

# THE FRESH REPORT

WEEK OF DECEMBER 24, 2018

Availability subject to change.



## GROWING AREA FORECASTS

### WEST COAST

Warm temperatures across the southern regions. Very mild temperatures in Central Valley/Coast.

### EAST COAST

Scattered thunderstorms coupled with cooler weather.

### MEXICO

Very mild and dry temperatures continue throughout the growing regions.

## TOP PICKS

California Blood Oranges #5642

Olives, Bistro Blend #7841

Pear, Bosc #9292

B&W Red Watercress #6749

Meyer Lemons #4357

## FRESH MARKET INFORMATION

### ASPARAGUS

No changes, cold weather in Southern Baja continues. Demand up. Supplies are tight.

### AVOCADOS

Demand is light with plenty of fruit in the pipeline. Growers reporting that fruit is cutting well. Taste is great.

### BEANS - GREEN

The bean market has finally come back to normal. Plenty of supplies out of Florida with good quality.

### BERRIES - BLACK / BLUE / RASPBERRY

Blackberry and Raspberry supplies are light, but expected to improve next week. Blueberries are in good supply. With demand being a bit lighter during the holidays, prices should begin to decrease.

### BERRIES - STRAWBERRIES

CA Strawberry fields are recovering after rains from last week. Supplies should improve as we move into next week. Florida is experiencing rain and facing shortages of their own. Prices remain elevated.

## FRESH MARKET INFORMATION

BROCCOLI /  
CAULIFLOWER

Broccoli and Cauliflower supplies are much improved this week; good quality along with competitive pricing.

CELERY

Supplies remain light with prices high through the end of the year.

CILANTRO / PARSLEY /  
GREEN ONION

Green Onion prices have risen a bit due to holiday demand. Good supplies and quality. Parsley and Cilantro are steady to higher.

CITRUS - LEMONS /  
LIMES / ORANGES

Citrus supplies are strong out of CA, FL, and Mexico as weather becomes cooler. Several varieties out of each region available with good quality and taste. Prices are lower.

CORN

Market is still holding. Supplies and quality continue to be good.

CUCUMBERS

The market has dropped. Quality is good and a lot more supplies are available.

EGGPLANT

Still good value. Most supplies are coming out of Florida and Mexico. Quality is good and pricing is stable.

GRAPES

We're transitioning from domestic to imported grapes as the year winds down. Prices are higher as a flux in supplies takes place.

 ICEBERG / ROMAINE  
/ LEAF LETTUCE

Green Leaf still very active, while Romaine and Iceberg supplies are strong with good weather in Yuma and other smaller growing areas. Demand has dropped off and prices are much lower.

MELONS

Cantaloupe supplies are lighter and prices remain high. Honeydew are more available with shipments from Mexico and Honduras. Watermelon is lightly shipping out of Florida and starting to ship from Mexico.

ONIONS

Supplies are strong out of Washington and Idaho. Prices are good, quality is strong.

 PEPPERS

Green Pepper supplies continue to be tight with high pricing. Available product is of good quality. Red and Yellow Pepper prices are very high - growers harvested during a high green pepper market causing a major shortage in the colored bell markets. Prices will be higher for a couple more weeks.

POTATOES

Supplies are good. An abundance of snow and very cold temperatures will limit packing.

SQUASH/ZUCCHINI

Supplies in Florida continue to improve. Prices are coming down and quality is improving. Good value going into the holidays.

STONEFRUIT

First of the Chilean imports of cherries, nectarines, and peaches are arriving to ports and will increase frequency and variety as we move into the new year.

 TOMATOES

Roma and grape markets have come down tremendously. Supplies and quality on both are good. Rounds remain to be tight with color and quality issues.