality available.

Napa Cabbage: Supplies are good with good Quality.

Parsley (Curly, Italian): Supplies and Quality are good, market is steady.

Rapini: Quality is good, supplies continue light. Market is strong with supplies continuing light through next week.

Red Cabbage: ESCALATED Quality is good although supplies continue lighter. Market is steady.

Spinach (Bunched & Baby): Supplies are lighter as growers are still working through the recent adverse weather. Market is steady.

Spring Mix: Supplies are lighter as growers are still working through the effects of recent adverse weather. Market is steady.

Snow Peas and Sugar Snaps: ESCALATED Guatemala's production on snow peas and sugar snaps remains down due to weather. Snow peas remain steady supplies out of Mexico, and sugar snaps supply will be limited next week.

Onions:

ESCALATED

The onion market remains strong, but for a third consecutive week, it did not increase. White onions remain nonexistent in Idaho/Oregon, and extremely tight in Washington. We did begin to see a few more Mexican whites, and even a handful of yellows begin to cross in a small way this week. This would line up with the reports that Mexico has quit purchasing the domestic supply out of the Pacific Northwest as well. We are anticipating that in the next 1-2 weeks, Mexico will start bringing across a large enough crop to help ease the supply concerns in the Pacific Northwest. We should see Texas onions start about the first or second week in March as well. For the first time in a long while, it would appear that there is some relief around the corner. Growers in the Northwest continue to experience a decrease in pack outs with each passing week that the onions sit in storage. While this is often a recipe for the market to increase, we are seeing more growers want to run higher volumes of product at the current FOB levels, and not risk further shrink and claims as we get later into the season. If there are no weather events or unexpected supply interruptions, we feel there is a good chance that we have hit the ceiling on the current market for the time being. This can change very quickly should a weather event occur down in Texas/Mexico. California has experienced quite a bit of rain, and summer onion growers are becoming bullish that this may have an effect on yields this Summer. However, it is still too early to tell how supply and FOBs will behave from May and beyond.

Potatoes:

The market continues to feel stable on all sizes and grades for the moment, with the exception of 40ct potatoes. While potatoes as a whole should remain plentiful, we do anticipate 40ct commanding a premium more often than not until the end of the crop. They have continued to be available for mixers, but we are not seeing very much straight load availability, or even availability in heavy volume. There will be some lots that are better than others throughout the season, but this does appear to be a theme moving forward. Because of this, we do anticipate that we may see a pretty big gap between 40ct/50ct and the rest of the sizes. The good news is that food service sized cartons in the middle size range (60/70/80) appear to be plentiful. Unfortunately, at their current return levels on 90s/10s/2s and retail bags, growers are losing quite a bit of money. The rest of Q1 will be a combination of both Burbanks and Norkotahs being shipped, and during the beginning of Q2 (in April), we will see Norkotahs wind down and will be shipping exclusively Burbanks until new crop in The Fall. In general, there are no major headwinds expected in the potato market during the first half of the year.

Tomato Update: Cold weather and rain continue to cause issues with ongoing harvest delays and lack of supply. Rounds and grapes are the tightest this week. We may see escalated pricing and pro-rates on rounds and grapes, we recommend shifting to romas over the next two weeks at minimum.

Tomatoes: East Coast

- **Round Tomatoes: ESCALATED** Markets remain firm with very high demand and less fruit available. The good news: weather has improved resulting in increased production. We hope to see this improve over the next two weeks and may see some pro-rates therefore recommend making a shift to romas when necessary due to lack of quality, lack of supply and price.
- **Roma Tomatoes:** Stable supply and good quality available.
- **Grape, and Cherry Tomatoes: EXTREME** We expect to see very short crops, escalated pricing, and potential for pro-rates continue through March. Ongoing rain and cool weather continue to delay the crop. Until we see some return to warm weather and less rainfall a crop recovery will not materialize.

Tomatoes: Mexico

- **Round Tomatoes: ESCALATED** Markets remain firm with very high demand and less fruit available. The good news: weather has improved resulting in increased production. We hope to see this improve over the next two weeks and may see some pro-rates therefore recommend making a shift to romas when necessary due to lack of quality, lack of supply and price.
- **Roma Tomatoes:** Good quality and supply available.
- **Grape, and Cherry Tomatoes: ESCALATED** Crops out of Mexico are slowly improving and we are seeing a downward trend on price as the volume increases. Unfortunately, with the imbalance on the east coast due to less acreage planted and weather-related pressure, markets remain at record highs. We will see this continue until Florida can produce volume consistently.
- **Medley Grape Tomatoes: ESCALATED** Lighter volume this week with fair Quality.
- **Tomato on the Vine:** Improving supply with excellent quality available this week.

APPLES

Apples: Washington State Apples remain in good promotable volumes on most varieties. Quality has been very good and is expected to remain good for the foreseeable future. Sizing is trending toward smaller sizes, 100s and smaller. Gala apples are seeing roughly one million fewer packages than last year.

Pears: Availability is down on Anjou, and Barlett is expected to see a rise in markets over the coming weeks.

Other Fruit

Pomegranates: Early Granada varieties available in the west.

Persimmons: Fuyu and Hachiya varieties available.